



## PengWine tackles fraud and inspires trust with track and trace technology

To build the most connected, inspired and wine-educated community in the industry, PengWine needed to establish itself as a reputable brand with a top-quality product. In an industry where fraud costs wine producers and brands millions each year, PengWine needed to protect its hard-earned brand capital and stamp out sup-par imitations. That's why it turned to Shping's track and trace technology, which unlocks the power of the barcode to provide trust and transparency to consumers and retailers.



**The launch of the PengWine Ambassador Program is in line with PengWine's commitment to support our growing network of fans and business partners. It is a game-changer amidst our APAC expansion, and our customers will now be given a digital platform to verify the authenticity of our wines. This allows us to engage our partners and consumers effectively.**

- Chris Milliken, Co-Founder and CEO of PengWine



# Highlights



Consumers and retailers can now verify the authenticity of PengWine products with the scan of a barcode



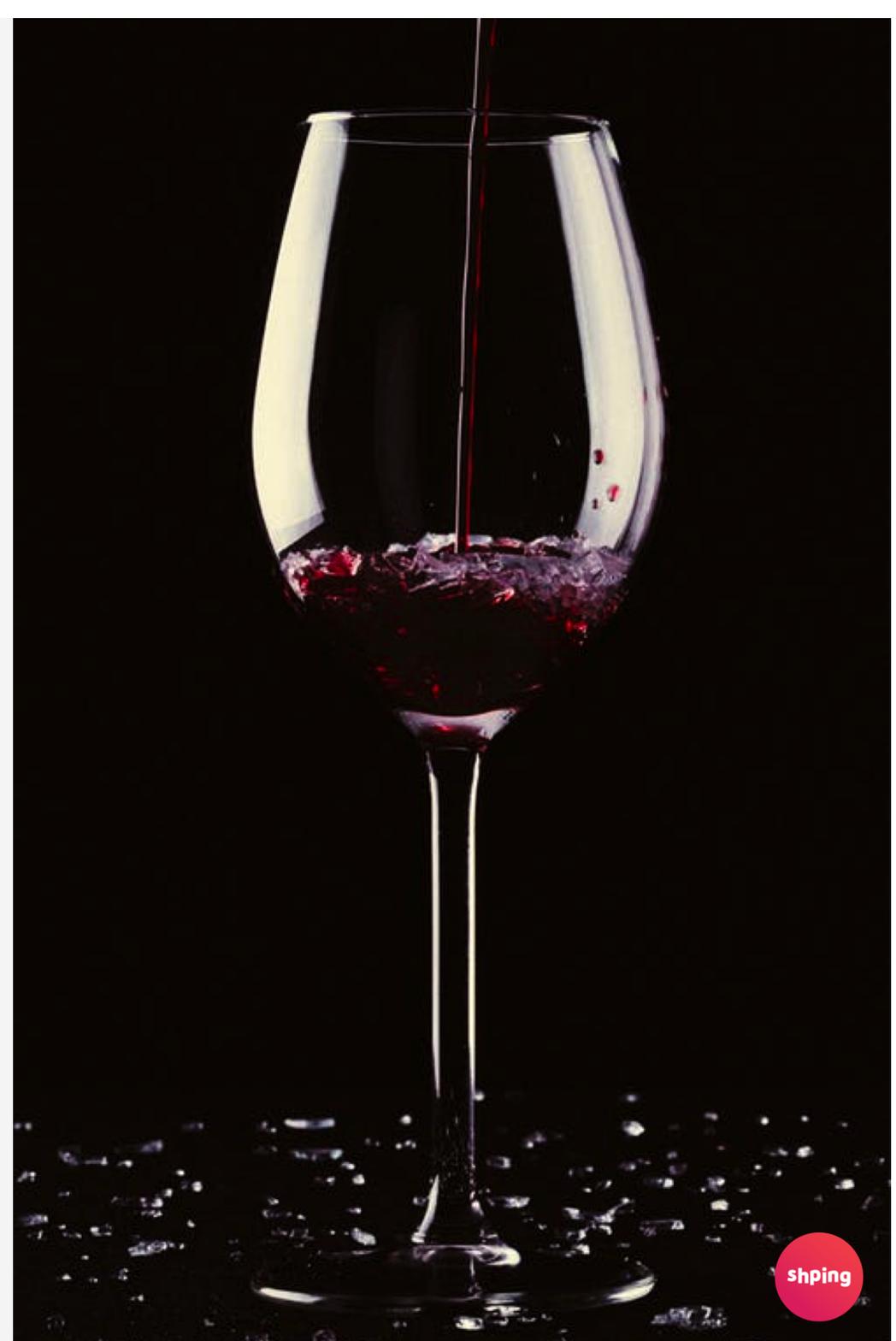
PengWine can directly share its unique brand story and wine tasting notes with sommeliers, waiters and consumers through the Shping app



PengWine can recognise the hard work of its ambassadors with cash rewards

# The Client

As the fastest growing Chilean wine brand in the world, PengWine is building a community of connected, inspired and wine-educated consumers and brand ambassadors. Founded in 2004 by Chris Milliken and Max Eyzaguirre, PengWine is dedicated to handcrafting unique and high quality wines from Maipo Valley, Chile. Each wine gets its name from a different Southern American penguin species, and PengWine wines are considered to be in the top 2% of wines in the world that will cellar for more than 5 years.



shping



## The Problem

PengWine is an internationally-renowned Chilean wine, which means its products were prime targets for imitations and counterfeiting. To give its customers the quality they had come to expect from the brand, PengWine needed a way to safeguard its products and supply chain.

PengWine was also looking for a way to reward its brand ambassadors with a simple, mobile-optimised solution that could be deployed at-scale from anywhere in the world.



## The Solution

Shping has enabled PengWine to take the power away from counterfeiters and inspire trust and transparency in their products, all with the scan of a barcode. Shping is fully integrated with GS1 global standards: as a not-for-profit industry organisation, GS1 has set the bar for supply-chain traceability. This means that with the scan of a barcode, both consumers and distributors can verify the authenticity of every PengWine product at-a-glance.

Going forward, PengWine is now using Shping to help it expand its reach and customer base by targeting the consumer at the crucial point before purchase. Shping allows PengWine to reach consumers in-store with multimedia content and targeted, relevant promotions that transform a once-off purchase into an immersive brand experience. PengWine also uses Shping to support its brand ambassadors often waiters and sommeliers who can now access tasting notes, cellaring guidelines and relevant product information in the palm of their hand. Shping also allows PengWine to recognise the valuable contributions of these brand ambassadors by allowing them to earn cash rewards through the Shping app.



## The Results

PengWine customers now have peace of mind when making purchases, and the brand has visibility of its supply chain on a granular, global level. Relying on the power of the barcode not only helps PengWine protect its brand integrity: it has also helped influence purchase decisions and build a community of loyal ambassadors. Using the Shping app, PengWine is able to engage their target audiences on an immersive shopping journey. This means a one-off purchase can be transformed into a chance to build relationships that foster loyalty and brand advocacy.

PengWine's brand ambassador program has allowed it to easily educate its ambassadors, and in turn has incentivised these ambassadors to educate other consumers. The opportunity for ambassadors to earn cash rewards through the Shping app has also inspired greater brand loyalty and given PengWine an opportunity to recognise the great work its ambassadors do.