

Since 2014, WID Group has been working towards the digital transformation of brands, châteaux, and domains. Approved by European Commission, our RFID chip (Radio Frequency IDentification) allows producers of alcoholic beverages to dematerialize the list of ingredients and nutritional values.



— obligatory — recommended

TECHNOLOGY : contrary to a QR code, our marker is unique, secure, and fits discreetly under the label to preserve the visual identity of the product. It can be indicated to the consumer with a simple mention, « precise, clear, and easily understandable »(see below).



AVERAGE AND ANNUAL PRODUCTION :

≤ 150 K BOTTLES

We receive the labels (adhesive only) at our production site in Burgundy, to proceed to the technology integration. This allows us to create ready to use rolls of «labels + chips» for the producer's labeling machine.

> 150 K BOTTLES

The producer is autonomous during the labeling process: the blank chips are deposited before the label and our unitary kit codifies each product on the conveyor. The preparation of an order can also be verified.

DATA ENTRY

A dedicated space on our evolving web platform allows you to enter the identity of products, including the list of ingredients and nutritional values. This information will be automatically translated in the 24 languages of the European Union.

The screenshot displays a web form for data entry, divided into two main sections: 'Ingrédients' and 'Déclaration nutritionnelle'.

Ingrédients

- Matières premières**
 - ☒ Raisins
 - ☒ Sucre
 - ☒ Moût de raisins concentré
 - ☒ Liqueur de tirage
 - ☒ Liqueur d'expédition
- Additifs**
 - Régulateurs d'acidité**
 - ☒ Acide tartrique
 - ☒ Acide malique
 - ☒ Acide lactique
 - ☒ Sulfate de calcium
 - Conservateurs et antioxydants**
 - ☒ Sulfites
 - ☒ Sorbate de potassium
 - ☒ Lysozyme
 - ☒ Acide L-ascorbique
 - ☒ Dicarbonate de diméthyle
 - Agents stabilisateurs**
 - ☒ Acide citrique
 - ☒ Acide métatartrique
 - ☒ Gomme arabique
 - ☒ Mannoprotéines de levures
 - ☒ Carboxyméthylcellulose
 - ☒ Polyaspartate de potassium
 - ☒ Acide fumarique

Gaz et gaz d'emballage

- ☒ Peut être mis en bouteille sous atmosphère protectrice

Autres pratiques

- ☒ Caramel

Auxiliaires technologiques

- Produits à base d'œufs**
 - ☒ Lysozyme
 - ☒ Ovalbumine
- Produits à base de céréales**
 - ☒ Protéine de blé
- Produits à base de lait**
 - ☒ Caséines
 - ☒ Caséinates de potassium

Déclaration nutritionnelle

Pour 100 ml

Energie kJ kcal ⓘ

Graisses g ⓘ

dont acides gras saturés g ⓘ

Glucides g ⓘ

dont sucres g ⓘ

Protéines g ⓘ

Sel g ⓘ

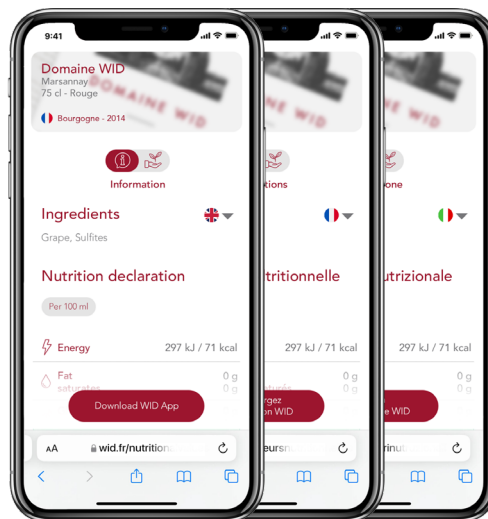
CONSUMER INTERFACE



1

SCAN

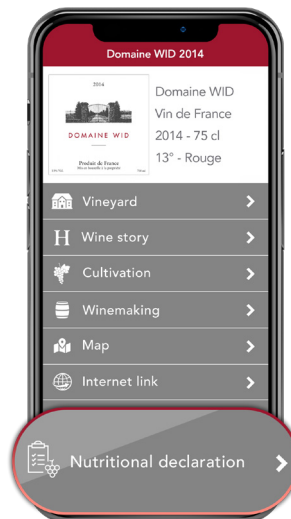
with your smartphone by NFC at less than 5 cm from the chip, then click on the link to redirect you towards the website.



2

ACCESS

the list of ingredients and nutritional values automatically translated in the language of the smartphone being used.



3

DOWNLOAD

the WID application in official stores and access other precious, evolving, and exclusive information.

GO FURTHER ...

ORDER VERIFICATION AND LOGISTICS

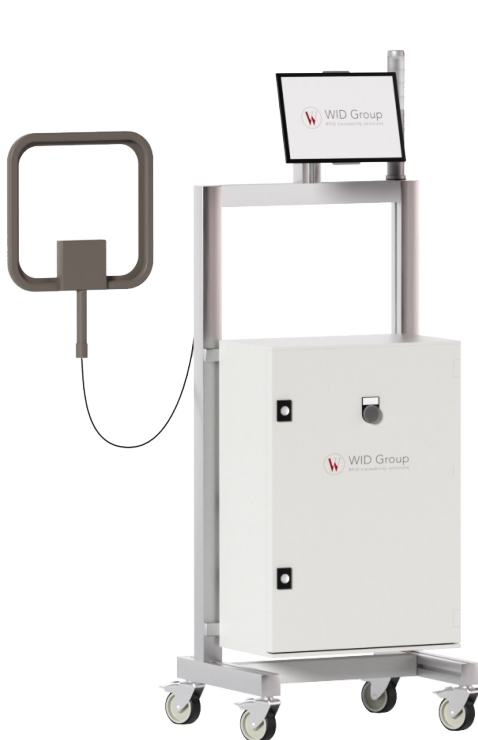
Interfaced with the main management software, our reading tools (connected table, logistics tunnel, etc.) ensure an absolute conformity of each order before its expedition. They allow you to associate precise information (client, importer, destination country, taxation, etc.) to each product present in a closed package and to make inventories more reliable.



Logistics tunnel

TRACEABILITY, MONITORING, AND DISTRIBUTION QUALITY

A professional network of more than 390 WID Partners took the initiative of receiving WID Partnership accreditation. The latter have joined our collective approach of transparency, traceability, and quality control by registering more than 715,000 resales in a confidential manner on our platform, thus reinforcing their roles as ambassadors of brands, Houses, Domains, and Châteaux, and acting as guarantors with customers.



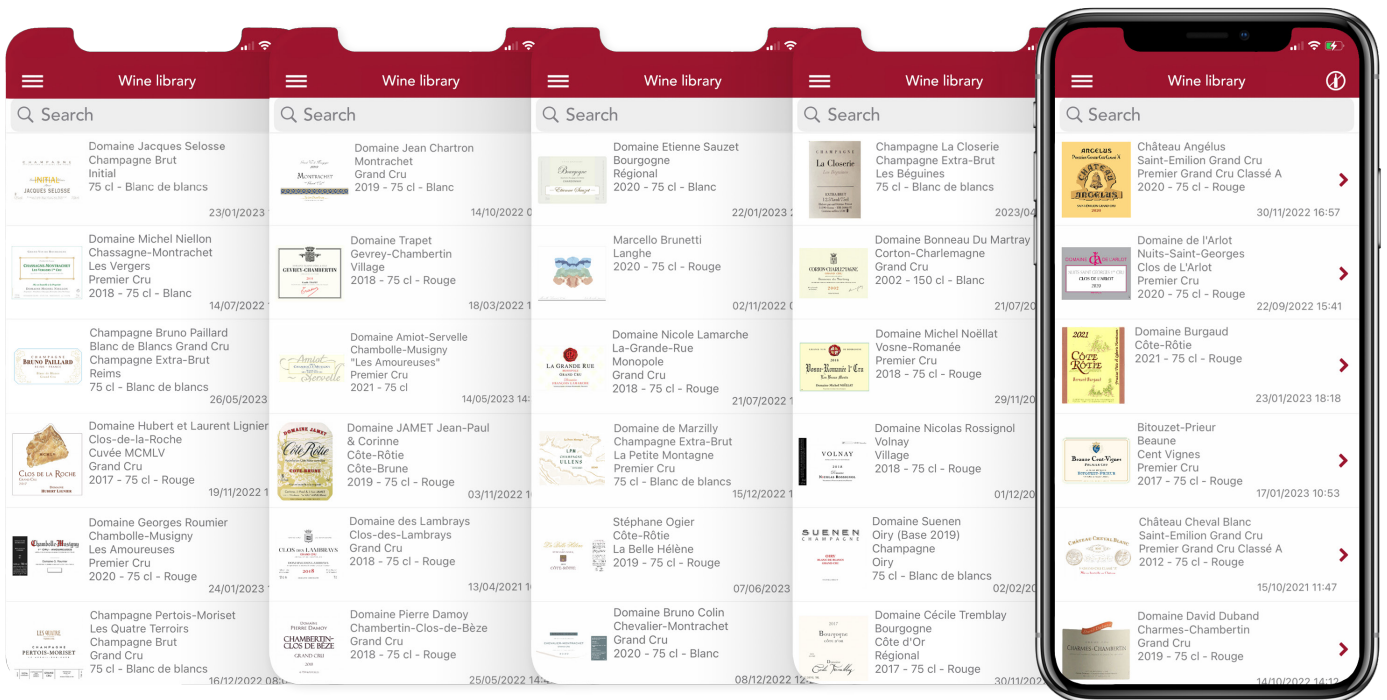
Logistics racket



Logistics table

COMMUNICATION

Used in 83 countries around the world, the WID application shares with consumers exclusive content of its products, giving them a unique and evolving digital experience.



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