

[CLOE/ADVANCED TRACK AND TRACE]

TITLE	Advanced Track and Trace reveal a secure bottle cap for champagne producers
COMPANY / ORGANIZATION	 <p>Advanced Track&Trace WE SECURE YOUR BRAND, YOUR PROCESS, YOUR PRODUCTS</p>
KEYWORDS	Security, anti-counterfeiting, brand protection, authenticity
INDUSTRY AREA(S) AFFECTED	Point of Purchase - Retail Counterfeiting, fraud Supply chain monitoring
ISSUE ADDRESSED	In 2016, 9,000 bottles of fake Moët & Chandon champagne worth an estimated €350,000 were discovered by police in Padova, Italy. The counterfeits were discovered when police found a bottle missing a serial number that is normally found on the label.
SOLUTION	<p>Leading champagne producers in France will be using new 'connected' caps developed by Advanced Track and Trace for their bottles. The secure caps, called CLOE, feature unique serialized codes and holograms that will allow the champagne to be authenticated and tracked through the supply chain either manually or automatically.</p> <p>A QR code is also embedded on the exterior of the cap, allowing consumers to scan it for access to additional information about the bottle, including a presentation video, vineyard history, tasting advice, etc.</p> <p>The cap also features a tear-off opening that reveals each bottle's unique information, including a serial number, signature, message and illustration of the brand, and the ability to check the bottle's origin.</p> 
EXPECTED BENEFITS	Brand and consumer protection: CLOE caps will help curb the influx of counterfeit champagnes by providing an advanced form of security against fakes through its holographic stamps and serialized codes, thus protecting both the brand and consumers. Additionally, consumer experience is enhanced via the cap's customizable QR code, which once scanned provides additional content to complement the champagne.
CASE LINK	<p>AIPIA, <i>Bucking the Fake Fizz!</i> http://www.aipia.info/news-Bucking-the-Fake-Fizz-573.php</p> <p>Securing Industry, <i>Champagne houses use smart cap to deter counterfeits</i> https://www.securindustry.com/food-and-beverage/champagne-houses-use-smart-cap-to-fight-counterfeits/s104/a2801/#.V_INnOArKUK</p>
CONTACT INFORMATION	Advanced Track and Trace 99, av. de la Châtaigneraie Rueil Malmaison Cedex, F92504, France Phone: +33 (0)1 47 16 64 72