

# PINORD

## PRESS RELEASE

### **PINORD has launched a new website with social media and an original section called: “Pair your food with our wine”**

This January, **PINORD** has launched a new 2.0 website which is clearer, better designed and easier to navigate. The web includes information about the company's wineries and products in four languages: Catalan, Spanish, English and German.

This new 2.0 website also enables **PINORD** to be active by participating in social networks and thus being in direct contact with consumers to get to know questions and be able to reply to queries about products. The web also makes it clear that the company's Penedès and Priorat wineries are open to wine tourism, offering vineyard visits, wine tastings for individuals and business groups as well as other activities in the vineyard.

PINORD as usual strives to be different and offers visitors to the homepage of the website an original section called: “Pair your food with our wine”. This tool is aimed at clients who wish to find out which wines in their cellar match different dishes. These dishes can range from appetizers to rice and fish dishes, a plate of meat or some chocolate dessert. Visitors, who wish to access this part of the web, must register first with **Pinord Club**. This club is aimed at providing information about the wine, grape varieties used and its vineyards. Members of the club will receive other advantages such as information about grape varieties and where they grow better. The club is open to all those who would like to participate in the world of wine. Members will also receive special offers on some products and some advantages.

Other sections in the website explain the winery's history and how the company has evolved. It includes information about awards and other distinctions gained, how wines are made using organic and biodynamic farming techniques as well as other contents.

The new web also has a **Blog** which talks about news related to our wines, activities at the winery and about the wine sector in general. All press releases, dossiers, product photographs, winery and vineyard information and videos can be found in **The Press Room**

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