

PRESS RELEASE

FOR IMMEDIATE RELEASE

Troon Vineyard Leads the Industry with Nutritional, Ingredient, and Packaging Barcodes on Bottles

APPLEGATE VALLEY, Ore. (February 1, 2024) Troon Vineyard & Farm, one of only four farms globally to be Regenerative Organic Gold Certified® and Oregon's only Demeter Biodynamic® and Regenerative Organic Certified® farm, is making groundbreaking moves by introducing QR code links on each wine bottle, providing consumers with nutritional information, ingredients, and the environmental aspects of their packaging. Their goal is to encourage transparency in the wine industry and empower consumers to make informed choices.

Troon Vineyard began this initiative last year, by providing ingredient information on their back labels. Now, by including an easy and intuitive QR code on all new labels, the company is demonstrating its commitment to a more open and honest conversation about how its wines are made and packaged with as much detail as possible. The new labels now include QR code links to the number of calories and grams of sugar, fiber, fat, protein content, ingredients, technical information, cork origin, label material, and bottle weight.

“Large wine producers are fighting the movement to include nutritional and ingredient label information on wine labels,” said Craig Camp, General Manager for Troon Vineyard. “They have good reason to be afraid, as consumers will be shocked by the additives industrial wine producers add to their products. As of last year, the European Union already requires that all wines sold in the E.U. comply with the new label regulations, including imports. It’s an inevitable reality, and we recognize that consumers want more transparency, so we’re voluntarily communicating this important information via our new labels.”

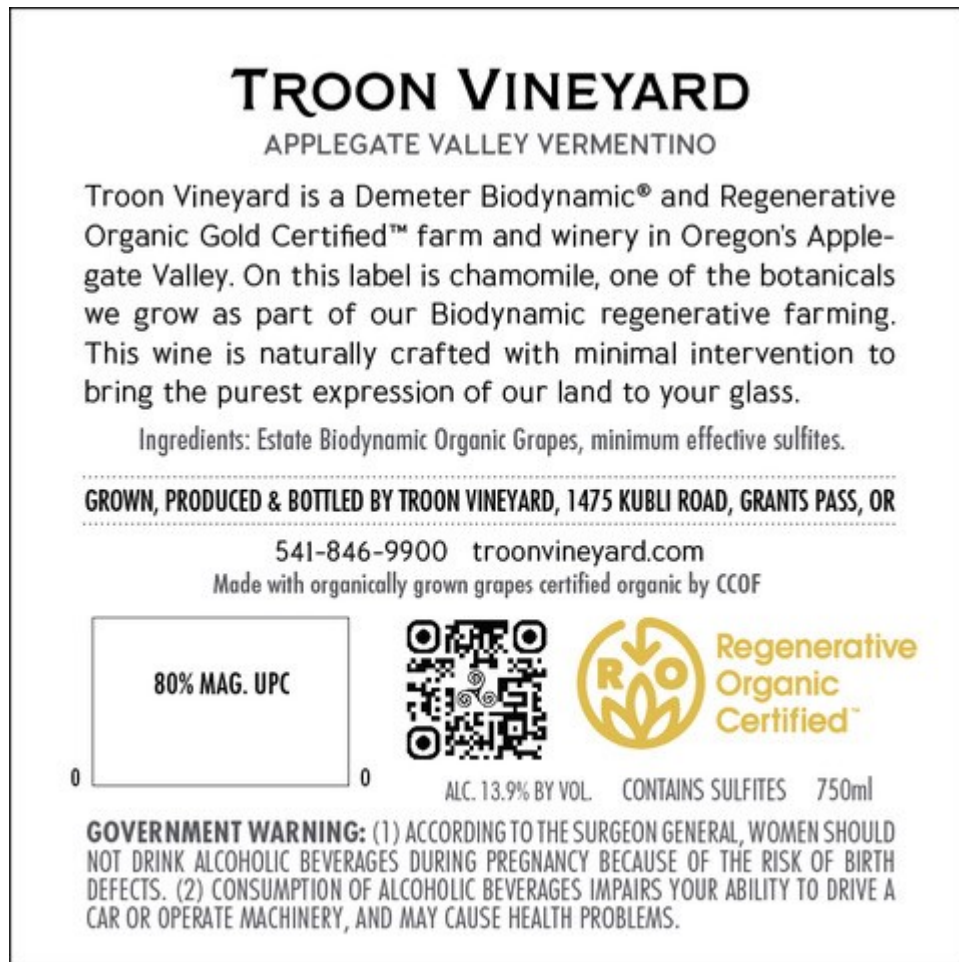
“We are proud of how we farm and our minimalist winemaking philosophy, and we want to share that information. This move aligns with our values as a farm and winery and our vision for a more open and honest wine industry,” Camp continued. “We recognize the unique potential of our vineyard to produce exceptional wines while ensuring a harmonious relationship between people, vines, soil, place, and wines.”

Camp has been a trailblazer for most of his career, garnering recognition from prestigious publications such as The New York Times, Washington Post, Food and Wine Magazine, and Saveur Magazine. Named one of "Wine's Most Inspiring People of 2020" by the Wine

Industry Network, Camp's dedication to sustainability is further reflected in his recent election to the Board of Directors of the Biodynamic Demeter Alliance.

The Biodynamic Demeter Alliance actively promotes the adoption of biodynamic practices among growers, fostering collaboration among producers, distributors, advocates, consumers, and policymakers. The Alliance envisions a thriving, equitable agricultural system that nurtures communities economically, environmentally, and spiritually.

Troon's achievement of the Regenerative Organic Gold certification and its innovative approach to sharing nutritional information exemplifies the winery's commitment to setting new standards for sustainable and regenerative practices in the wine industry.



The back label for all current releases of Troon Vineyard wines will include a QR code with nutritional, ingredient, and packaging information.

TROON

VINEYARD & FARM



Regenerative
Organic
Certified™



CERTIFIED
BIODYNAMIC®

About Troon Vineyard

Troon Vineyard is a Demeter Biodynamic® and Regenerative Organic Gold Certified® diversified farm in Southern Oregon's Applegate Valley. The company's mission is to naturally craft wines designed to bring pleasure to your life and reflect the terroir of where they are grown. Troon's exclusive focus is on biodynamically grown grapes from France's Rhône Valley and Southern France. The winemaking team works with twenty of these varieties to craft still and sparkling wines using minimal intervention practices.

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