

For Immediate Release

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Washington DC Region's Only Urban Winery Adopts Leading Edge Software

Software as a Service Model a first for East Coast Wine Industry

Vint Hill Craft Winery announced today that they are becoming the first East Coast winery to adopt the newest state-of-the-art in winery management software. The winery will be using a web-based solution developed by Winery Management Systems.

Winemaking goes back untold centuries. For example, Noah, after surviving the flood described in the Book of Genesis, started a vineyard. But in his day, it was relatively easy. Noah didn't have to comply with regulations mandated by the Alcohol Tax and Trade Bureau and the Bio Terrorism Act of 2002, nor did other winemakers use his

facilities and want to keep track of their individual production. Today, winemaking depends on qualified, quantified and rigorously reported data.

Vint Hill Craft Winery has a unique requirement for administering its wine production. According to Managing Partner and Executive Winemaker Chris Pearmund, “At this winery, you are the Winemaker! We are offering a one-of-a-kind experience where customers choose their level of participation at every step of the winemaking process. Vint Hill Craft Winery provides the opportunity for a limited number of individuals, small groups, restaurants or wine shops to participate alongside our expert winemaking team to ‘Craft’ a barrel (approximately 300 bottles) of their own wine at a specially designed, ecco-friendly, ‘small lot’ winery.”

Managing unique wine production for many hands-on and collaborating customers could be a logistics nightmare and that’s where Winery Management Systems comes in. Ray Summerell, the winery’s Chief Operating Officer explained, “At most wineries, they make 8-12 wines in large volume. Here at Vint Hill, we will be making 150 different wines, barrel by barrel, all at the same time and with intensive customer involvement. We needed a software application that helps us manage, monitor, track and report on wine production continuously – at every step of the way. Furthermore, with 150 ‘Vintner Customers’ working with us, publishing the data on their wine in a real time web-based environment is a necessity. It adds real value to our business.”

Winery management software has been around for years, but is usually a simple desktop application. Based in San Rafael, CA, Wine Management Systems (WMS) partnered with IBM and DPS (an IBM Premier Business Partner in Indianapolis) to bring a truly robust enterprise class solution to the wine industry. The software uses IBM DB2® for iSeries® and IBM WebSphere® Express 5.1 in a ‘Software as a Service’ business model. According to WMS President, Patrick Oates, “We deliver real-time inventory control, eliminating the laborious manual effort that detracts from any winery’s core business.” Summerell agreed, “Traditional software for our industry just didn’t deliver and we even considered developing our own custom application. Winery Management Systems works well for us; it is tested and proven, simple to adopt and costs a fraction of anything we might develop on our own. Both our customers and staff will be well-served through this robust tool and its advanced information management approach.”

“In the end, our customers will benefit the most,” said Chris Pearmund. “Our ‘Vintners’ (as we call them) will be able to access the Wine Management Systems portal through our web site. There, they will be able to track their own wine as well as all others that we have in production. In a winery where, for example, we will be making dozens of Cabernet Sauvignons that are each unique; seeing and sharing data on them all will help us create a community around winemaking where ideas, techniques, style and passion (and ultimately some fine wine) can be shared.”

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About Vint Hill Craft Winery

Vint Hill Craft Winery focuses on winemaking; the skill, art and passion that surround it. You choose your level of participation at every step of the process. Wine is crafted to your specifications, in your style with your name, a label of your design and of course, your story behind it.

Vint Hill Craft Winery provides the opportunity for a limited number of individuals or small groups to participate alongside our expert winemaking team to ‘Craft’ a barrel (approximately 300 bottles) of their own wine at our specially designed, eco-friendly, ‘small lot’ winery. Customers will receive hands-on instruction in every aspect of the process; crafting their own personalized wine through small classes, forums and personal instruction. We will teach you the choices and differences, from fruit selection and fermentation through aging, label design and bottling; where you will earn the title of ‘Vintner’ as your accomplishment to display as you enjoy your wine. You can participate in regional wine competitions and our public tasting room can sell some of your wine, all as you desire.

Additional information can be found at the web site www.vinthillcraftwinery.com or by calling the winery at 703.991.0191.

About Wine Management Systems

Wine Management Systems (WMS) is a Management Software Solution delivered as a service and created specifically for the small wine producer to help them better manage and track their winery operations. Designed by leading software engineers in the U.S., WMS tracks all winery activities from vineyard operations through production and bottling, inventory and allocation management, point of sale and wine club operations and ultimately synchronizing all financial information to QuickBooks, a WMS Partner since 2007 and the preferred accounting software for wineries under 30,000 cases. A technology leader, WMS is the first company to offer Software as a Service (SaaS) to the wine industry. Additional information can be found on the web at www.winemanagementsystems.com or by calling 800.656.9521