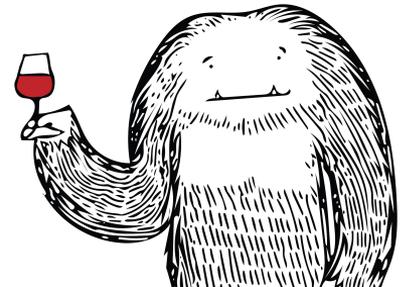




WINE FOLLY

database

Let's get ready for your
Region Guide





WINE FOLLY
database



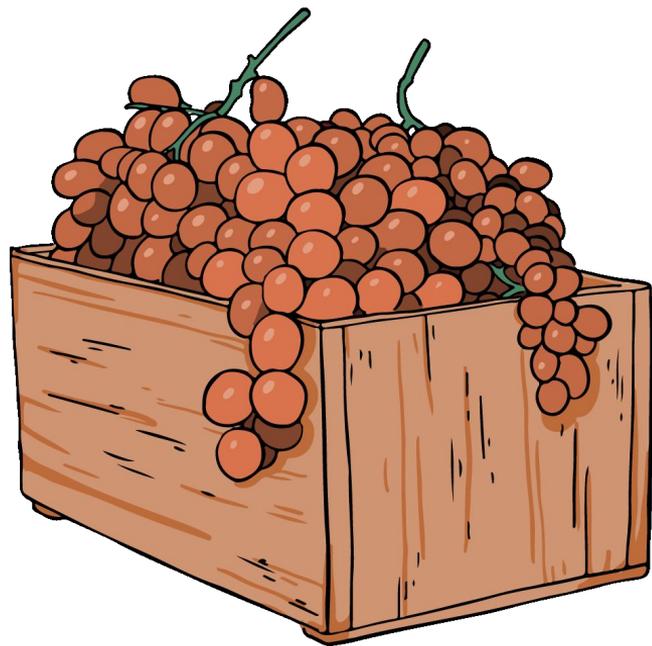
Welcome to
your
Region Guide!

Pennsylvania Region Guide

Hosted by Erin Jewan



- Your Wine Folly team
- Benefits of being involved
- Navigating your Region
- The basics of adding your data
- How to stand out
- Launch 



Your team



Madeline Puckette

Co-founder of Wine Folly and Folly Enterprises.

Christine Marsiglio MW

Head Wine Educator and our Resident Master of Wine.



Erin Jewan

Wine Data Specialist and Wine Folly Database Expert.



Wine Folly reaches over 20 Million people per year.

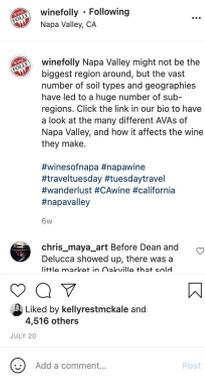
Popular in the United States, Canada, & the UK, and growing in major emerging markets.

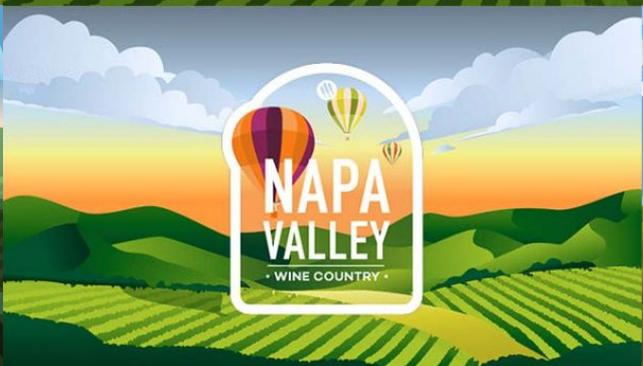
More than 25% of Wine Folly traffic are part of the wine trade.

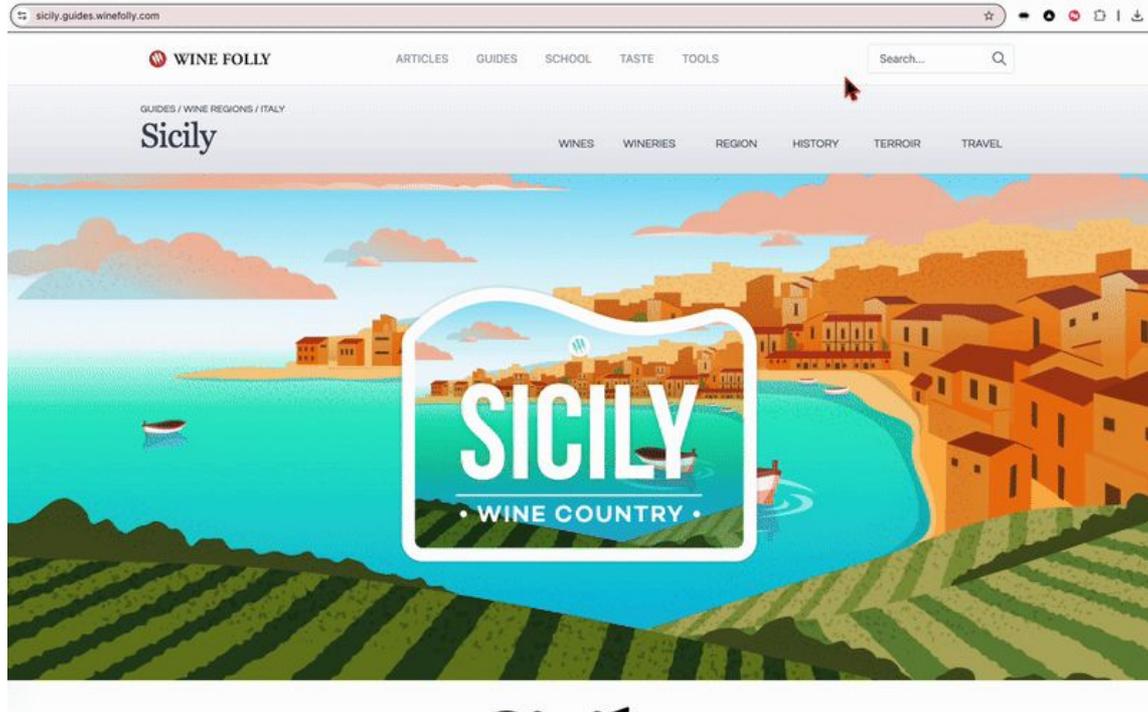
Access younger consumers. Wine Folly is specifically popular with **Millennials and Gen Z.**

Your guide is regularly showcased to our email lists (200k), Instagram (400k), Facebook (160k), Twitter (50k), YouTube (130k) and LinkedIn (20k).

Your guide will reach Millions of wine lovers and members of the trade!





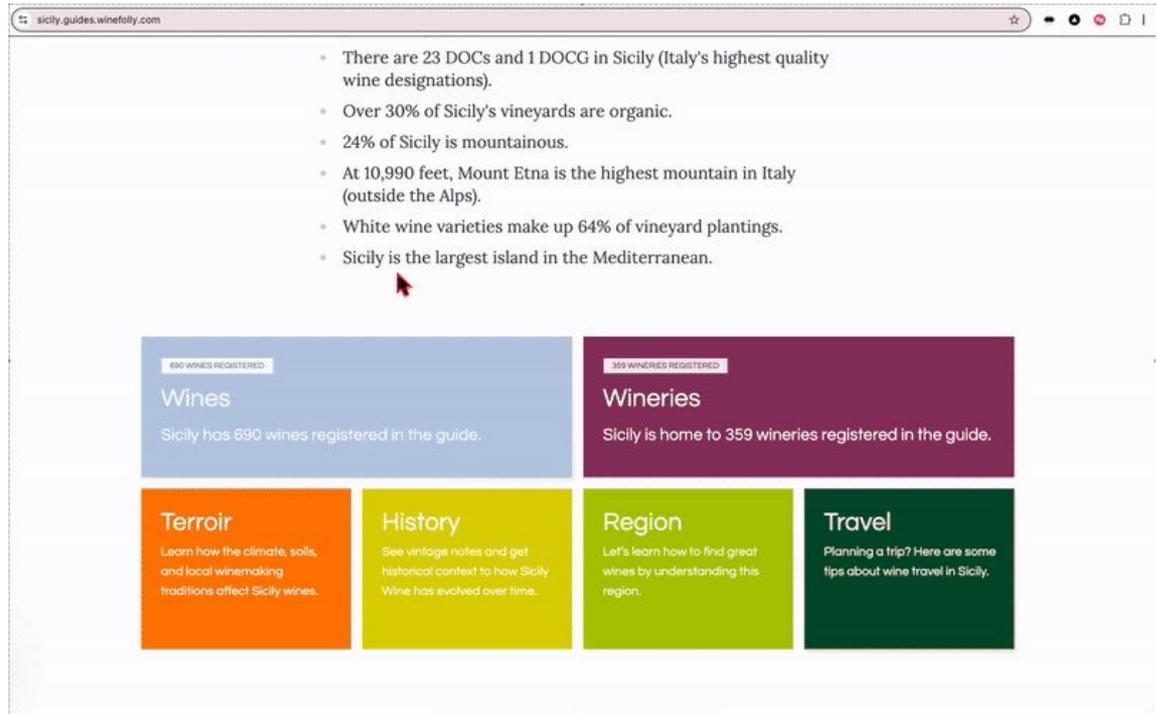


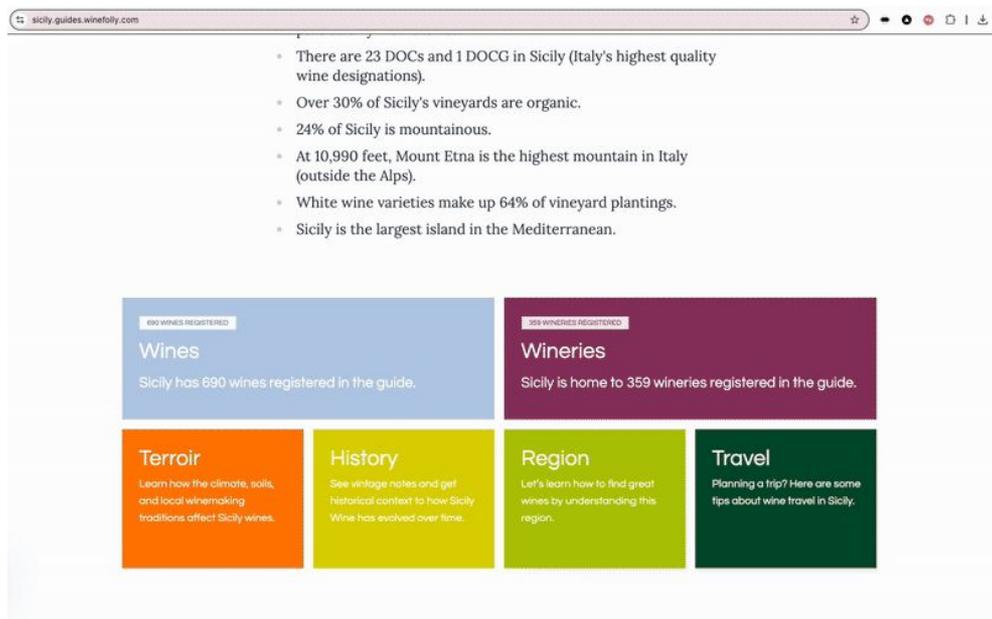
Your Home page

- Your Region Guide Video
 - The introduction and facts about your Region
 - Navigation to the rest of your guide
- Persistent header on and the bottom of the page
- Wines
 - Wineries
 - History
 - Vintages
 - Terroir
 - Winemaking
 - Travel

Your Wine pages

- Let the world explore every wine and vintage your region produces
- Sorted by variety, blend or style. Wines are grouped together to make searching easy
 - Navigate by clicking into each tile and exploring what wines and vintages have been added by producers like you
 - Every wine and vintage has its own unique page, are yours included?
 - Wines are dynamic data
 - added by YOU
 - added anytime to increase your visibility





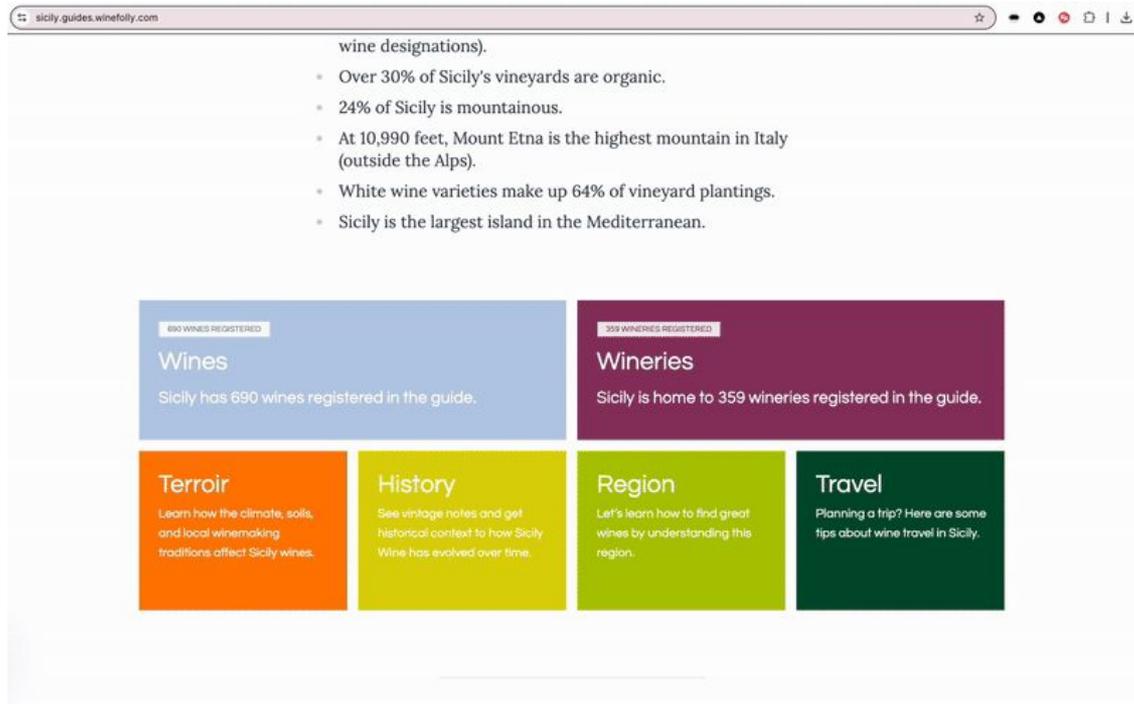
Your Winery pages

- The page header is the first thing you see, this is a carousel of up to 3 of your Pro wineries
- Introduction to wineries in your region
- Explore each winery by clicking on their tile
- Featured wineries*
 - Six standard winery cards
 - Randomized regular updates
 - Claimed profile only
 - One Large Pro winery card(Pro Only)
 - 400% larger, increasing your visibility
- Navigation to ALL Wineries Page
 - Alphabetically sorted with filters & search
 - Standard cards for all free wineries*
 - Large cards for Pro wineries*

Wineries must have at least one grape wine to be visible*

Your Regions pages

- An overview of all the appellations in your region
- Key regions and classification will have their own sub pages linked with buttons to learn more about them and explore their specific wines



sicily.guides.winefolly.com

- There are 23 DOCs and 1 DOCG in Sicily (Italy's highest quality wine designations).
- Over 30% of Sicily's vineyards are organic.
- 24% of Sicily is mountainous.
- At 10,990 feet, Mount Etna is the highest mountain in Italy (outside the Alps).
- White wine varieties make up 64% of vineyard plantings.
- Sicily is the largest island in the Mediterranean.

690 WINES REGISTERED

Wines

Sicily has 690 wines registered in the guide.

359 WINERIES REGISTERED

Wineries

Sicily is home to 359 wineries registered in the guide.

Terroir

Learn how the climate, soils, and local winemaking traditions affect Sicily wines.

History

See vintage notes and get historical context to how Sicily Wine has evolved over time.

Region

Let's learn how to find great wines by understanding this region.

Travel

Planning a trip? Here are some tips about wine travel in Sicily.

Your History page

- A short timeline of some of the select events that have shaped your regions winemaking past
- Featuring hand drawn elements
- Navigation to Vintages Page

Your Vintage page

- Your Vintage page is a subpage of history
- A short overview of recent vintages based data shared about the wines produced during those years
 - Focuses on weather, yield and consistency

sicily.guides.winefolly.com/history/

SICILY / HISTORY

History

Sicily's strategic placement in the Mediterranean - ideal climate and fertile soils - resulted in thousands of years of winemaking history touched by outside influences. Sicily is a tapestry woven over time, offering amazing flavors and stories.

Vintages Overview

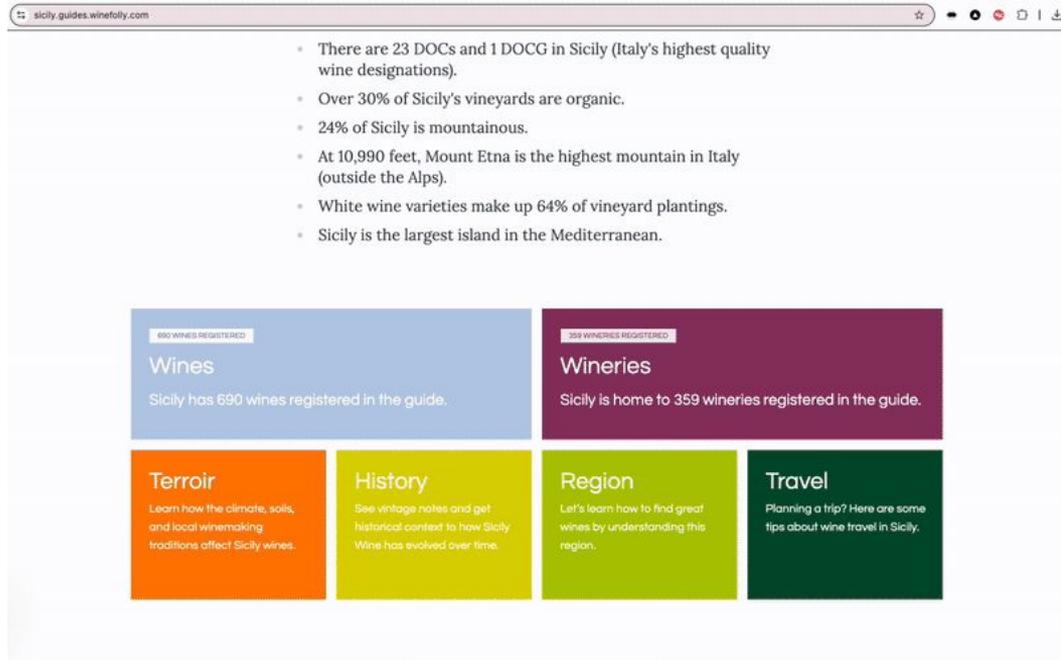
Take a look at the Sicily vintage chart to identify which wines to drink, cellar, and more.

8,000 BC

Sicily may have been making wine for 6,000 years!

Paleontological evidence has shown that three indigenous tribes of Sicily: The Sicani, The Siculi, and the Elymians, have been in Sicily for

YOUR PENNSYLVANIA REGION GUIDE - TERROIR PAGES

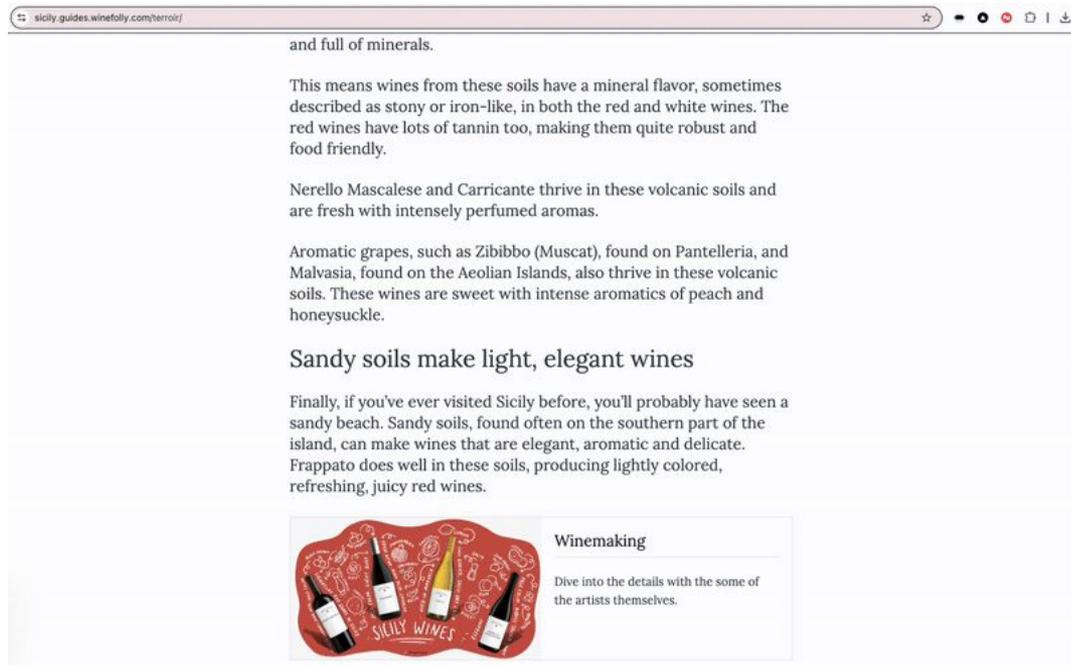


Your Terroir page

- A detailed exploration of your terroir and what makes wine in your region unique
 - Including infographics and photographs
- Navigation to Winemaking Page

Your Winemaking page

- Your Winemaking page is a subpage of Terroir Page
 - Producers share their own winemaking expertise on your region
 - Winemaker features link back to showcase their winery and wines pages



sicily.guides.winefolly.com/terroir/

and full of minerals.

This means wines from these soils have a mineral flavor, sometimes described as stony or iron-like, in both the red and white wines. The red wines have lots of tannin too, making them quite robust and food friendly.

Nerello Mascalese and Carricante thrive in these volcanic soils and are fresh with intensely perfumed aromas.

Aromatic grapes, such as Zibibbo (Muscat), found on Pantelleria, and Malvasia, found on the Aeolian Islands, also thrive in these volcanic soils. These wines are sweet with intense aromatics of peach and honeysuckle.

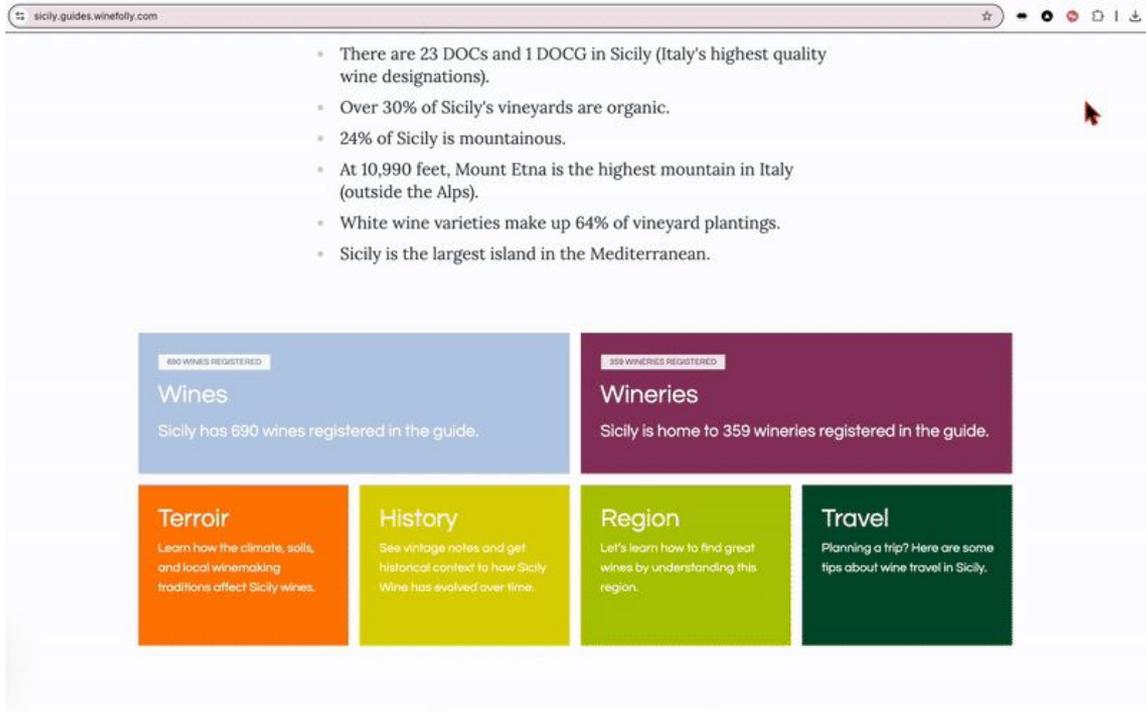
Sandy soils make light, elegant wines

Finally, if you've ever visited Sicily before, you'll probably have seen a sandy beach. Sandy soils, found often on the southern part of the island, can make wines that are elegant, aromatic and delicate. Frappato does well in these soils, producing lightly colored, refreshing, juicy red wines.



Winemaking

Dive into the details with the some of the artists themselves.



Your Travel page

- A guide for all wine lovers to get inspired to explore your region more
- Details of getting to your region and how to get around once they visit
- Wine travel highlights to explore including hand drawn maps, info graphics and photos



Wines have a unique story. Wine Folly helps share it.



Accurate wine information controlled by producers.





WINE FOLLY
database

Claim your winery profile and get involved



<https://app.db.wine/concierge/new>

STEP 1: CLAIM YOUR PROFILE AND GET EXCITED



Tell Your Story To Millions!

Your profile starts in Wine Folly Database, the tool being used to create the Wine Guide.

* Name

* Email

* Winery name

* Winery email

* Address

* Website

* Phone number

*All fields are required, enter n/a for anything unavailable.

[Submit Details & Get Started!](#)

Why This is Worth Your Valuable Time

Benefits to claiming your winery profile when your Wine Guide launches:

- Your winery profile is 100% free.
- Your winery capitalizes on our marketing efforts to promote the guide, reaching more than 20 million wine loving consumers and trade.
- By claiming your winery, you have the opportunity to receive priority listing and the chance to be featured in articles (even with free accounts).
- You have the opportunity to boost your winery's sales through direct buy links (with a Pro plan).

Thank you,

Team Folly

Claim your profile and get started

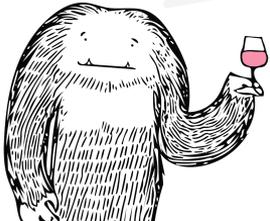
<https://app.db.wine/concierge/new>

We'll set up the basics and you will hear back from us within one business day.

What's important for your winery to share...



Questions?
Email us
support@db.wine



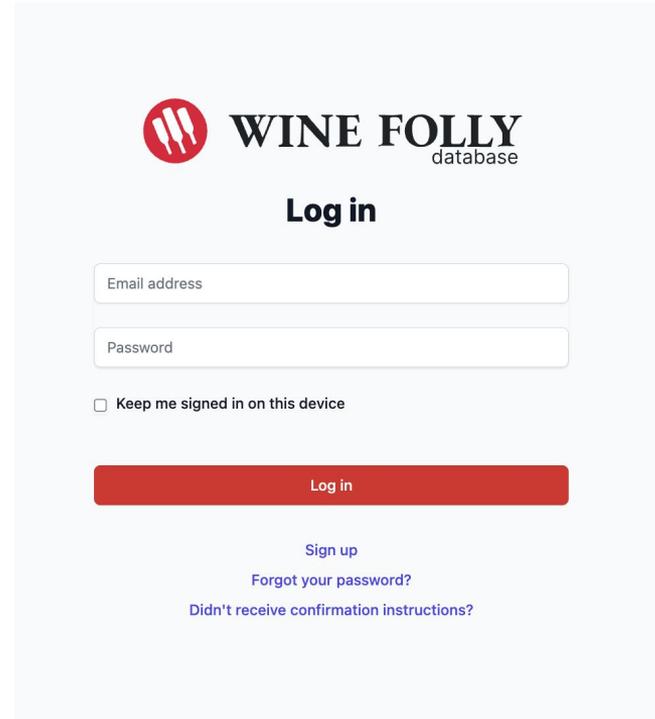
<https://app.db.wine/>

STEP 2: LOGIN

You will receive an email invitation from **support@db.wine** when everything is ready.

It's time to login at Wine Folly Database

<https://app.db.wine/account/sign-in>



The screenshot shows the login interface for Wine Folly Database. At the top left is the logo, a red circle with three white wine glasses. To its right is the text "WINE FOLLY" in a large, bold, black serif font, with "database" in a smaller, black sans-serif font below it. Below the logo and text is the heading "Log in" in a bold, black sans-serif font. There are two input fields: "Email address" and "Password", both with light gray borders and rounded corners. Below the "Password" field is a checkbox labeled "Keep me signed in on this device". At the bottom of the form is a prominent red button with the text "Log in" in white. Below the button are three links: "Sign up" in blue, "Forgot your password?" in blue, and "Didn't receive confirmation instructions?" in blue.

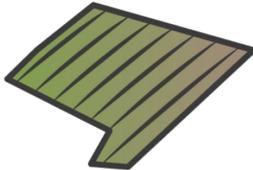
Sharing what's important



WINE INFORMATION



BRAND HISTORY



LOCATION



VISUAL ASSETS

- Your logo and branding
- Your story
- Images
 - Your Winery
 - Your Region
 - Your Winemaking
 - Your Wines
- Your contact information
- Physical address

STEP 3: ADD YOUR WINERY INFORMATION AND IMAGES

Bodega Catena Zapata

Dashboard > Wineries > Catena > Bodega Catena Zapata



Bodega Catena Zapata

Mendoza, Argentina

CATENA ZAPATA
SINCE 1902

Great wines begin in the vineyard. Our vision is to make rich and unforgettable wines that are true to the special place they come from. Catena is the story of Argentine wine. Founded in 1902, Argentina's Bodega Catena Zapata is known for its pioneering role in resurging and discovering extreme high altitude terroirs in the Andean foothills of Mendoza. The family's Adrianna Vineyard at almost 5,000 feet e been called the Grand Cru of South America.

Active Wines (15)

Search wines...

Sort by: **Recent Vintage** Name

WINE	DETAILS
 Catena Zapata Nicasia Vineyard Bodega Catena Zapata 2019 2018 2016 +9	Still Red Malbec
 Catena Zapata Malbec Argentino Bodega Catena Zapata 2021 2020 2019 +9	Still Red Malbec
 Catena Zapata Estiba Reservada Bodega Catena Zapata 2015 2014 2013 +4	Still Red Cabernet Sauvignon
 Angélica Zapata Chardonnay Alta Bodega Catena Zapata 2018 2016 2015	Still White Chardonnay
 Angélica Zapata Merlot Alta Bodega Catena Zapata 2018 2014	Still Red Merlot
 Angélica Zapata Cabernet Sauvignon Alta Bodega Catena Zapata 2018 2015 2014	Still Red Cabernet Sauvignon
 Angélica Zapata Cabernet Franc Alta Bodega Catena Zapata 2018 2015 2014	Still Red Cabernet Franc

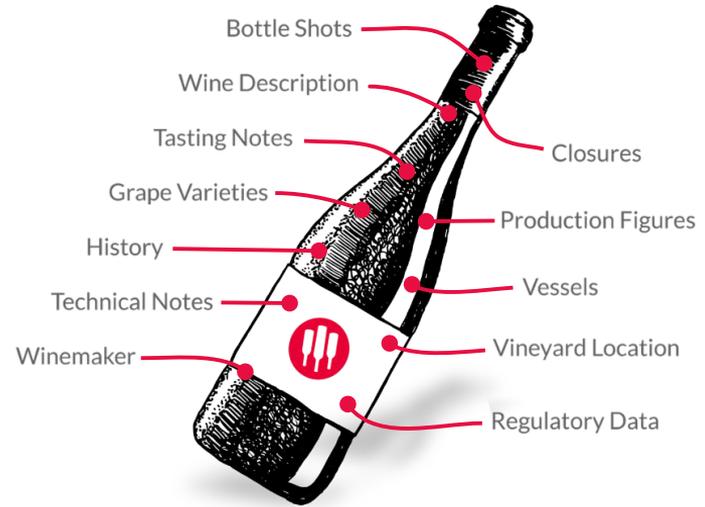
When possible we'll upload some basic details from your website to get you started.

Share your story to engage consumers and trade with your brand.

Your guide is dynamic - you can grow your visibility as your winery grows

Sharing what's important

- Details of your current wines & vintages
- Bottle photography
 - JPG or PNG up to 10MB



STEP 4: ADD YOUR WINES

Give consumers more opportunities to find you by adding more of your wines and vintages.

Add the details of what makes each vintage special.

Start with your current releases, then add new and past vintages to increase your visibility in your dynamic guide.

Bodega y Viñedos Castena

Dashboard | Catalog | **Bodega y Viñedos Castena** | Wines

Active Wines (22)

Search wines...

Sort by: **Recent vintage** | Name

WINE	DETAILS
Caneva Zagara Birth of Cabernet Bodega y Viñedos Castena 2021	Add New
Saint Félien Sauvignon Bodega y Viñedos Castena 2021	Add New Add Vintage
DN Caneva Cabernet Sauvignon Bodega y Viñedos Castena 2021	Add New Add Vintage
Nisaea Vinayuela Blanc de Blancs Bodega y Viñedos Castena 2021	Add New Add Vintage
Nisaea Vinayuela Red Blend Cabernet Franc Bodega y Viñedos Castena 2021	Add New Add Vintage
Nisaea Vinayuela Red Blend Cabernet Bodega y Viñedos Castena 2021	Add New Add Vintage
Nisaea Vinayuela Doux Bodega y Viñedos Castena 2021	Add New Add Vintage
DN Caneva Chardonnay, Chardonnay Bodega y Viñedos Castena 2021	Add New Add Vintage

Add New Wine to Bodega y Viñedos Castena

Create a new wine or add a new vintage to an existing wine. Search for existing wines to add a new vintage, or enter a new wine name to create both wine and vintage.

Wine Information

Wine Name: Caneva Zagara Birth of Cabernet | Vintage: 2021 | Non-Vintage

Wine Color: Red | Wine Style: RB1 | Sweetness Level: Dry

Wine Location

Appellation: Luján de Cuyo | No Appellation

Wine Varieties | Total: 100.0% | [Add Varieties](#)

Tip: You can have some percentages blank - they will be automatically distributed equally on the backend when you submit the form.

Cabernet Sauvignon: 90 | Cabernet Franc: 10

Marketing Information

Description: Once upon a time, a box (or two) went from the flowers of a Cabernet Franc vine to the flowers of a Sauvignon Blanc vine, and a seedling child began to ripen inside the mother grapes. They came away, and the vineyard was abandoned. Years later, the vineyard returned to his land and bore a new vine, the parent grapes and left in love. It was Cabernet Sauvignon.

Bottle Image

Bottle Shot: [Upload Bottle Shot](#)

All common image formats accepted. Max: 10MB.

Bottle Shot Guidelines

- Use a clean, white or neutral background
- Ensure the bottle is centered and upright
- Include the full bottle in the frame
- Use good lighting to show label details

Advanced Details

ABV (alcohol %)	ASB (acidity %)	pH	Tartrate Acidity (g/L)	Residual Sugar (g/L)
13.8	14	3.73	6.8	7.8

[Cancel](#) [Create Wine](#)

Need Help?

We're here to support you!

- Visit our help center page -
<https://follyai.notion.site/db-wine-help-center>
 - Help articles
 - How to videos
 - Tips for you data

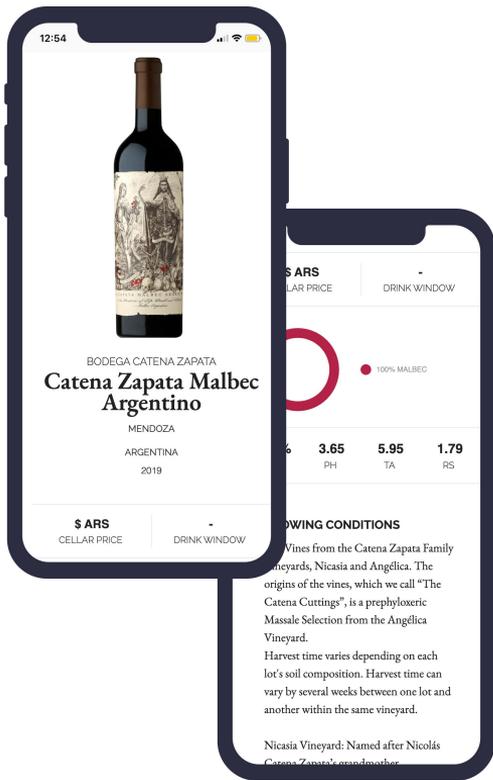
*Questions?
Email us
support@db.wine*



Increase your visibility



- Historical vintages & wines
- Winemaker information(Pro)
- Winemaker image (Pro)
- Direct Buy Links (Pro)
- Increased Guide Presence (Pro)



Nicasia Vineyard: Named after Nicolás Catena Zapata's grandmother.
Shallow loamy soil. Gravel on surface and topsoil.
Location: La Consulta District, San Carlos Region, Mendoza, Argentina.
Altitude: 3,593 ft (1,095 m) elevation.
Planted in 1996 (20 years old vineyard).

Anglica Vineyard: Named after Nicolás Catena Zapata's mother.
Soil: Adjacent to dry river bed. Light gravel, loam and clay.
Location: Lunlunta District, Maipú Region, Mendoza, Argentina.
Altitude: 3,018 ft (920 m) elevation.
Planted in: Circa 1930 (90 years old vineyard).

HARVEST

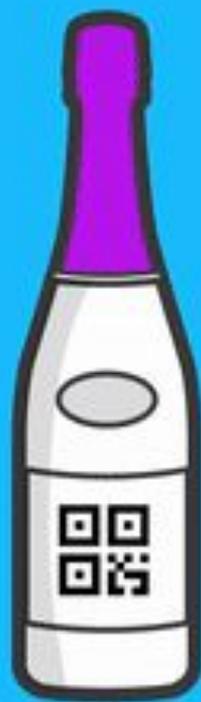
Dry weather (precipitations 20-60% lower than usual), small berries and slightly lower yields; cooler temperatures overall. The 2019 harvest happened about 1-3 weeks earlier than usual, and the grapes were in pristine condition with not a drop of botrytis or downy mildew.

WINEMAKING

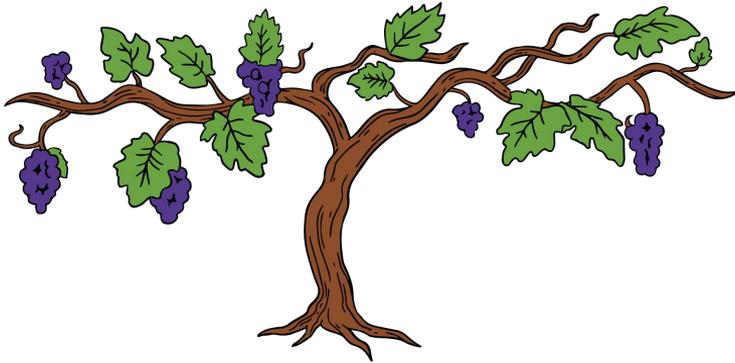
20% whole cluster and 80% whole berry fruit is hand-loaded into 225-500 liter new French oak barrels for a 100% barrel fermentation for a period of 28 days, allowing seamless oak integration. The fermentation temperature is kept low, extracting intense aromas, and the cap management is done by hand to ensure soft, gentle flavors and tannin extraction. Wild yeasts. Alcoholic and malolactic fermentation in barrel leaves considerable lees and sediment.

AGING

The wine is aged in French oak barrels for 18 months.



Extend Your Reach Further



- Increased Region Guide Presence
- Exclusive Wine Folly Feature Opportunities
- Dynamic TradeSite™
- Unlimited Dynamic Digital & PDF Tech Sheets
- Unlimited QR Codes
- Direct Buy Links

aren't tun...
For the full experience...
the Gate's journey:
#australianwine #winebusiness #wineinfo



Eight at the Gate Single Vineyard Chardonnay

EIGHT AT THE GATE WINES
SOUTH AUSTRALIA, AUSTRALIA

Appearance
Light straw in colour with a green tinge.

Nose
Light stone fruit on the nose.

Palate
Soft flavor of white peach, body (fruit notes on the palate with a little fruit).

QR code: #thiswineisNOT-UNFOSSENAG

Family Vineyard Shiraz
EIGHT AT THE GATE WINES
SOUTH AUSTRALIA, AUSTRALIA

Appearance
Deep Purple

Nose
Rich blackberry...

Palate
Juicy eye...

WINERIES / SPARKLING POINTE / WINES / TOPAZ IMPERIAL

Sparkling Pointe

2019 2018

Topaz Impérial

NORTH FORK OF LONG ISLAND



Buy Direct



All About Dry Red Wine



WINE FOLLY



4 USD
PRICE
OW

Monte Rio
CELLARS
Petite Sirah
2020

Epoch



Have you ever had that pivotal Wine Moment in your life? For Lagana Cellars founder and owner Jason Fox, it was the 2005 Chateau La Croix de Gay Pomerol, and with all due respect to the film Sideways, that fine Merlot was amazing! It had the characteristics of a truly balanced wine where terroir and process mattered: pure tannin structure, acidity, fruit and earthiness. At that moment, Jason was hooked, and not long afterwards, moved to Walla Walla to study winemaking.

It was at Walla Walla Community College's Enology program that he discovered his passion for clean wines with little or no oak through grape, terroir and vintage. Now, the story, which is what...



2017
PLANETA
Cerasuolo di Vittoria Classico Dorilli
CERASUOLO DI VITTORIA
SICILIA



13%	3.28	6.9	-
ABV	PH	TA	RS

Growing Conditions

- VINEYARD: Dorilli, Acate (Ragusa)
- TYPE OF SOIL: The principal characteristic of the soils of the Cerasuolo c is the sandy texture; consisting chiefly of loose red sands with no stones and moderately deep; a tufa layer lies at about 90 cm, important for the vines' wa balance.
- ALTITUDE: 85 m a s l



2020
BODEGA GARZÓN
URUGUAY, MALDONADO

Appearance
Bright, deep, dark red almost black in color.

Nose
Dark plums, black currant, gunpowder, graphite.

Pairing
Roasted game meats are the ideal pairing for this Tannat. The most traditional combination is slowly cooked leg of lamb flavoured with sage, mint, garlic and olive oil. It also pairs...

Palate
Juicy, concentrated well balanced ripe tannins. Well structured, elegant with minerality and voltage (acidic). Aromas in palate are black ripe plums, quince, and gunpowder.



this.wine/VT-FAKMVUYZG

Card Display Options

WINE DETAILS

<input checked="" type="checkbox"/> WINE NAME	<input checked="" type="checkbox"/> APPEARANCE
<input type="checkbox"/> GROWING	<input type="checkbox"/> HARVEST
<input checked="" type="checkbox"/> NOSE	<input checked="" type="checkbox"/> PAIRING
<input checked="" type="checkbox"/> PALATE	<input type="checkbox"/> WINEMAKING
<input checked="" type="checkbox"/> VINTAGE YEAR	<input type="checkbox"/> APPELLATION

WINERY DETAILS

<input checked="" type="checkbox"/> WINERY NAME	<input checked="" type="checkbox"/> LOCATION
<input type="checkbox"/> HEADER	

THEME DETAILS

<input type="checkbox"/> BORDER	<input checked="" type="checkbox"/> SQUARE
<input checked="" type="checkbox"/> CENTER	<input checked="" type="checkbox"/> QR CODE

“

Our sales in the US market have grown about 7% since the release of the Wine Guide and having our Pro Winery content live.

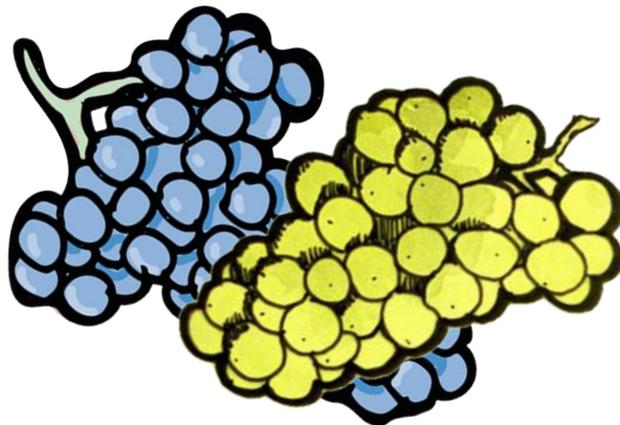
- **Melissa Di Giovanna**

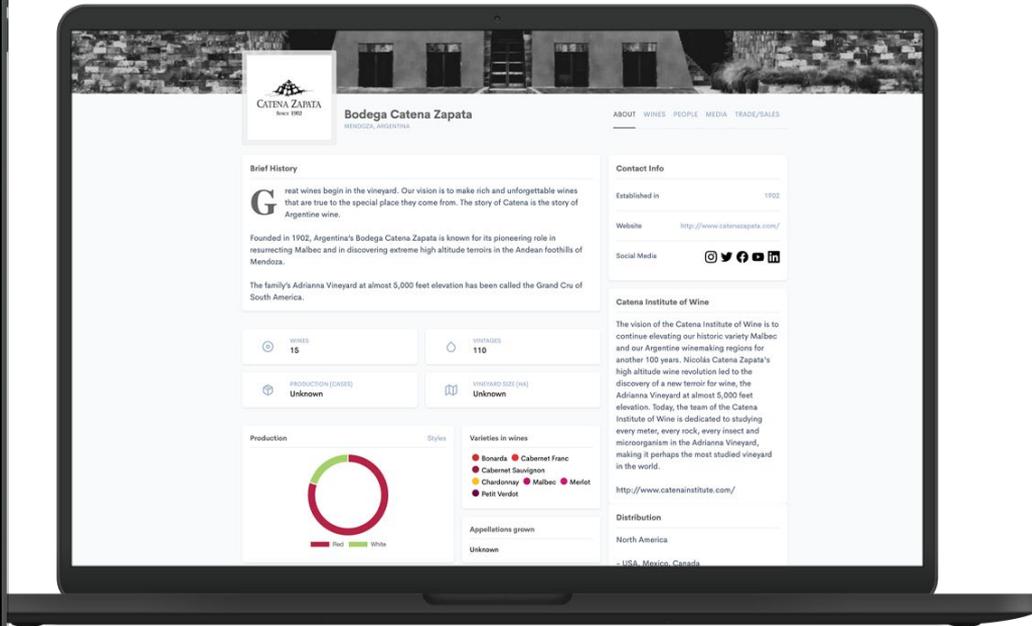
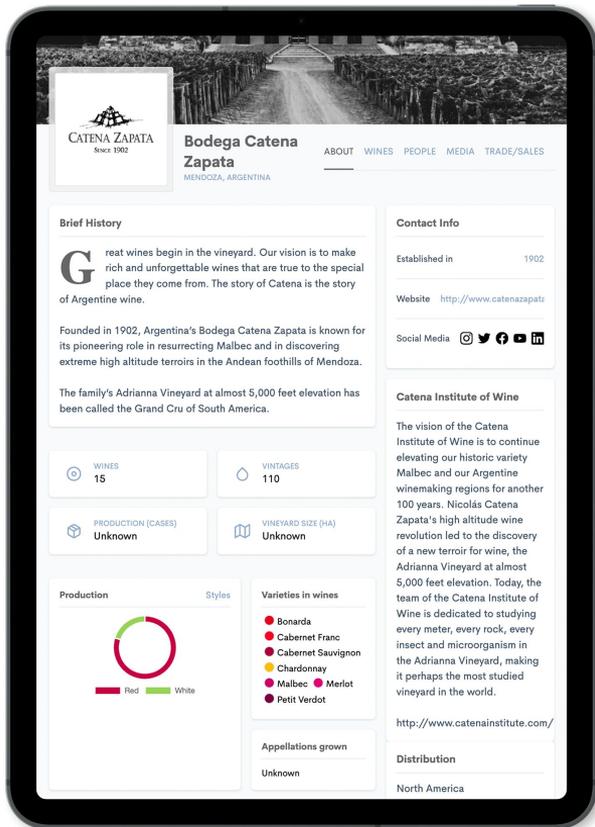
”



Connect directly with consumers on your TradeSite™:

- Your Story
- Winery Contact Links
- Winemaker Stories with Images
- Winery and Brand Photography
- Winery Amenities
- Digital Tech Sheets
- Historical Vintages
- Awards and Ratings
- Distribution and Trade (coming soon)





\$399

Annual subscription

Less than the cost of **one designer tech sheet...**

Want to learn more?
Email us
support@db.wine



2020

Merlot

FABLEIST WINE CO.

SAN LUIS OBISPO COUNTY, CALIFORNIA, UNITED STATES.

Nose

Back from the dead, this Merlot has a classic claret character. Black tea, northland blueberries and wet concrete.

Palate

The silky texture slides gracefully across the palate leaving behind hints of sweet plums, warm cedar planks, and freshly ground spices. As the wine glides toward the finish, you're...

Winemaking

The Fableist is a collaboration between winemakers Curt Schalchlin and Andrew Jones. Curt, owner and vintner of the heralded winery, Sans Liege, is known for his critically...



CLAIM YOUR PROFILE & LOGIN



Get discovered! Start by logging to your profile at
<https://app.db.wine/account/sign-in>

LAUNCH

LAUNCHING TO THE WORLD



May 5th, 2026

Your visibility in your Guide and increasing it with Pro

Included with Free

- Wine Card Shown in appropriate pages (Variety, Style & Region)
 - Shows current and past vintages
 - Links to winery profile
 - No direct purchase link included
- Winery Listed on Wineries Page & Randomize 6 Featured
 - Winery Logo & Cover Image visible
- Digital Tech Sheets & QR Codes for every vintage



Included with Pro (\$399/year)

- Wine Card Shown in appropriate pages (Variety, Style & Region)
 - Shows current and past vintages
 - Links to winery profile
 - Direct Buy Links on your Wines
- Winery Card Shown in Featured Pro Wineries
 - Randomized as winery page main image
 - All Wines and Vintages accessible
 - Winery Card is 300% larger with details
 - Produced Varieties
 - Unlimited Winemaker and Team Information
- Digital Tech Sheets & QR Codes for every vintage
- Exclusive Wine Folly Feature Opportunities & Integrations
- Dynamic TradeSite™
 - Winery Logo & Cover Image Visible
 - Winery contact information and assets linked
 - Unlimited Winemaker and Team Information
 - Awards and Ratings