



List your ViniCode™ wines here. Taste, enjoy and compare them. Bring this brochure back to find other wines that will suit your tastebuds based on your previous ViniCode™ selections

sweet	acidic	oak/ toast	fruit/ floral	earthy/ spice	light
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
dry	round				full
label:					
region:					
grape:					
year:					
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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The ViniCode™ will:

- Take you from being a wine drinker to a wine taster
- Save you time, no more standing and looking at a long line of wine labels
- Become your trusted friend to help find the perfect wine for your next social gathering
- Let you choose a wine based on your preferences in flavor and not some stranger's review
- Get you out of that wine rut. You just might discover a new favorite
- Teach you to become a more confident wine buyer

The most wonderful thing about the ViniCode™ is discovery. Use it as a guide to expand your wine palate. Just remember that these scales are meant to describe the wine, a high number in no way implies quality. It's all a matter of taste, sometimes a more subtle wine may be exactly what you are looking for. **And with the ViniCode™, now you know!**

Your local wine retailer can easily become a part of the ViniCode™ and ViniCodex™ systems. Ask them to join an ever growing number of official ViniCode™ Retailers, so that next time you wine shop you can have the ViniCode™ to help you find the perfect wine, without ever having to open the bottle. The ViniCode™ is configured to quickly allow anyone to discover and understand their personal taste preferences. **You will see that your palate will evolve and confidence will grow as you ViniCode™ more wine!** In the end, the ViniCode™ is all about you, the taster. **For the first time you're able to buy a bottle of wine based on the taste and not just a pretty label or generic rating.**

Tell your Distributors, Importers and Vineyards to get their wines ViniCode™ today. The ViniCode™ is the first system for marketing and selling wine by well defined taste characteristics that is very easy to understand by any level of wine buyer. **The ViniCode™ system does NOT rate wine.** We leave it up to the one and only group that matters, the people who buy and enjoy wine.

The ViniCode™ is a proprietary and unique system of wine description. For a complete list of ViniCode™ wines and other products go to

www.vinicode.com



*Why is Mona smiling?
She has found the right wine
Now you can too*



The ViniCode™

Decode the Mystery of Wine

Do you know that wine is the world's most variable food item? **We understand that choosing the right wine for the right occasion can be overwhelming and frustrating.** The confusion continues when wordy wine labels only describe sunsets and butterflies neglecting to reveal the actual taste of the wine. **To further complicate things, wine critics' ratings dictate what you should like and impel you to buy wines according to their opinions.**

Now you no longer need to waste good earned money on disappointing bottles of wine. **It's time for you to take control of your own senses and buy the wines that you enjoy.** The two major tools that will appropriately find wines that you prefer are your own taste buds and the ViniCode™.

What is the ViniCode™?

Before you buy wine, wouldn't it be nice to have an idea of what's in the bottle, just a simple description of the experience to come. That is exactly what the ViniCode™ does. **As your impartial companion, the ViniCode™ simply describes the wine allowing you to judge which types of wines you like best.** Unlike wine critics who will try and lecture you on what you SHOULD like, the ViniCode™ gives you the ability to tell them what you DO like.

How the ViniCode™ Works.

The ViniCode™ has six sliding scales, each of which measures a different aspect of the wine's style. The scales range from 1 to 9, with 1 being the least intense. The scales in no way evaluate the quality of the wine, but rather describe the tastes that are found in a particular bottle of wine. **As you taste more ViniCoded™ wines you can compare the scales and the patterns of different wine styles.** Choose the wines that you like best and compare the scales of each component.

What are the intensities of each ViniCoded™ characteristic? Does an obvious pattern emerge? With the ViniCode™, you can define what style of wine you prefer by comparing the scales and the patterns they create. The six ViniCode™ scales are clearly marked making your choice of wine uncomplicated, effortless and fun.

dry to sweet

One of the easiest flavors to pick out in a wine is sweetness. The sweetness is the amount of sugar in the wine. **You sense sweetness most acutely on the tip of your tongue.** Here is a little vocabulary: the opposite of sweet is dry. In other words, a wine with very little sugar is called a dry wine.

round to acidic

You might wonder, why on earth would anyone want an acidic wine? Think back to when you were a kid and nothing could quench your thirst like that glass of lemonade. It's the mouthwatering acidity that quenches your thirst. Many acidic wines are at their best served with food. The acidity cleanses your palate and makes your mouth ready for the next bite. **You sense acidity on the sides of your tongue as a tart bite.** Round wines are sometimes described as rich and smooth. These wines are easy on the palate and are considered great sippers.

oak / toast

Most wines come in contact with oak at one point or another. This can add additional characteristics and nuances to wine. **Burning the oak releases the flavors of vanilla, caramel, popcorn or ash among others.** Many people have a love/hate relationship with oak and toast in a wine. This scale shows how much influence is in the bottle. If you like oak or wines with toasted tastes, look for a higher number on the ViniCode™.

Mad Housewife Cabernet Sauvignon 2008

dry	1	2	3	4	5	6	7	8	9	4
round	1	2	3	4	5	6	7	8	9	2
toast	1	2	3	4	5	6	7	8	9	3
fruit/floral	1	2	3	4	5	6	7	8	9	7
earth/spice	1	2	3	4	5	6	7	8	9	5
light	1	2	3	4	5	6	7	8	9	7

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light to full

Wine has weight. **Typically, the higher the alcohol content, the fuller the wine will feel.** It's similar to the feeling of skim milk versus cream in your mouth. One feels light while the other feels heavy. Both white and red wines can be considered either light or full. Wines are considered "big" when they give your mouth that sensation of fullness.

earth / spice

The flavor of a wine can be influenced by the soil in which it is grown. The location, the soil type, the climate all fall under the term "terroir". It's what gives a wine a sense of place. Earthy/spice flavors include the taste and smell of spices, herbs, soil, leather, flint, chalk or mushrooms and can add a wonderful complexity to the wine.

fruit / floral

One of the real joys in learning about wine is discovering all of those incredible smells and tastes associated with the fruit and floral. **Wines can taste tropical like pineapples and honeysuckle or of dried fruit and flowers like prunes and rose petals.** Wine can also taste of violets, deep dark berries or have hints of citrus. The range is extraordinary. The higher the number, the more fruit and floral flavor unleashed onto your palate

Easy Directions for Tri-Fold Brochure

A tri-fold brochure is made by folding a printed page in thirds. After folding it consists of six panels, three on the front and three on the back.

Print the first page of the pdf.

Tri-Fold front



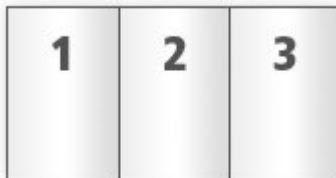
1 = fold in

2 = back

3 = front

Print the second page on the back of the same paper.

Tri-Fold back



1 = inside left

2 = inside middle

3 = inside right

Now fold

