



Liv-ex launches L-WIN – The Universal Wine Identifier

Liv-ex, the global exchange for fine wine, has launched a universal wine identifier.

L-WIN is a unique seven-digit numerical code, designed to improve the simplicity, speed and accuracy of data and information exchange across the wine industry.

L-WIN – the Liv-ex Wine Identification Number – can be used to quickly and accurately identify a wine on a database. The L-WIN codes are being made available to all wine trade participants, free of charge.

All wine companies have different naming conventions for their products, depending on which parts of the wine label they feel are the most important. L-WIN allows them to keep their preferred naming system, while introducing a new universal code.

Among many other uses, L-WIN enables:

- Warehouses to improve the accuracy of their databases and quickly identify incoming and outgoing stock.
- Traders to avoid identification errors when buying or selling wine.
- Logistics and IT professionals to produce value-added queries for databases and stock management systems.
- All wine trade participants to access a common coding system when sharing or transmitting data.

James Miles, Liv-ex Director, commented: “We have designed L-WIN to serve as a common language for the wine trade. L-WIN compatible users will be able to transfer large amounts of data – whether that be price lists, warehouse records or purchase orders – to other users in an instant. And both sides will be able to identify exactly which wines the records refer to.”

Alan Gilchrist, Managing Director of Ontech Solutions – the provider of database and stock management systems to London City Bond, the UK’s largest bonded warehousing company – has given the initiative his backing: “The wine trade has long suffered from inconsistent naming and coding systems, making fast and accurate identification of the product unnecessarily time-consuming. L-WIN will help alleviate these difficulties. We wholeheartedly support the launch of L-WIN and we are currently implementing enhancements to all of our systems to provide L-WIN compatibility.”

For more information please contact jack@liv-ex.co.uk.

About L-WIN

The L-WIN database of wine names is managed by Liv-ex - The Fine Wine Exchange.

The L-WIN is a unique seven-digit code. The first six numbers of the code represent each wine's unique identifier, while the seventh number is a "check digit" that minimises input errors.

Each L-WIN refers to the wine itself (i.e. the producer and brand, grape or vineyard). Additional information, such as the vintage, bottle size or pack size can be easily added as separate fields. (Liv-ex can supply a recommended format for this.)

Access to the full L-WIN database is made available via a dedicated page on www.liv-ex.com. Users can download the full database in Excel format and request an L-WIN for those wines not yet included. Use of L-WIN is made available under a free licence from Liv-ex. A "matching" service for large-scale databases is also available.

For more information, please contact jack@liv-ex.co.uk.

About Liv-ex

Liv-ex.com is the global marketplace for fine wine, with members in 30 countries on five continents. Collectively, its members – including merchants, brokers, retailers, importers, exporters and wine funds – account for the vast majority of global fine wine turnover.

Liv-ex is also the leading source of fully comprehensive fine wine market information and analysis.

Further details can be found at www.liv-ex.com.