

# Press Release



**MyVINY: The Innovative Platform Allowing You to Own and Manage Your Own Vineyard!**

Worldwide Launch at Wine Paris

February 12-14, 2024

**What if you could become a winemaker?**

*"MyVINY is an immersive experience that plunges you into the heart of a vineyard where you are the protagonist. Over 18 months, you will create your own wine, from cultivating the vine to bottling. Our vineyard becomes yours as we share expertise, terroir, and culture. An authentic and exciting experience close to the reality of one of the most beautiful professions."*

Alain Blachon

**In collaboration with Domaine de la Bouvaude** : a vineyard committed to organic farming and bearing the appellation Côtes du Rhône Villages Rousset-les-Vignes, in the heart of Provençal Drôme.

**Launch at Wine Paris :** We invite you to discover us at our partner's booth, Domaine de la Bouvaude (Hall 4 Stand A174), for an exclusive presentation of MyVINY.

### ***In a nutshell...***

MyVINY is a platform accessible via smartphones and computers. Users are guided, advised, and consulted, actively participating in each key stage of vine cultivation and winemaking. An opportunity to discover, learn, understand, and engage in responsible agriculture. Sensors installed in the vineyards and winery allow users to track in real-time the decisions they have made.

### ***How does it work?***

Each user:

- Chooses their plot
- Chooses their square
- Becomes a member of a guild
- Cultivates their vine and creates their wine

### ***What does our offer include?***

An assortment of 12 bottles, including 6 from your own plot's production and 6 cuvées from Domaine de la Bouvaude. Also, one sample for each of Bouvaude's cuvées will be sent with the corresponding bottle for a tasting session organized via video call by sommeliers and oenologists.

### ***Our mission?***

Democratize the fascinating world of wine by providing a complete and immersive experience in vine cultivation, wine creation, and the art of tasting!

At the end of each campaign, a jury determines the best wine, based not only on taste qualities but also on the lowest carbon footprint.

**Press Contacts :**

**Noëlie Boizis**

**[noelie@myviny.com](mailto:noelie@myviny.com)**

**0033 458 00 85 99**

**[myviny.com/press](http://myviny.com/press)**