

Introduction to

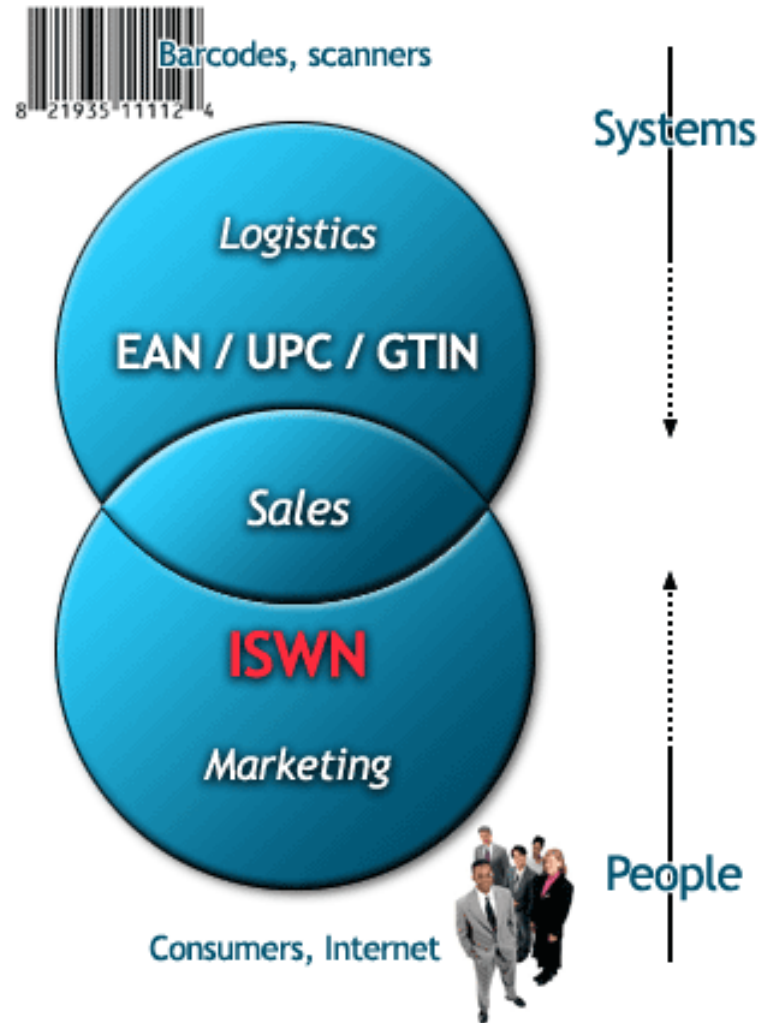
ISWN

International Standard Wine Number

1999-2003

Introduction

The ISWN code is a consumer-readable, information-oriented code
as compared to
fully compatible with
machine-level barcodes such as GTIN (EAN, UPC)



The ISWN code fills in the missing levels required to link existing barcodes and connect with the needs of brand and category management

- wine specific codes

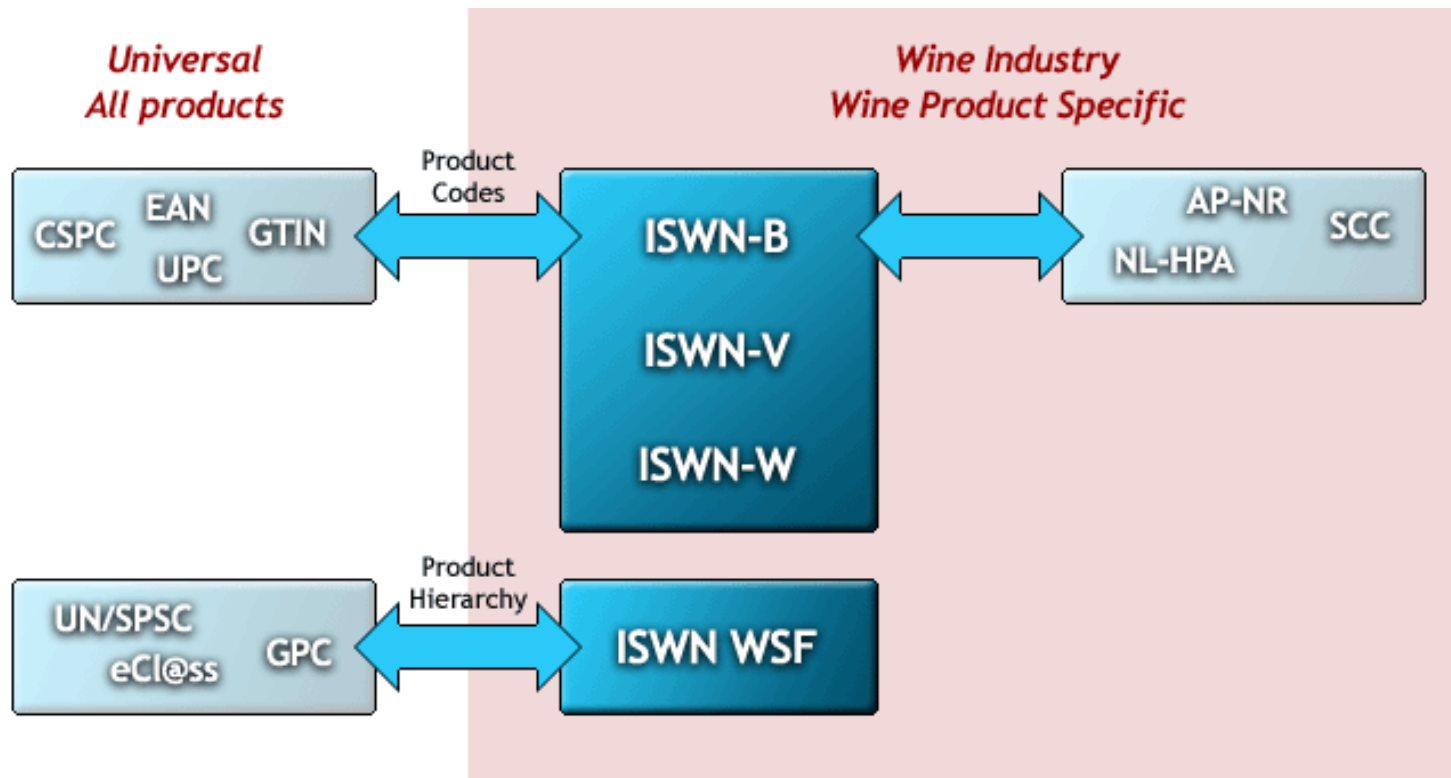
such as AP-NR (Germany), NL-HPA (Netherlands)

- universal product codes

such as GTIN (Global Trade Item Number), UPC (Universal Product Code), EAN (European Article Number)

- universal product classifications

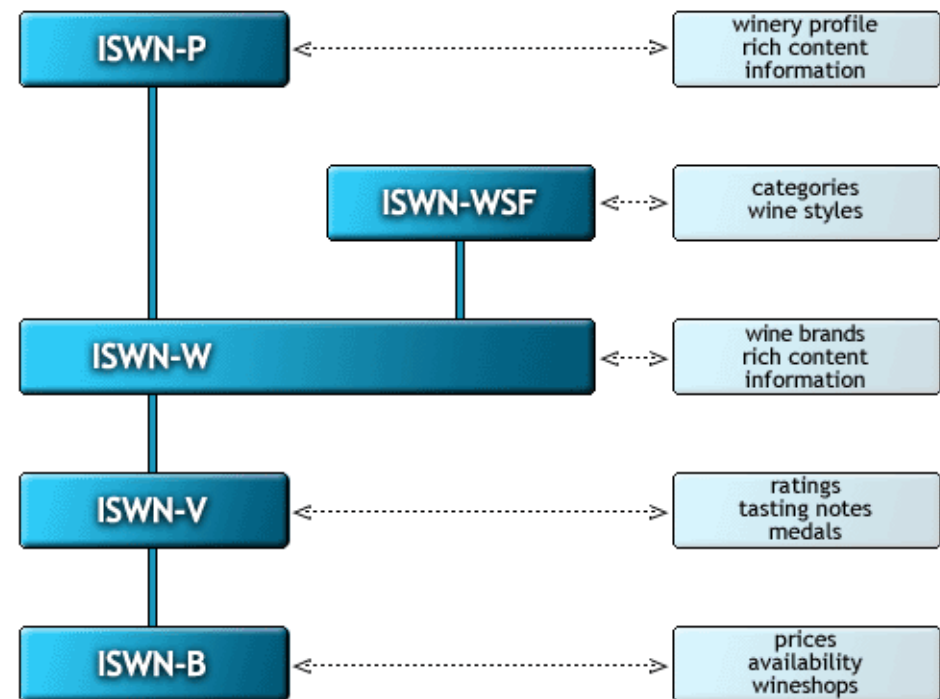
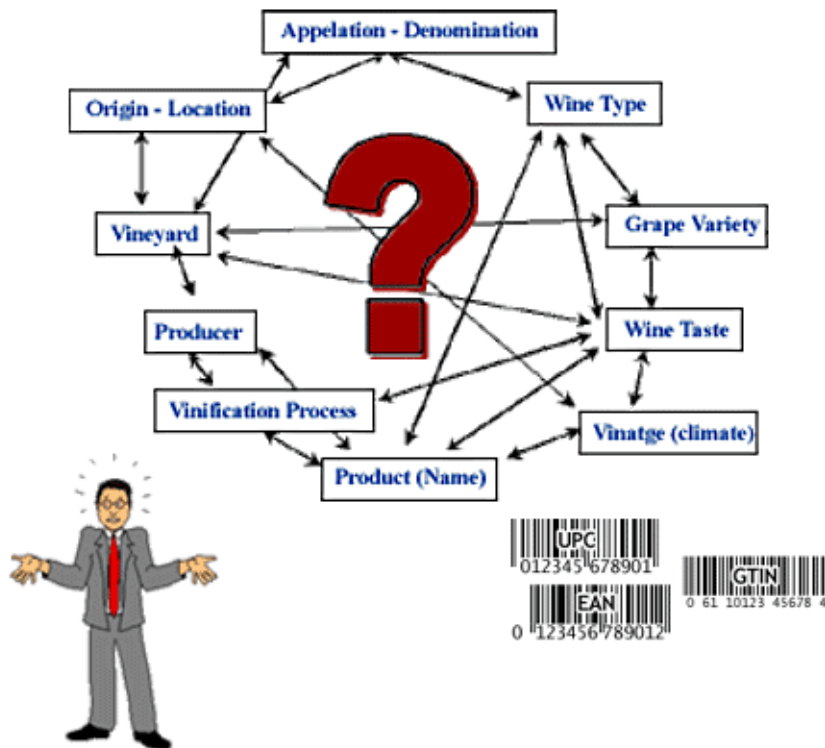
such as GPC (Global Product Classification)



But even more importantly in the Internet age of free flow of information, the ISWN code fills in the missing levels required to seamlessly integrate information and all types of rich content about

wine producer (ISWN-P) , wine (ISWN-W), wine vintage (ISWN-V), and wine bottle (ISWN-B)

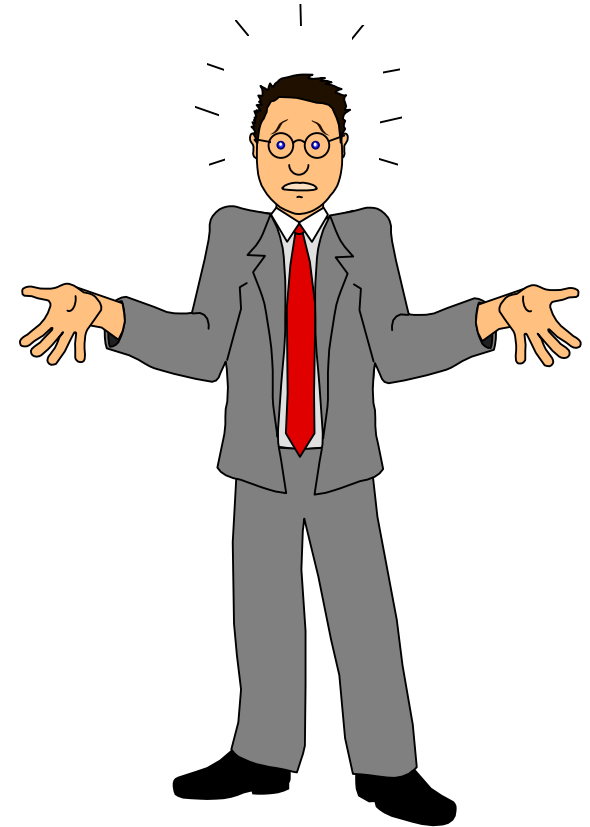
International Standard Wine Number



**Wine:
an Information Challenge**

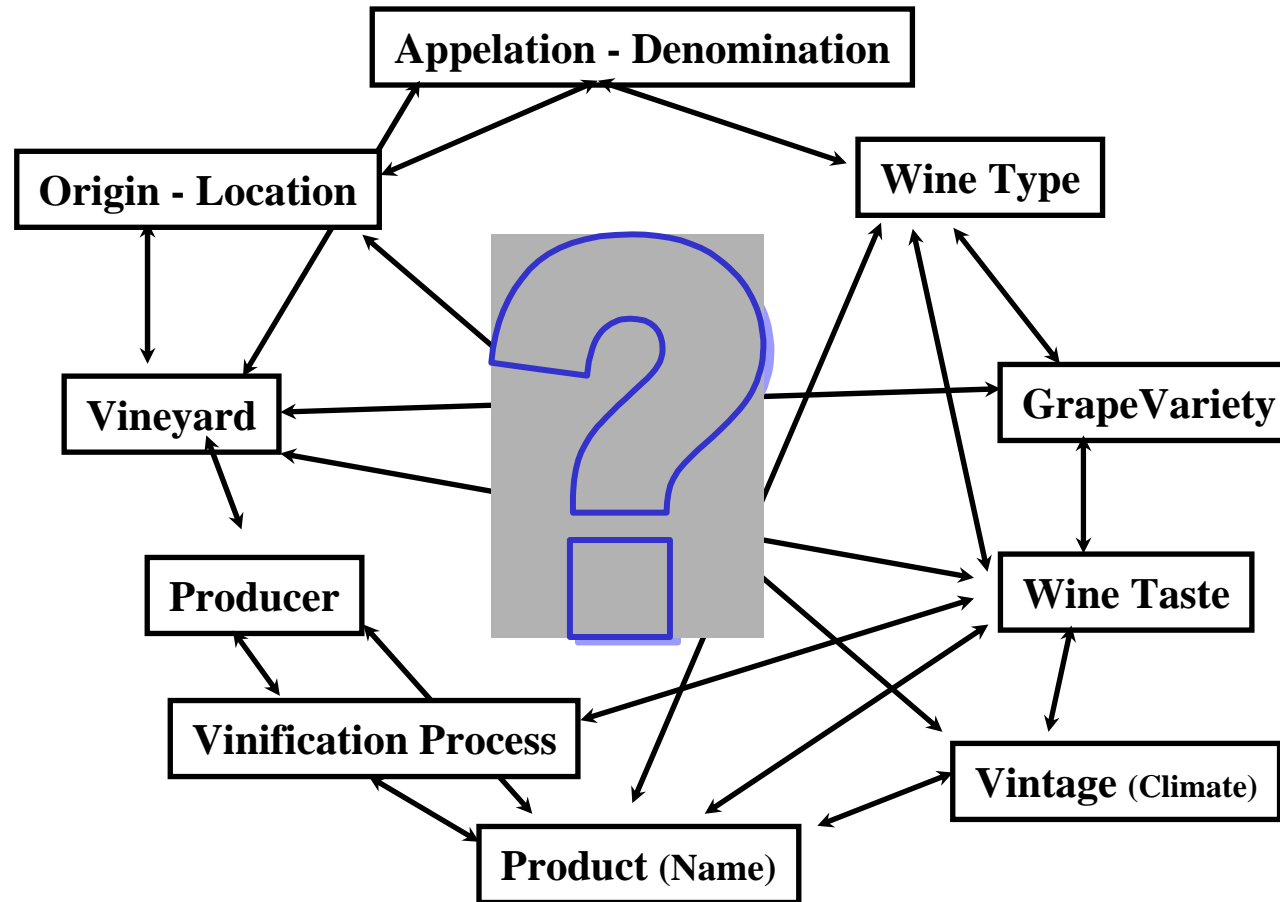
The Consumer faces major challenges with wine

- How to choose the right wine ...
 - ... to match *my* personal taste preferences !
 - Wine is an extremely complex product to understand
 - many disparate sources of subjective information
- Where to find this wine ...
 - where do they have it available ?
 - at the lowest price ?



Getting best “Value for Money” represents a true problem for the wine lover

Wine is an extremely complex product

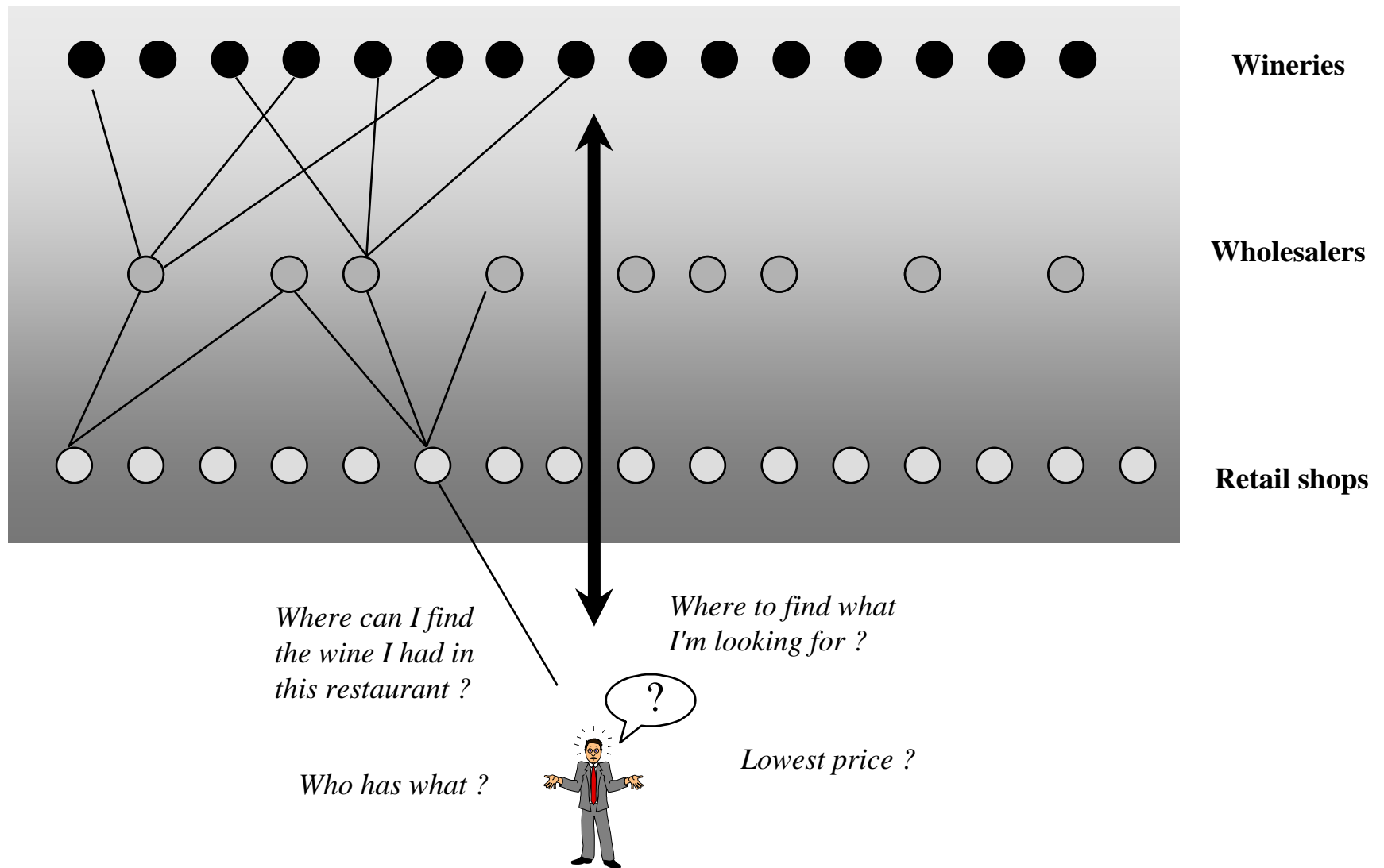


Ten related key dimensions - each requires a good understanding, as well as structured information content ...*plus* the relationships between dimensions

**There are many sources of information ...
but no structured or integrated information ‘at your fingertips’**

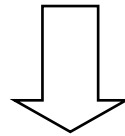
- Information is scattered over many thousands of sources, mainly books
 - wine atlas, wine travel guide, encyclopedia, wine magazines, websites ...
 - fragmented focus along geographical wine areas
 - different languages (German, Spanish, Italian, ...)
 - Example: just searching Amazon.com for “wine” already returns 11010 books
- There is no global, structured framework for information integration, enabling:
 - logical navigation facilities
 - effective search facilities
 - consolidation of sources of information (across content scope and languages)

The current wine market has low transparency for the consumer, i.e. very poor price and availability information.

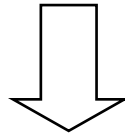


The supply chain offers some unique characteristics and challenges due to the very large number of wine producers and products.

- Highly scattered production (10^5 wineries)
- Huge product spectrum (10^6 products that change every year)
- No supply / demand regulation system



Distributed stocks – Fragmented offering



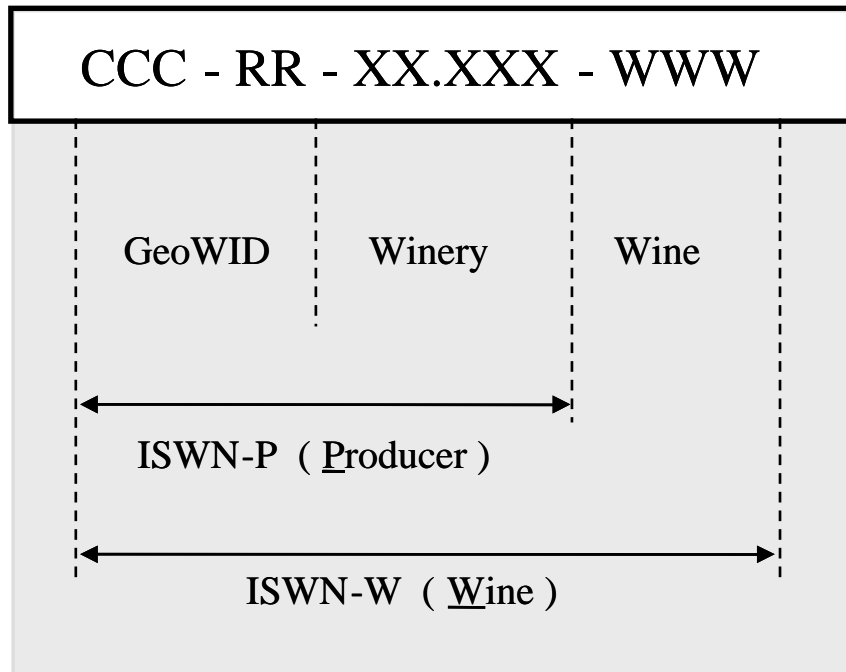
- Large price variances
- Relatively high margins
- Limitations in offering and order quantity of specific products

Introducing the

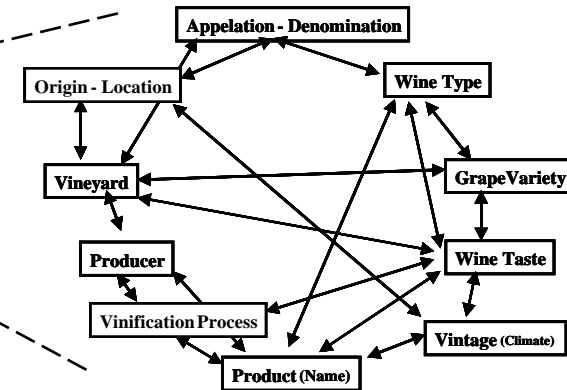
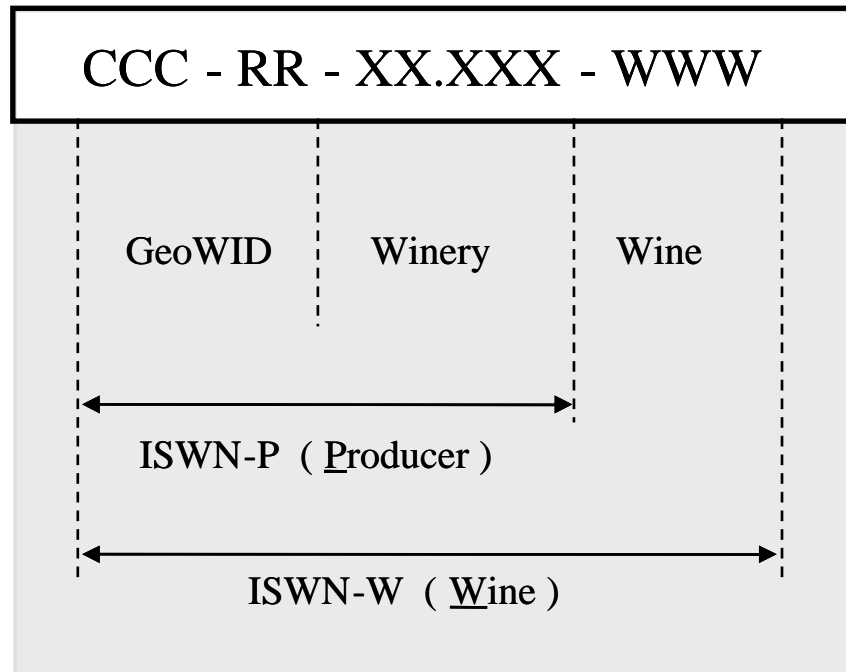
ISWN Framework

a solution to wine product complexity

In principle, the ISWN simply provides a unique code for each wine producer and wine product ...



In principle, the ISWN simply provides a unique code for each wine producer, wine product, and wine bottle ...



... that allows to link and integrate all other 'wine dimensions' such as grape varieties, vineyard, vintage notes, etc ...

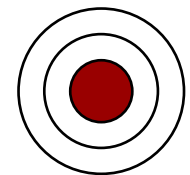
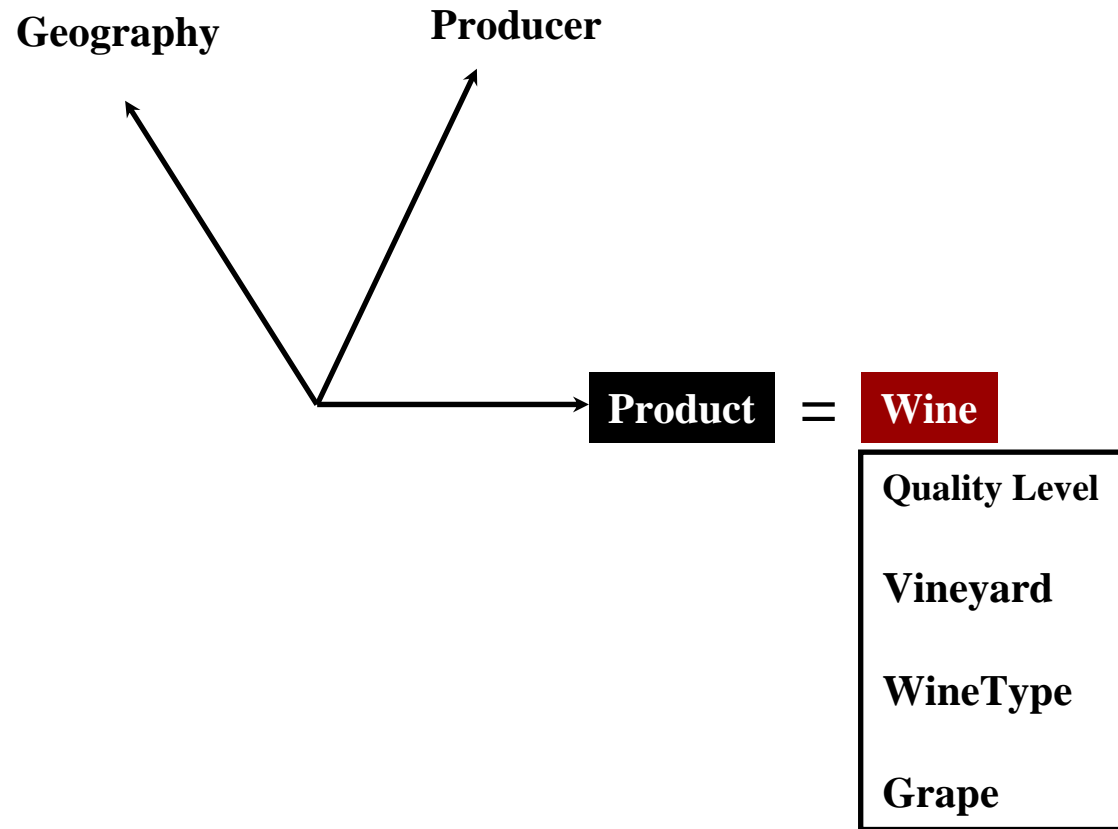
This is the reference foundation required to be able to integrate information from any number of different sources, in any language.

However, the ISWN implementation consists of a number of components:

- The ISWN Ontology: dimensional structure with standard XML definitions
- The GeoWID coding scheme and master reference data
- The ISWN coding scheme and master reference data
- The ISWN Wine Style Framework: a Taxonomy for Category Mgmt
- Principles and Technology for Information Integration Management

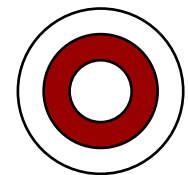
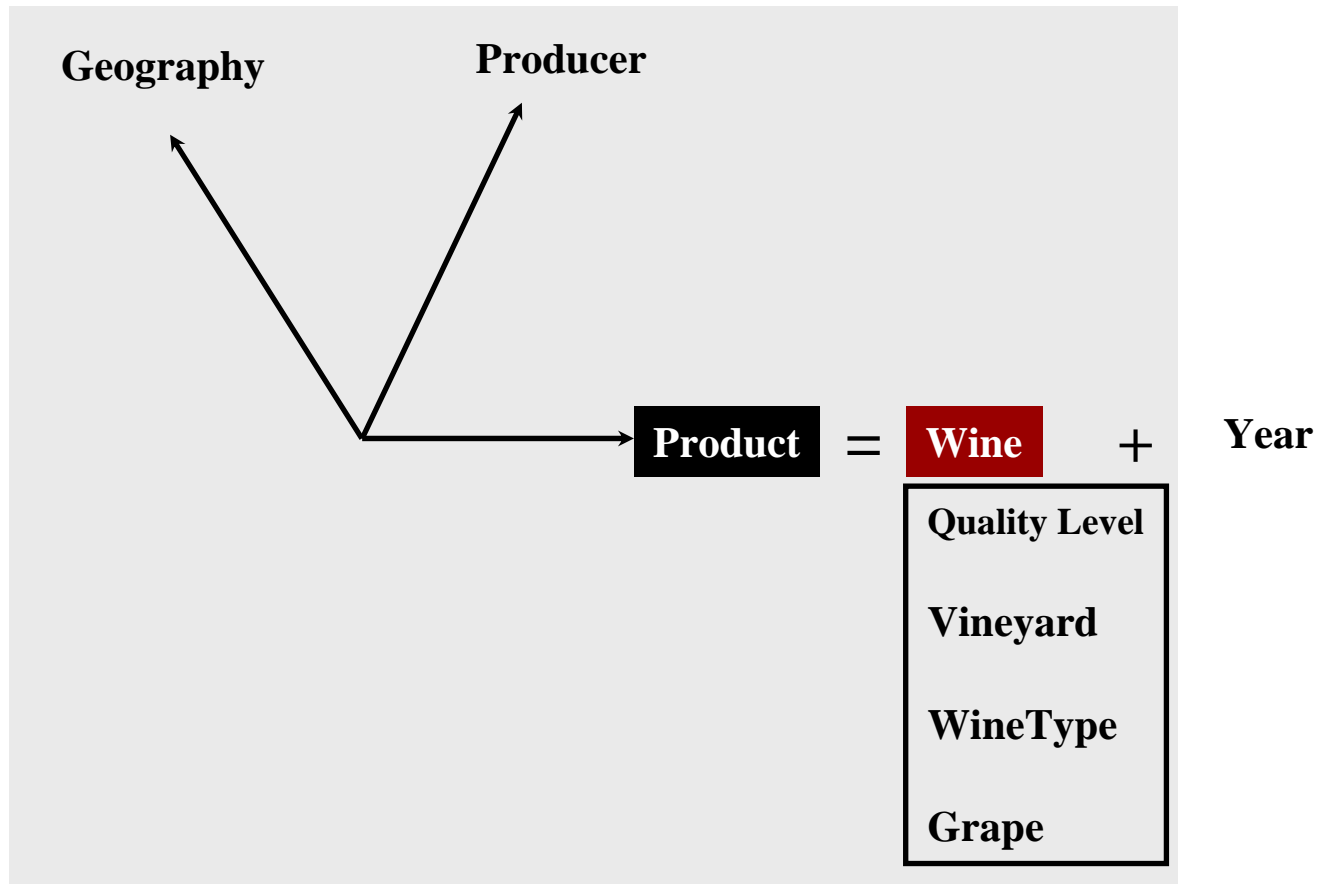
1 – ISWN Ontology

The key information items that describe a wine product are in the ISWN-W



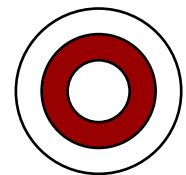
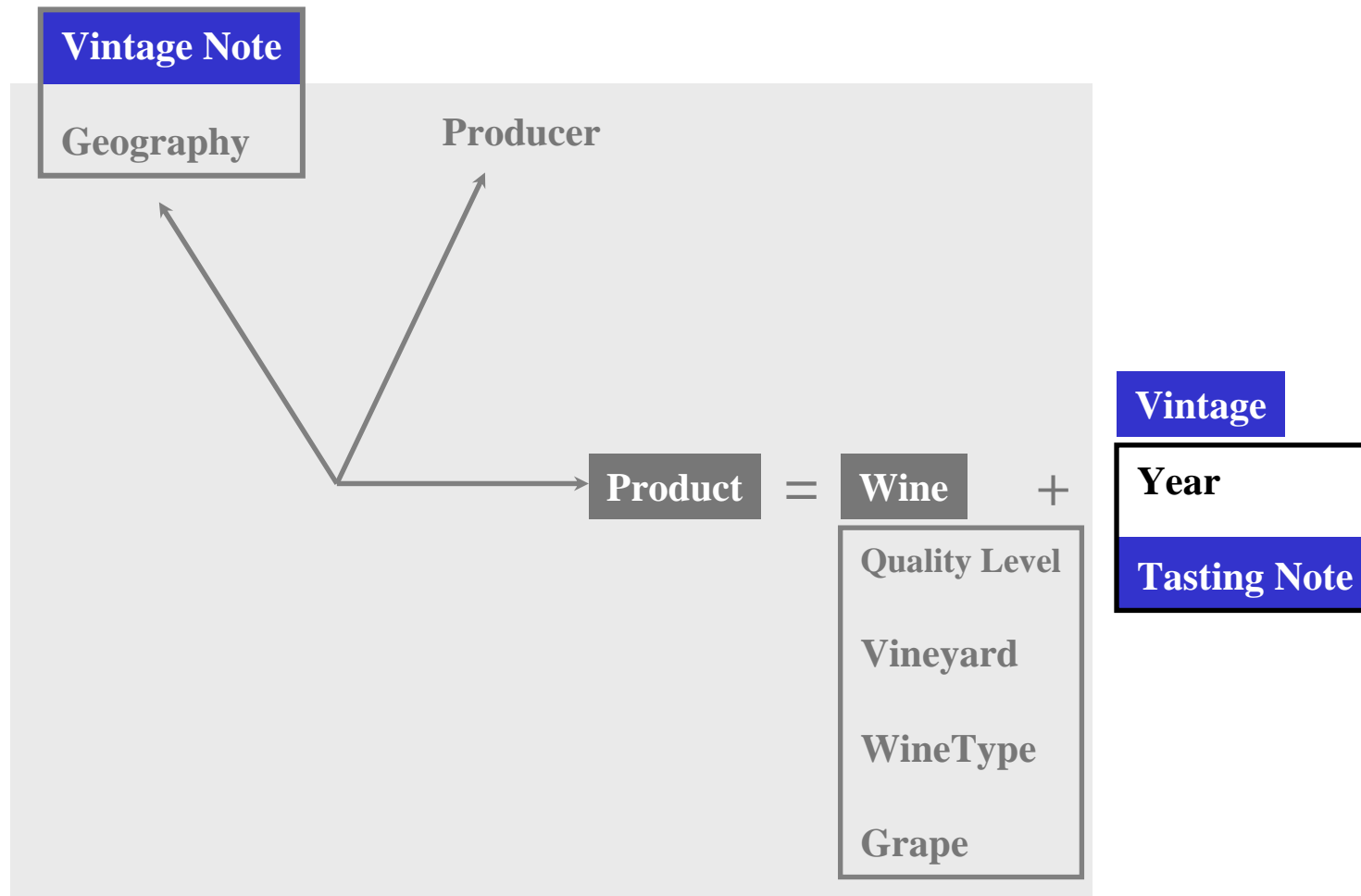
ISWN-W

The Time dimension is of great influence: the quality of the wine is different every year ...



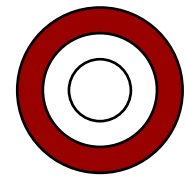
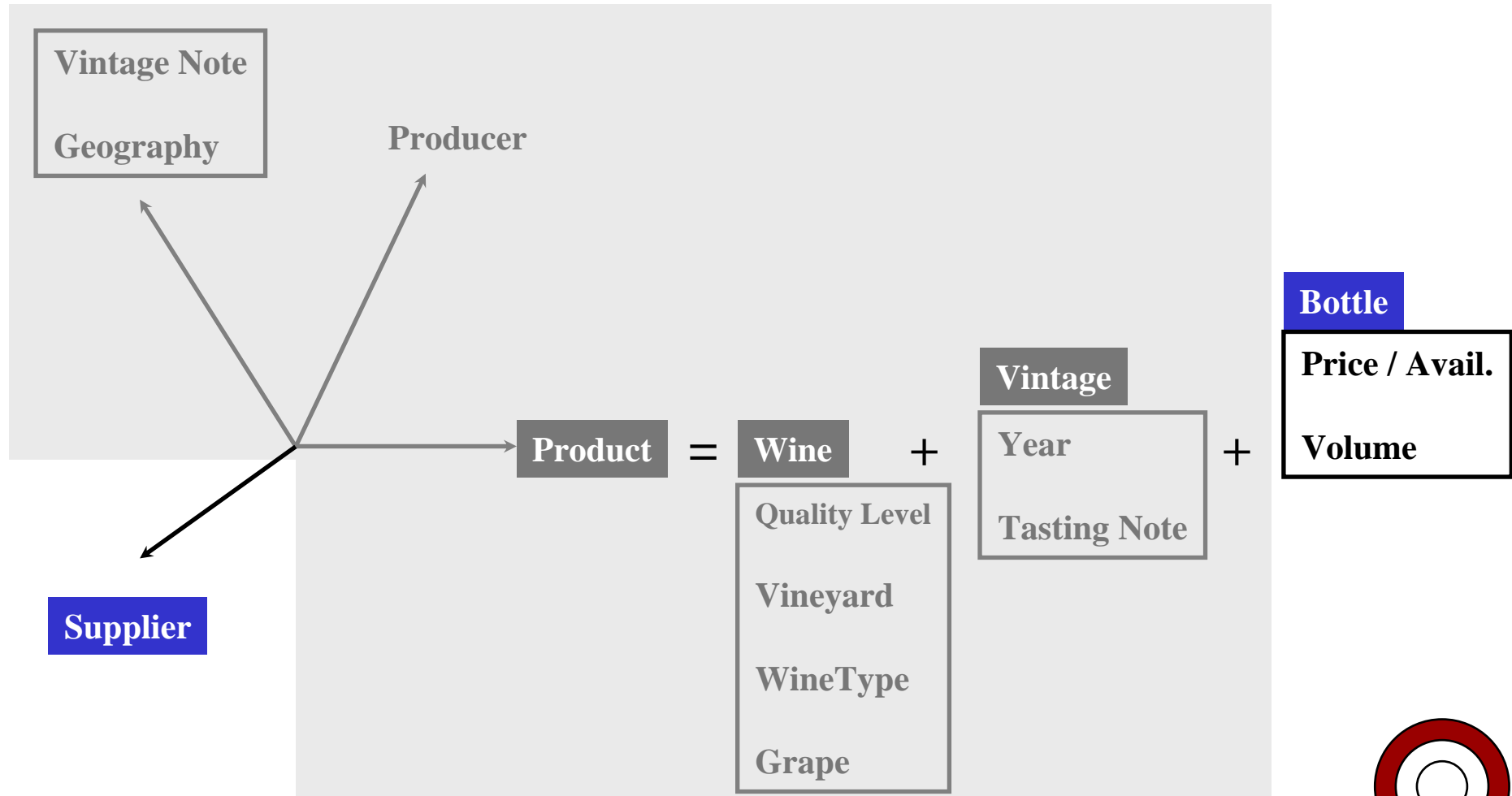
ISWN-V

Season and weather conditions in the Wine Area are described in the Vintage Notes. Every year the wines are vastly different, as described through Wine Tasting Notes (subjective).



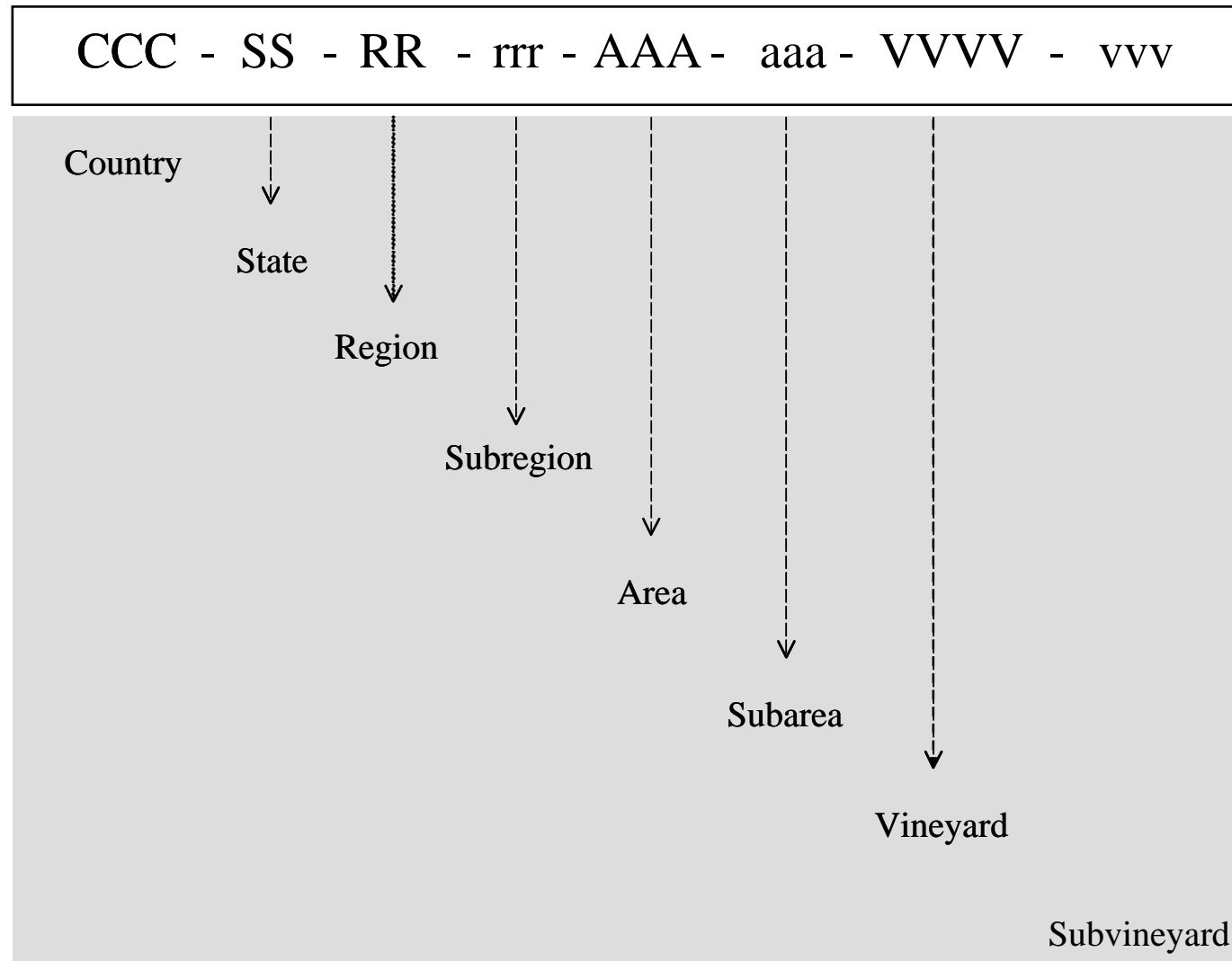
ISWN-V

Wine Price & Availability for any wine bottle depend on the suppliers' network distributed stock (retail channel)



2 - GeoWID

**1 – The GeoWID is the only global standard coding scheme for wine regions:
a single global hierarchy and a unique code for all wine areas worldwide**



Examples of GeoWID [France]

France

250

Bordeaux

250 - 00 - 01

Saint-Estephe

250 - 00 - 01 - 001 - 007

Bourgogne

250 - 00 - 02

Clos de Vougeot (vineyard)

250 - 00 - 02 - 002 - 012 - 000 - 0253

La Romanee Conti (vineyard)

250 - 00 - 02 - 002 - 011 - 000 - 0293

Monbazillac

250 - 10 - 01 - 009

Madiran

250 - 10 - 03 - 001

Examples of GeoWID [European countries]

Germany

276

Schmittskapellchen (vineyard in Rheinessen)

276 - 00 – 10 – 028 – 000 – 000 - 2174

Spain

724

Rioja

724 - 11 – 75

Ribera del Duero

724 - 07 – 72

Italy

380

Chianti

380 - 19 – 69

Barolo

380 - 11 – 00 – 031

Vigna Cicala (vineyard)

380 - 11 – 00 – 031 – 030 – 000 - 0002

Examples of GeoWID [worldwide]

Neusiedlersee (in Burgenland, Austria)

040 - 00 - 03 - 010

Madeira (Portugal)

620 - 00 - 08

Valea Calugareasca (Dealu Mare, Romania)

642 - 00 - 06 - 009 - 005

Franschhoek (South Africa)

710 - 03

Maipo Valley (Chile)

152 - 00 - 03

Okanagan Valley (British Columbia, Canada)

124 - 02 - 04

Barossa Valley (South Australia)

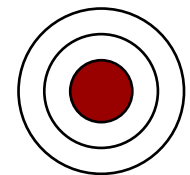
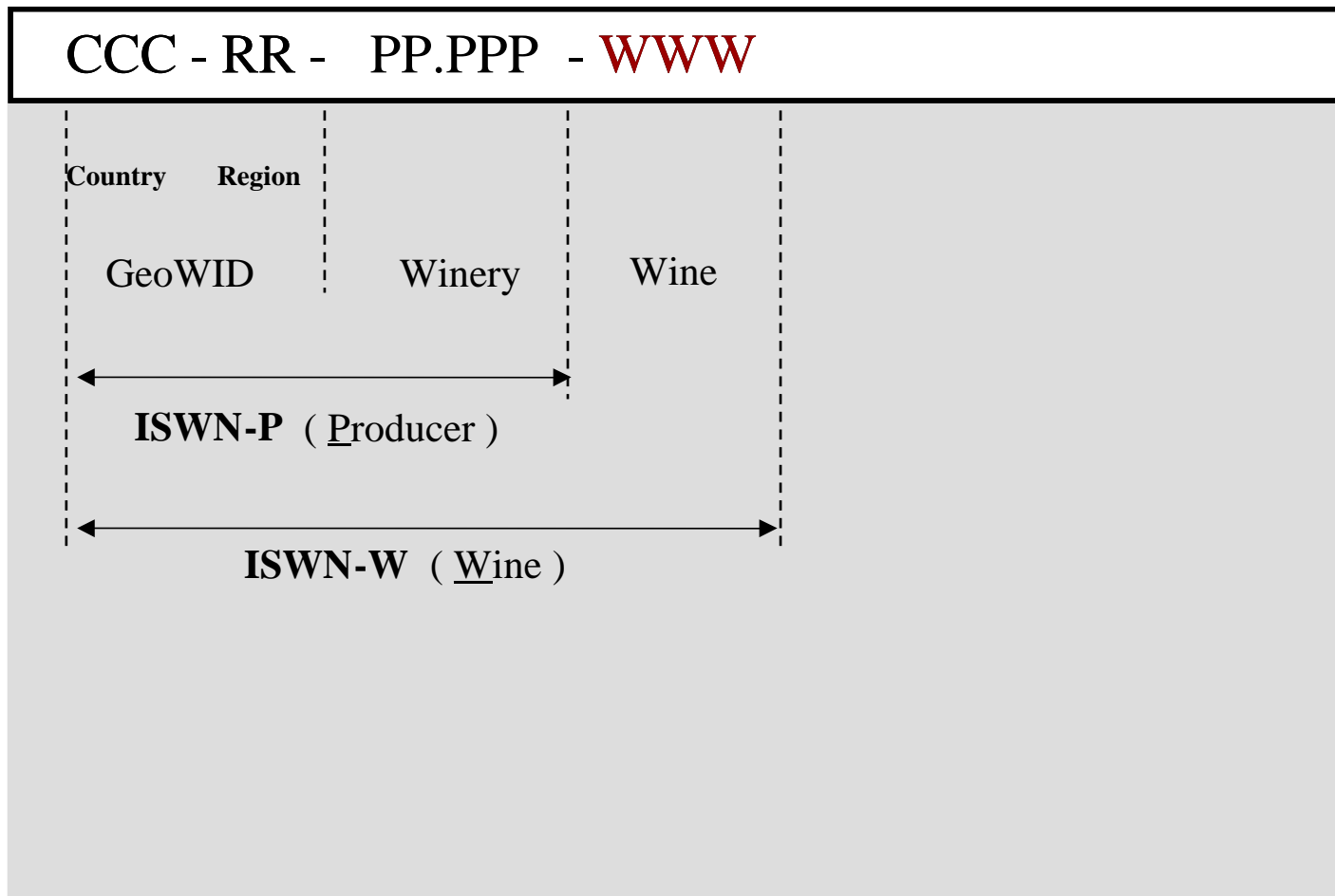
036 - 04 - 00 - 000 - 044

Russian River Valley (AVA, California, US)

840 - 05 - 00 - 000 - 097

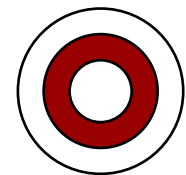
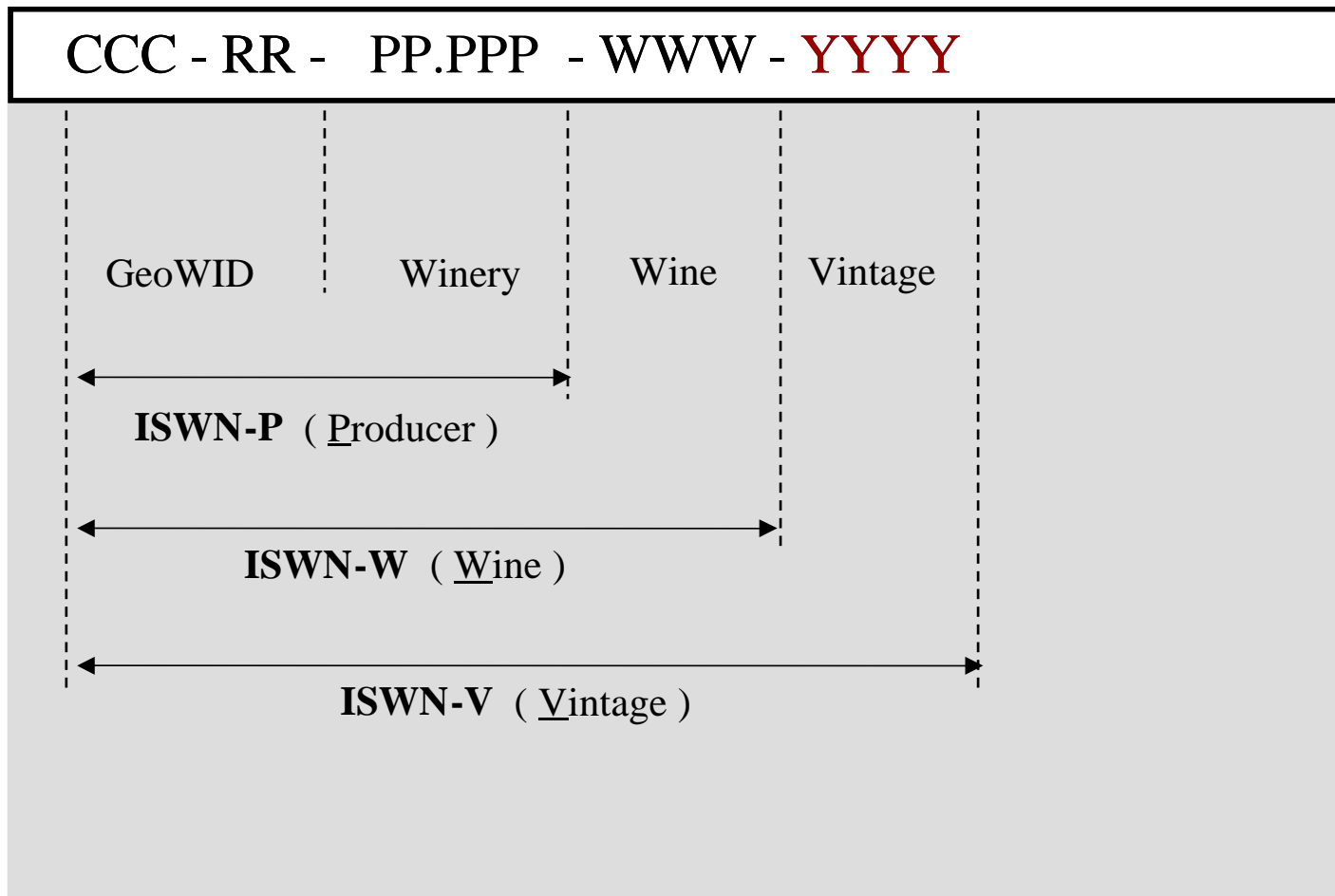
3 - ISWN code

The full ISWN standard provides one unique number code for ... each Winery and **Wine** product ...



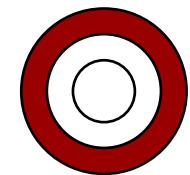
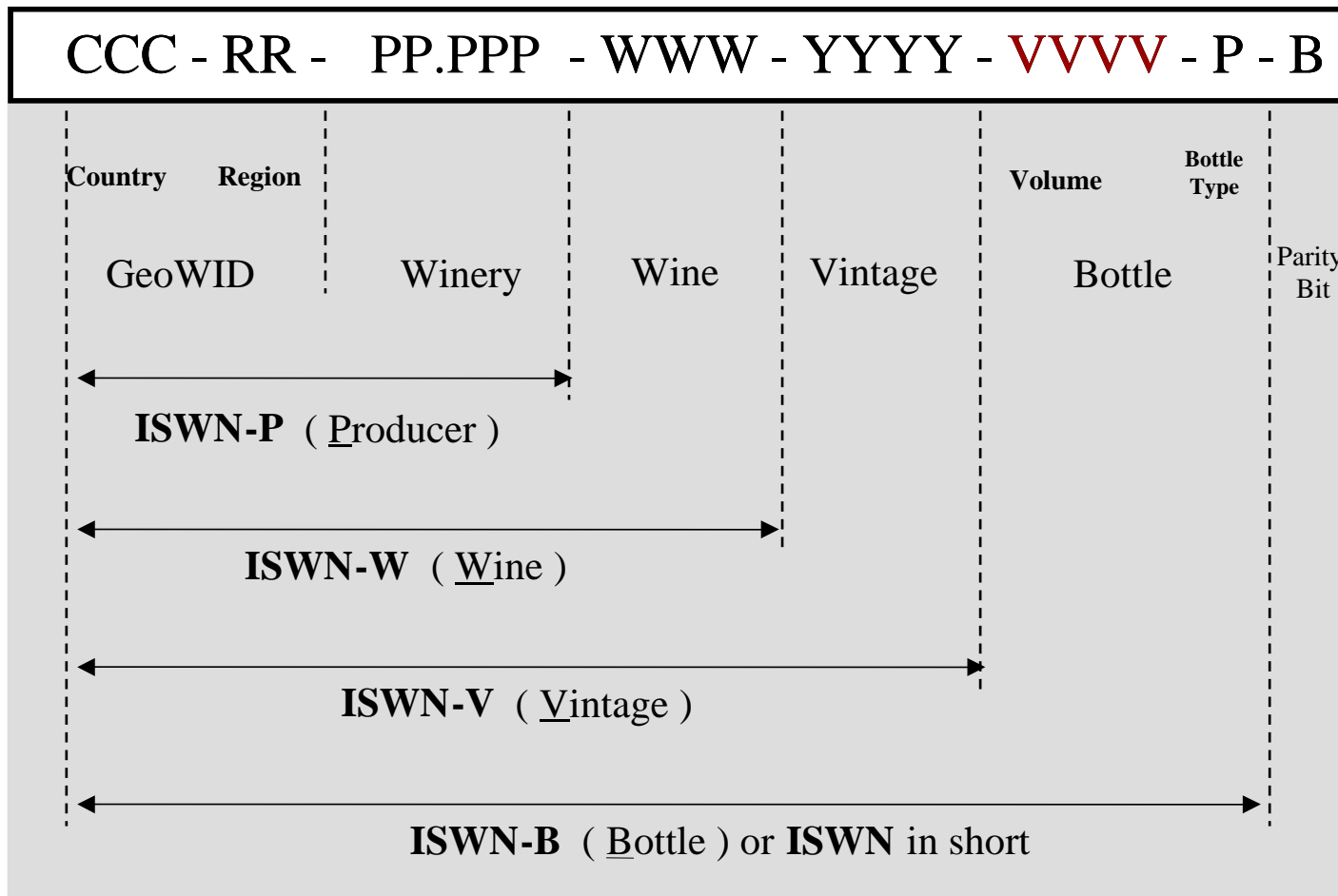
ISWN-W

The full ISWN standard provides one unique number code for ... each **Vintage** variant of the Wine ...



ISWN-V

The full ISWN standard provides one unique number code for ... each wine bottle **volume** and bottle type



ISWN-B

Examples of ISWN

ISWN-P_{roducer}

380 - 11 - 00.946

Visconti Cassinis Ravizza
located in Piemonte, Italy

ISWN-W_{ine}

276 - 00 - 00.570 - 006

Meersburgunder Chorherrnhalde Spatburgunder Weissherbst QbA Trocken
from Staatsweingut Meersburg in Germany

ISWN-V_{intage}

250 - 02 - 00.375 - 120 / 1992

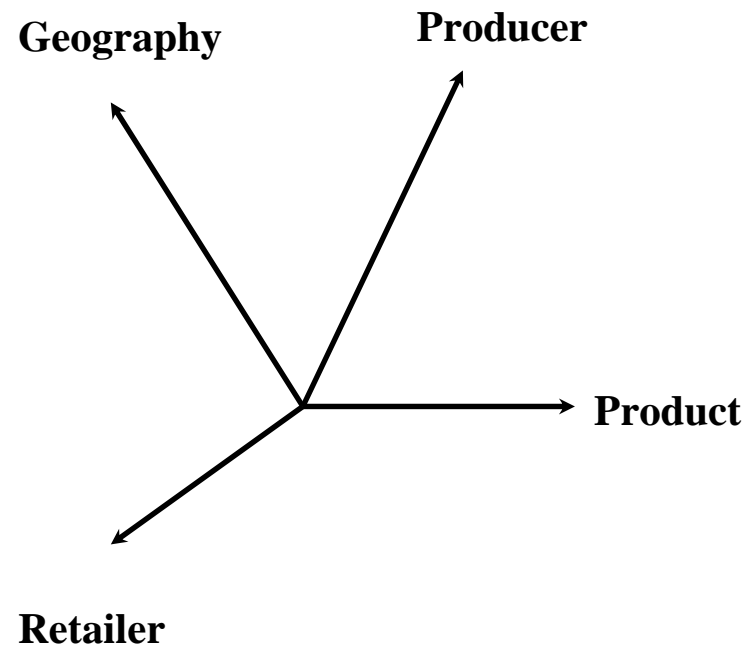
Vosne-Romanee 'Les Suchots' Premier Cru - vintage 1992
Domaine Louis Latour in Burgundy, France

ISWN-B_{ottle}

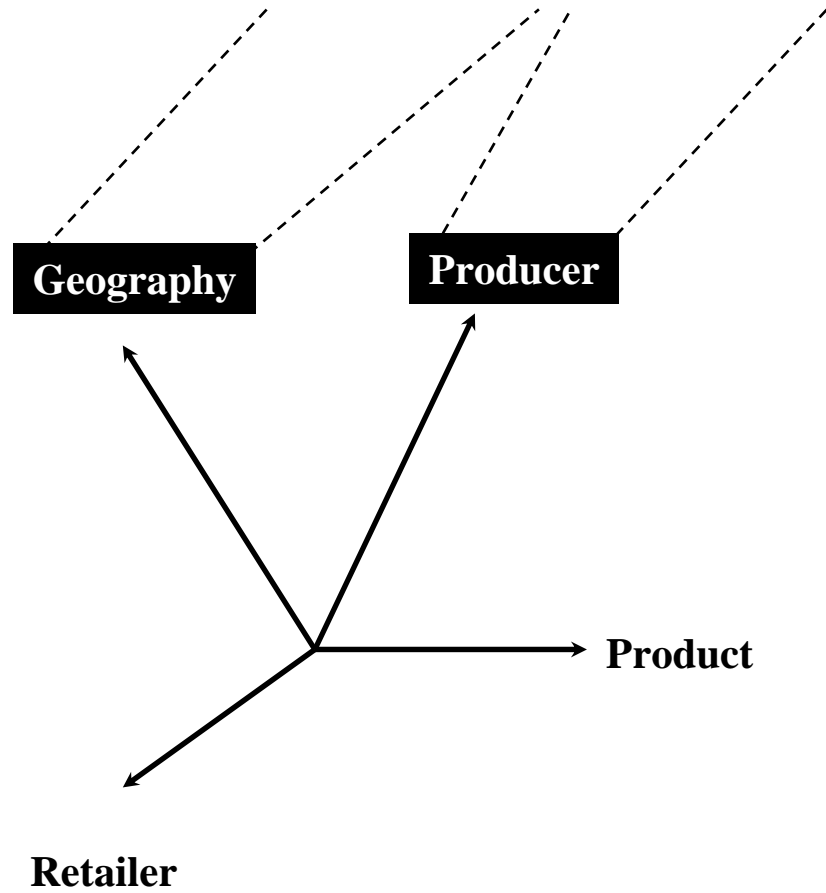
710 - 00 - 00.218 - 001 / 1996 - 0075 - 0 / 0

A standard 75 ml bottle of South African Cabernet Sauvignon
by Thelema Winery, South Africa - 1996 vintage

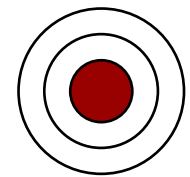
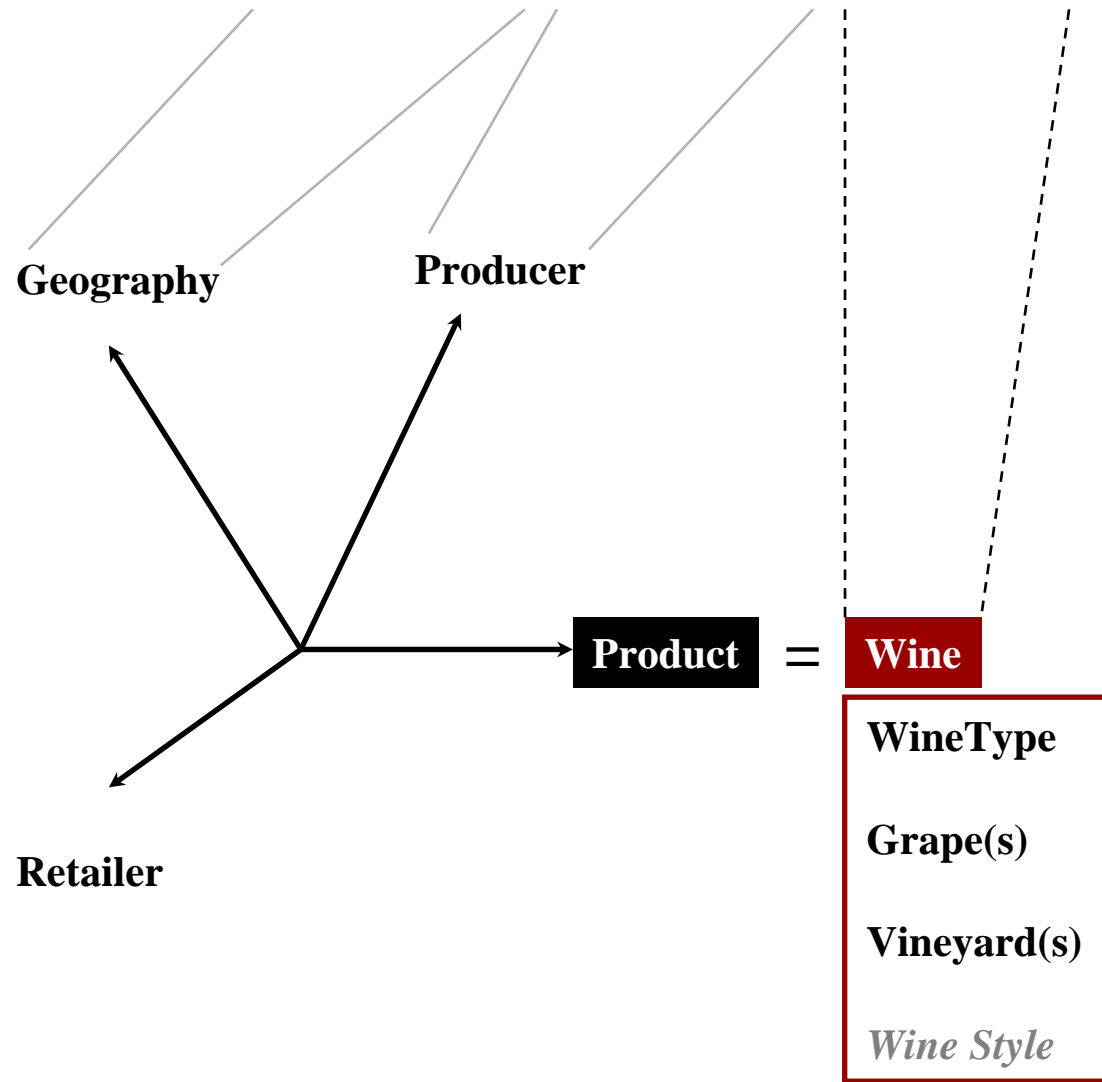
ISWN ?



$$\text{ISWN} - \mathbf{P} = \text{CCC} - \text{RR} - \text{PP.PPP}$$

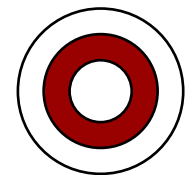
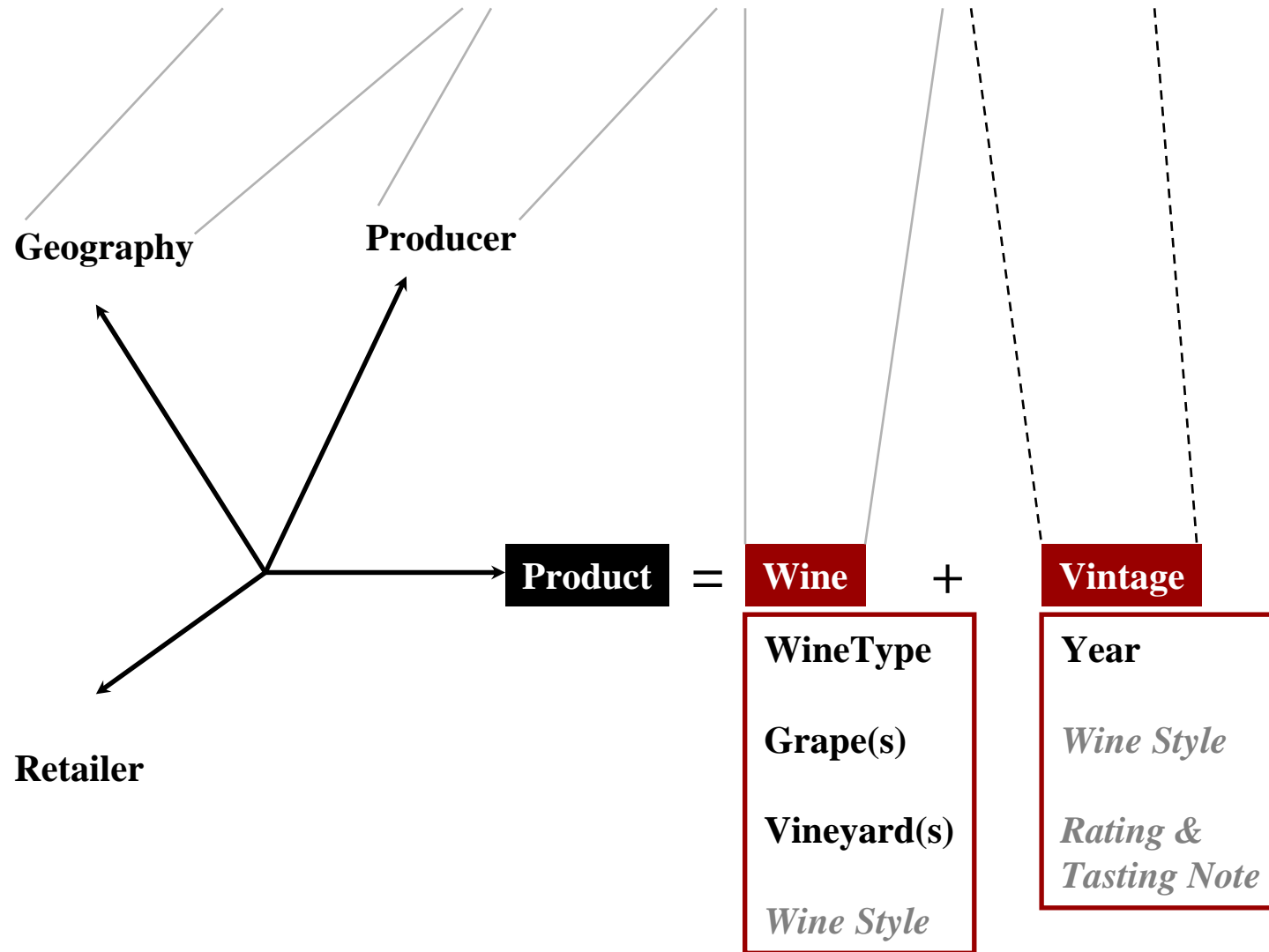


ISWN - W = CCC - RR - PP.PPP - WWW



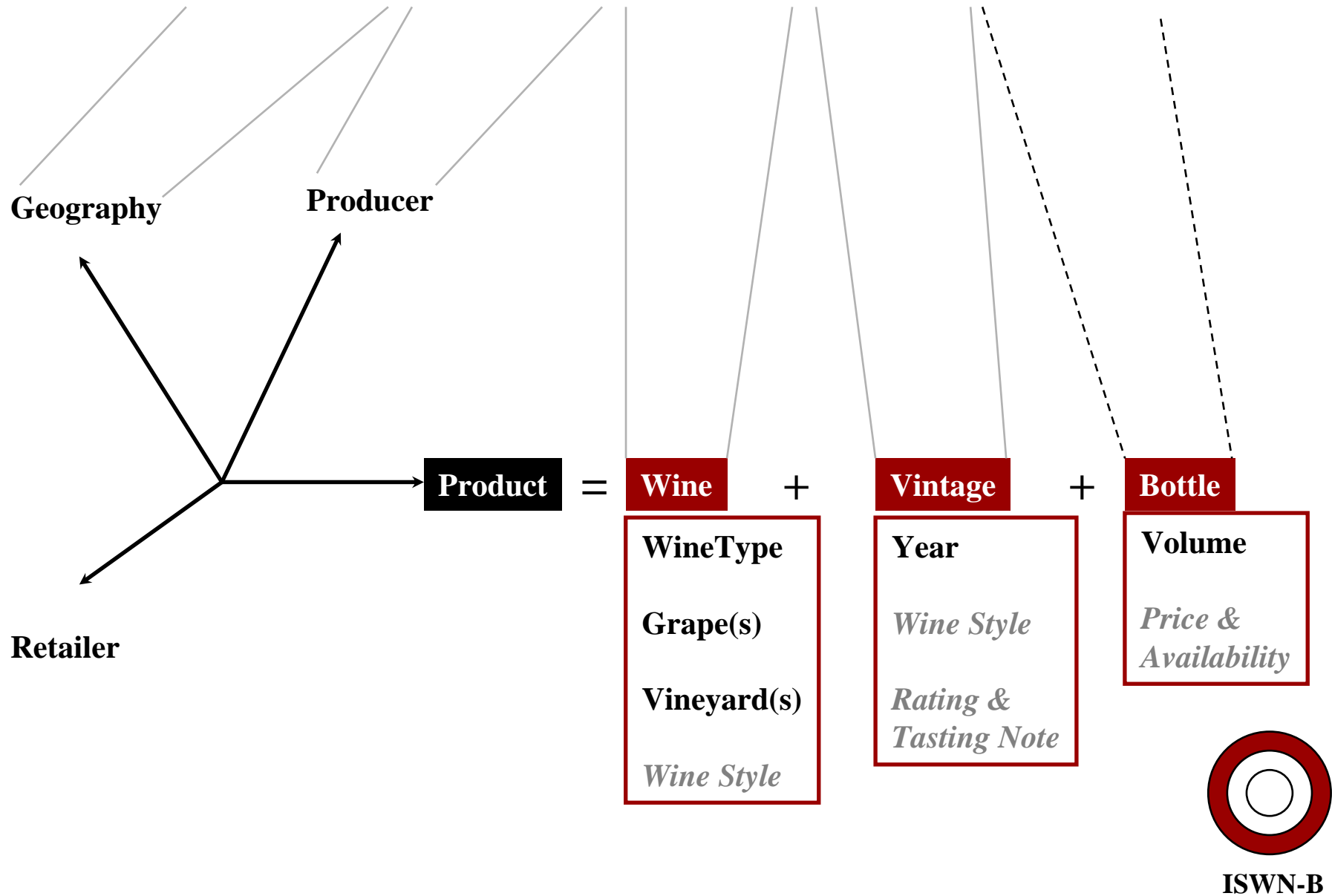
ISWN-W

ISWN - V = CCC - RR - PP.PPP - WWW - YYYY



ISWN-V

ISWN - B = CCC - RR - PP.PPP - WWW - YYYY - VVVV - P - B



Other

ISWN

International Standard
Wine Number

ISWN
ENABLED

POWERED BY
ISWN

ISWN NETWORK

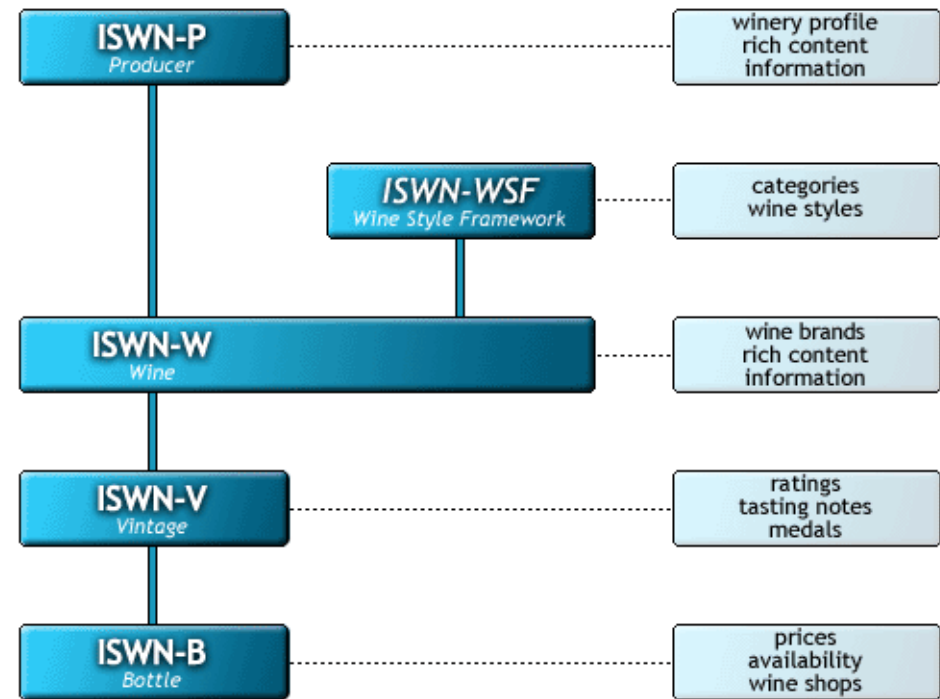
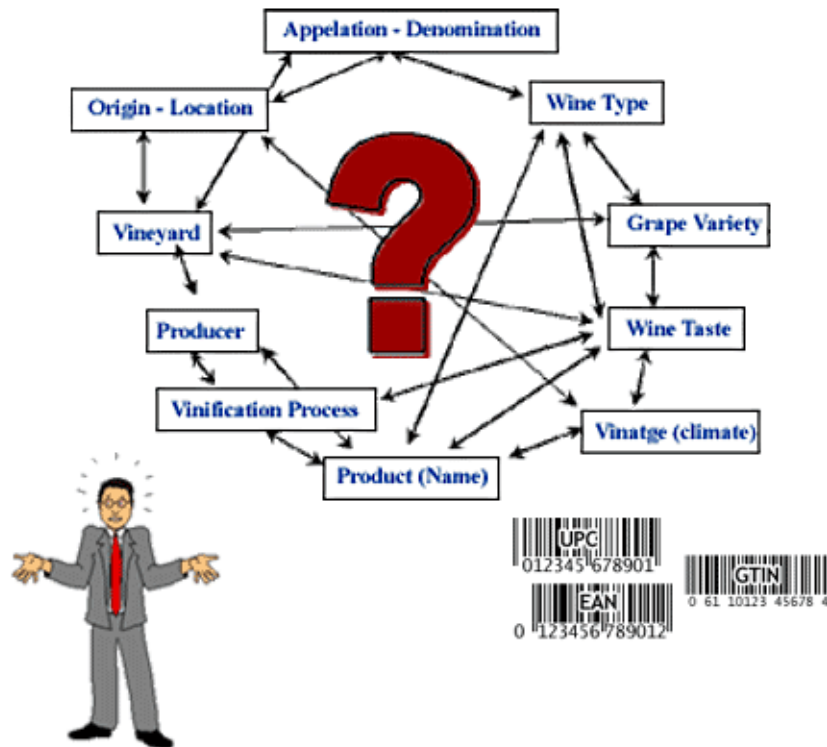
ISWN
NETWORK

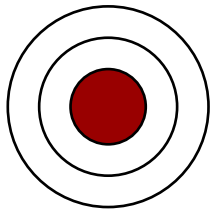
ISWN
NETWORK
for
Wine Producers

ISWN
NETWORK
for
Wine Retailers

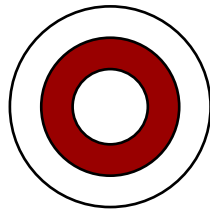
ISWN
PARTNER

International Standard Wine Number

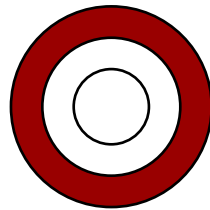




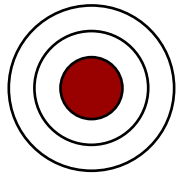
ISWN-W



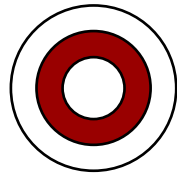
ISWN-V



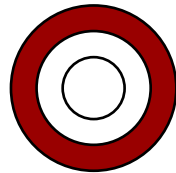
ISWN-B



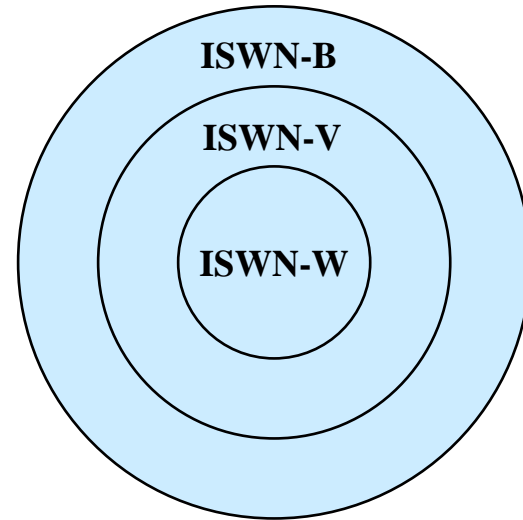
ISWN-W



ISWN-V



ISWN-B



For more info:

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or

info@iswn.org