

# JOEL GOTT WINES

**FOR IMMEDIATE RELEASE**

**JOEL GOTT WINES LAUNCHES LABEL-ACTIVATED VIRTUAL EXPERIENCE**  
*Web app offers exclusive content unlocked by wine bottle label scan*

**ST. HELENA, Calif., June 2, 2020** – [Joel Gott Wines](#) today announced a [label-activated experience](#) that brings the brand to life at home and on the shelf. The web app uses label recognition technology to provide vintage and varietal-specific content – all without downloading a smartphone application. Customers can unlock exclusive videos, recipe pairings and vintage notes by texting GOTTWINES to 586828 or scanning a QR code, then scanning a bottle of Joel Gott Wines with a smartphone camera. Consumers may then opt to save unlocked content to their phones for future reference while maintaining access to continuously refreshed resources within the Joel Gott Wines web app.

This new tool is available for the brand’s five leading varietals: 815 Cabernet Sauvignon, California Sauvignon Blanc, California Chardonnay, California Pinot Noir and Palisades Red. Fans scanning or selecting California Sauvignon Blanc gain access to pairings such as Ahi Poke Crispy Tacos, Chicken Kale Caesar and Vietnamese Chicken Salad. Scanning the label reveals a recipe for sea scallops with miso brown butter, plus vineyard, harvest and winemaking notes and videos from Joel Gott, himself. Similarly, fans scanning or selecting Palisades Red gain access to pairings such as a California Burger, Crispy Teriyaki Chicken Sandwich and Western Bacon Blue Ring Burger. Scanning the label unlocks a recipe for grilled achiote ancho chile chicken tacos. All content can be saved and accessed at any time – all without cumbersome app downloads.

Joel Gott Wines elected to pursue an app-free experience for fans for its innumerable benefits over traditional AR alternatives. A fraction of the size of a native app, web apps are up to 99 times smaller, with the same functionality. Joel Gott Wines was also confident that consumers would embrace the technology. Today, 79 percent of shoppers use their smartphones to assist them while shopping. Consumers are also more apt to interact with texts; 90 percent of texts are read within three seconds, and 11 million households will use a scan code this year alone.

Joel Gott Wines’ web app reflects the brand’s pursuit to pair balanced, food-friendly wines at an affordable price with easy-to-access recipes and compelling wine knowledge. When delivered via the brand’s AR technology, the web app is sure to evoke curiosity and inspire interest in Joel Gott Wines. To learn more about Joel Gott Wines, please visit [www.gottwines.com](http://www.gottwines.com).

## **About Joel Gott Wines**

*Since its founding by Joel and Sarah Gott in 1996 in St. Helena, California, Joel Gott Wines has selected the best fruit from growing regions in California, Oregon and Washington – each blended to create more balanced, clean, complex and elegant wines. More than twenty years later, Joel Gott Wines has maintained a legacy of giving customers expressive and food-friendly wines at great prices by partnering with vintners and vineyards with whom the Gott family has built relationships for generations. The Joel Gott Wines portfolio features five core California wines: 815 Cabernet Sauvignon, Sauvignon Blanc, Chardonnay, Pinot Noir and the Palisades Red Wine Blend. In addition to these core wines, Joel Gott Wines produces a wide range of varietals that are produced from fruit from California and the Pacific Northwest. For more information visit [www.gottwines.com](http://www.gottwines.com).*

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## Social Media

Facebook: [@JoelGottWines](#)

Instagram: [@JoelGottWine](#)

Twitter: [@JoelGott](#)

## Joel Gott Web App

Visit: [app.gottexperience.com](http://app.gottexperience.com)

Text: GOTTWINES to 586828

Scan QR Code:



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