



# EVERLEDGER WITH AVERY DENNISON AND WINE TRADE NETWORK

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Together with partner Avery Dennison, Everledger has developed an end-to-end traceability and provenance tracking solution for the wine industry. This partnership, launching first with 'Appellation Earth' wines from Napa Valley by US-based wine négociant Wine Trade Network, combines Avery Dennison's intelligent label solutions with Everledger's blockchain-based platform. The platform will provide embedded proof of provenance to enhance trust and encourage consumer interaction with their wine purchases. Each wine bottle is given a unique digital identity through the NFC powered inlays attached to the specific bottle labels. From there, the authenticated provenance of the bottle is tracked, enabling consumers to discover the lifetime journey of their wine – from grape to bottle – simply by tapping their mobile phones on the label.

For more information, please watch this video: <https://youtu.be/GKBx-ZVEzMNU>

