

FOR IMMEDIATE RELEASE

Opus One Wine Demystified By Alton MC Ratings

Alton's MC Ratings™ system is the first in history to unveil the total beauty of a wine. Taste is just the tip of the iceberg - underneath are terroir, viticulture, vinification, vintage and value. These are hidden factors that consumers should not neglect.



Please scan me !

LOS ANGELES, California – April 20, 2017 -

Alton Wine Academy, a world leader of wine critique and a non-profit organization, unveiled today its wine rating score sticker based on its [Alton MC Ratings](#). Both the sticker and the MC Ratings are patent pending. The unique design of the sticker consists of two parts. The upper part has multiple layers of rings around the inner circle. The outer ring has the MC Ratings' 6-element ratings known as 2T4V™ which includes Taste, Terroir, Viticulture, Vinification, Vintage and Value. The inner circle displays the final integrated score of a wine based on MC Ratings' patent pending algorithm. The lower part has a QR code. Scanning the QR code with a cellular phone or other QR code scanner gives access to a detailed wine rating datasheet that includes information about the wine including aroma, palate, grape origin, soil type of the vineyard, grape planting and harvesting process and wine-making processes, such as maceration methods, oak barrel selection, aging, etc. It also shows the quality of the specific vintage and the performance-to-price ratio.

"With Alton's patent pending MC Ratings and its unique score stickers, it can now be very easy for consumers to access a wine's intrinsic facts and information," said Peter Candido Mormile, Vice President of Marketing of Alton. "This is re-shaping the consumers' traditional wine-buying decision making process on the spot. Consumers rely on MC Ratings because it tells them factors in detail about what they are about to drink."

We have published the MC Ratings sticker on [Opus One](#) 2013 here. The QR code in the sticker picture is live, which is the same sticker as on the actual bottle of the wines rated. Once you scan the QR code, it will display the detailed MC Ratings datasheet and report of Opus One 2013. Each of the six elements of 2T4V includes numerous sub-categories that enable MC Ratings to thoroughly break down a wine for evaluation. Here is a quick summary of Opus One 2013 based on MC Ratings.

Wine: Opus One 2013
Taste: 97 Points

Terroir: 93 Points

Viticulture: 91 Points

Vinification: 92 Points

Vintage: 95 Points

Value: 87 Points

The final score of the above wine is Alton 94 Points

Another interesting element on MC Rating data sheet is a topographic map that shows exactly where the grapes that made the wine came from.

If your internet browser cannot display the MC Ratings sticker and the QR code with this article, please copy and paste the URL below. It is a link to the entire MC Ratings report on Opus One 2013 wine.

<http://www.altonwine.com/mcr0002.pdf>

About Alton Wine Academy

Alton Wine Academy is a non-profit organization located in metro Los Angeles, USA. It is founded by a group of senior winemakers, sommeliers and wine critics from France, Italy, Spain, USA, Australia and New Zealand. Alton's main business lines are wine ratings and wine education. For more information, please visit www.altonwine.com

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