



## Château Lafite Rothschild adopts the Proofitag system

### The Proofitag system, definition

In order to ensure high quality support for consumers and to strengthen the authentication system for its wines, Château Lafite Rothschild introduced Proofitag's «Bubble Seal» security system in **February 2012**.

The objective of this seal is to guarantee traceability right through the distribution chain to the final consumer.

The seal has been affixed directly at the Château on all bottles of Château Lafite Rothschild and Carruades de Lafite labelled since February 2012.

It will be present on all bottles of Château Lafite Rothschild from the 2009 vintage, and all bottles of Carruades de Lafite from the 2010 vintage. This initiative will also apply to bottles of earlier vintages released from the Château after February 2012.



*Château Lafite Rothschild*

*Carruades de Lafite*



The seal is applied to the bottle neck (at the back), partly on the capsule and partly on the glass.

It provides two levels of protection:

1 / a unique «**bubble code**» that cannot be reproduced.

2/ a 13 character **alphanumeric code** that is associated with the bubble code

**The combination of the bubble code and the alphanumeric code enables you to authenticate your bottle** and access information about the bottle, previously registered by the Château and stored in a database.



## The steps in the authentication procedure

The authentication procedure is carried out directly on line, on the Domaines Barons of Rothschild (Lafite) website: [www.lafite.com](http://www.lafite.com)

The authentication page is also available in mobile phone version.



The authentication page is accessible from the home page via the link on the top right. It is available in all of the website's seven languages.



The user is invited to enter the 13 character alphanumeric code on the site's authentication page.

If the code is valid, the corresponding bubble code will be displayed at the bottom of the page.

The name, vintage and volume of the bottle will also be displayed.

The code displayed on the screen should be carefully compared to the one on the capsule: the shape, size and distribution of the bubbles must be identical in every way.

An identical bubble code to the one on the screen, combined with an undamaged seal that is attached to the bottle, is the guarantee of the bottle's authenticity.

For further information about the Prooftag technology, please consult [www.prooftag.com](http://www.prooftag.com)