Guide to LWIN

LIV|EX
EMPOWERING FINE WINE BUSINESSES
THROUGH DATA AND TECHNOLOGY

LWIN - the Common Language for the Drinks Industry

The role of a unique identifier

Unique and universal identifiers exist for almost every product bought and sold today – commonly introduced to remove ambiguity and increase confidence and efficiency in supply chains.

For the book industry it is the International Standard Book Number (ISBN), whereas for the retail sector it is the Global Trade Identification Number (GTIN).

Since 2011, the wine and spirits trade has benefited from having its own unique identifier, the Liv-ex Wine Identification Number (LWIN).

With LWIN freely available to use, all businesses with an interest in wine and spirits - retailers, wholesalers, logistics providers, trade bodies and publications – can now enjoy the same advantage that other industries have benefited from for many years. Namely, the ability to connect, share information, and automate easily.

This ultimately removes ambiguity and increases confidence and efficiency across the whole supply chain.

Why is a common language important for wine and spirits?

Wine producers and traders have traditionally adopted different naming conventions for their products, often depending on which parts of the wine label they feel are the most important. It is an issue the industry has adapted to for hundreds of years and is further compounded by variations, abbreviations and contractions. “Grange” for example, is widely understood as “Penfolds Grange”, despite there being over 200 wines with “Grange” in their title.

For humans it is possible (although not always) to understand the subject matter. The same cannot be said for computers. Very rarely is the full name of a wine used. Even less frequently is it written or keyed consistently in every system, document or form when wine is created, transported, marketed, bought, sold or stored. In fact, details of wines are commonly recorded more than ten times for a single transaction and repeated many times over in the life of a wine.

Without a unique identifier, it is challenging to exchange information about wine quickly and accurately. It is impossible to exchange it automatically – something that is essential in the digital age.

What is LWIN?

LWIN, the Liv-ex Wine Identification Number, is a universal identifier for wine and spirits. It assigns unique codes to wine and spirits, providing a bridge between systems across the trade so that they all speak the same language. It is free to use, and always will be.

An LWIN code is an integer value of 7, 11, 16 or 18-digits. The key part of each code is the initial 7-digit value which describes the product. Subsequent digits are used in a methodical manner to describe the vintage of the product, bottle size and pack size.

Leoville Barton 2009, 12x75

1012361200912200750

Wine name | Vintage | Pack | Bottle

LWIN	Format		Describes Product Product + vintage	Wine example Leoville	LWIN example 1012361
LWIN7	7-digit	integer	Product + vintage + bottle size Product +	Barton Leoville Barton 2009	10123612009
LWIN11	11-digit	integer	vintage + pack size + bottle size	Leoville Barton 2009, 75cl	1012361200900750
LWIN16	16-digit	integer		Leoville Barton 2009, 12x75cl	1012361200912200750
LWIN18	18-digit	integer			

LWIN attributes

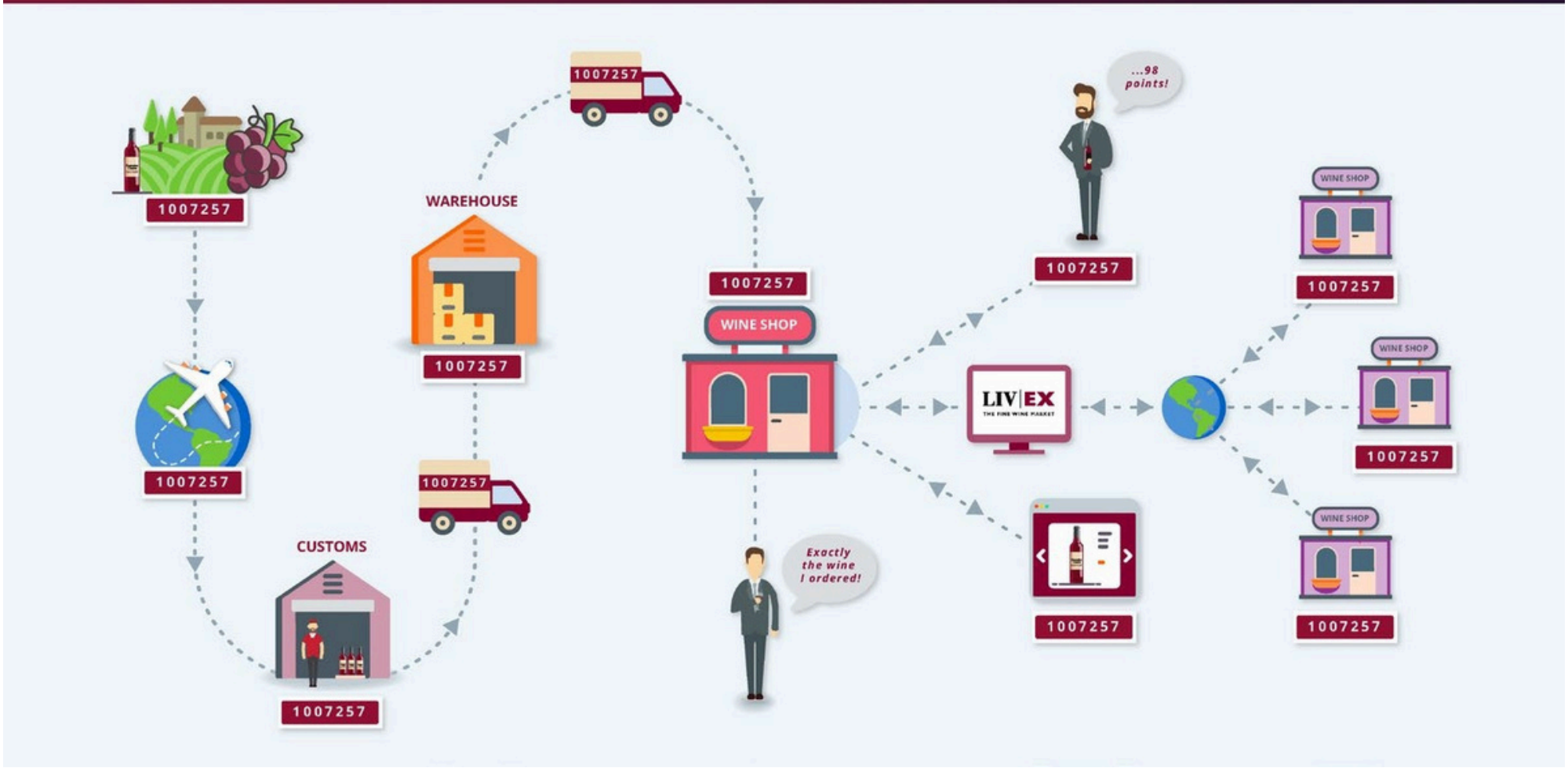
LWIN doesn't just provide a code for each wine. Many other data points are included in the LWIN database, which is free to download in Excel or can be reached via API.

These include colour, classification and detailed regional information down to the individual parcel where relevant.

A standardised display name is also provided. Users can choose whether to use it or continue with their own display names.

Attribute	Value
LWIN	1437818
Display name	Benjamin Leroux, Meursault Premier Cru, Blagny La Piece sous le Bois
Status (Live or expired LWIN)	Live
Producer title	
Producer name	Benjamin Leroux
Wine	NA
Country	France
Region	Burgundy
Sub region	Meursault
Site	Blagny
Parcel	La Piece sous le Bois
Colour	Red
Type	Wine
Sub type	Still
Designation	AOP
Classification	Premier Cru
Vintage configuration	Sequential
First vintage	2014
Final vintage	
Reference	

LWIN works across the supply chain to make sure everyone is speaking the same language.



A consistent naming convention

LWIN's universally consistent code, and optional display name, make it easier for you to manage stock or lists of wines. In the past, it was common to see wines entered in multiple different ways in the same system. This would lead to inconsistencies in stock counts and system searches.

For example, a computer system interprets "Château Montrose" and "Montrose" as two different wines, so a stock summary or search result might have shown 10 cases of one and 20 of the other. With LWIN, it's clear that you have 30 cases of the same wine.

- Make stock reconciliation more accurate
- Get a better view of your stock for insurance or valuation purposes
- Display consistent names to your customer for a professional look

Enriched product data

As well as providing a code and display name, LWIN offers extensive geographic, colour and classification information, which you can use on your website or in your system.

- Show extra wine information to your customers and staff to increase their confidence
- No more time wasted manually entering detailed product data
- Add filters to your website and internal systems, helping customers and staff to locate wine

Be part of a community

LWIN has a growing network of users worldwide. Retailers, wholesalers, importers, logistics suppliers, publications, developers and apps are adopting it.

When you start using LWIN, you can share and receive information with them easily and accurately.

- Share clearer lists with customers and suppliers. Work together more easily
- Send or receive accurate shipping instructions. Be confident that you're both talking about the same product
- If your business involves sharing information about wine, for example publications, you can use LWIN to share it and commercialise it easily

Connect and automate

With LWIN in your system, it's easy to begin to automate processes and workflows.

Many merchants are already taking advantage of this to eliminate manual processes and increase sales – several case studies are available online.

You can connect to Liv-ex to automatically:

- Get accurate price information for benchmarking and valuations
- Buy and sell with the global exchange, and increase sales exponentially
- Streamline logistics and operations to reduce admin

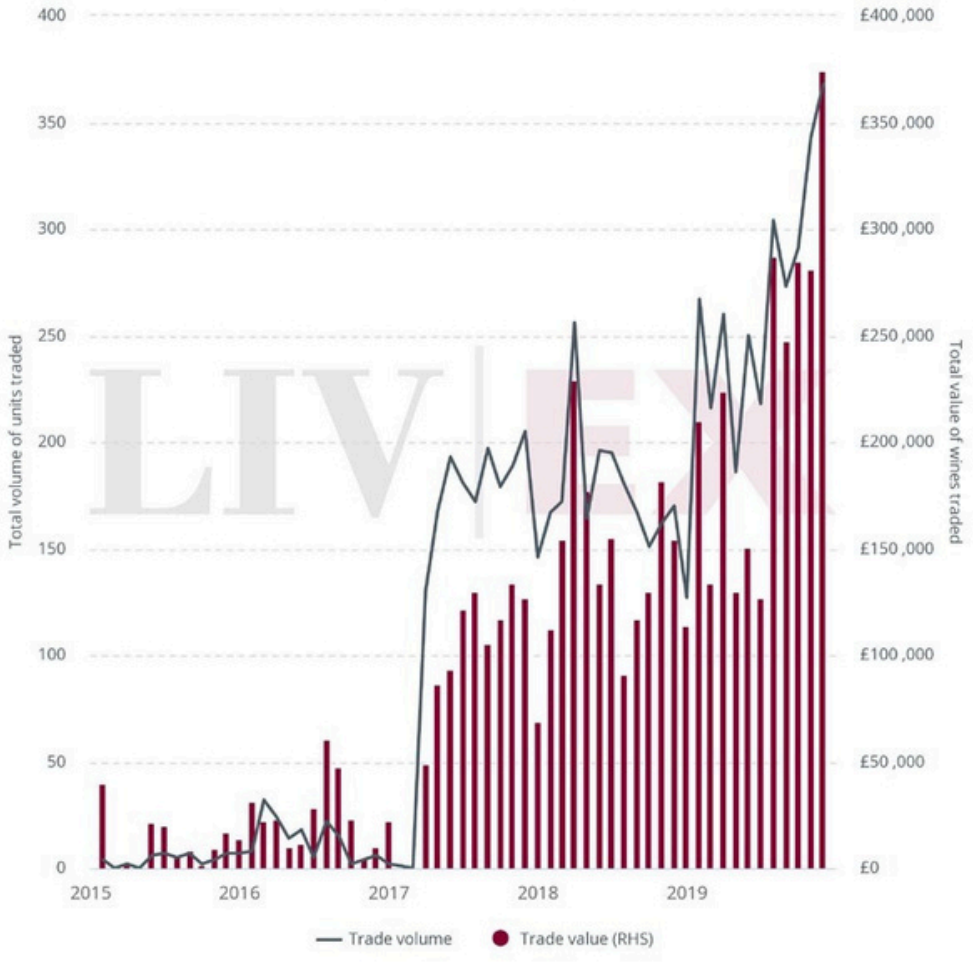
Average uplifts using Liv-ex automation

8.8% Higher selling prices

5.9x Increase in trade volumes

200% Uplift in sales volumes

Impact of automation for one Liv-ex member



How to get started

Getting started with LWIN is free and easy. By understanding what LWIN is and some of the benefits, you've already taken the first step.

The next step is to download and explore the **LWIN database.**

You'll then be ready to add it to your own system, stay informed, and request new LWINs whenever you need them.

Mapping can either be done entirely manually using copy and paste, or using Wine Matcher, our dedicated matching tool. Simply upload your Excel list and the tool will quickly identify the wines and add LWIN codes for you at the speed of 5000 lines per minute.

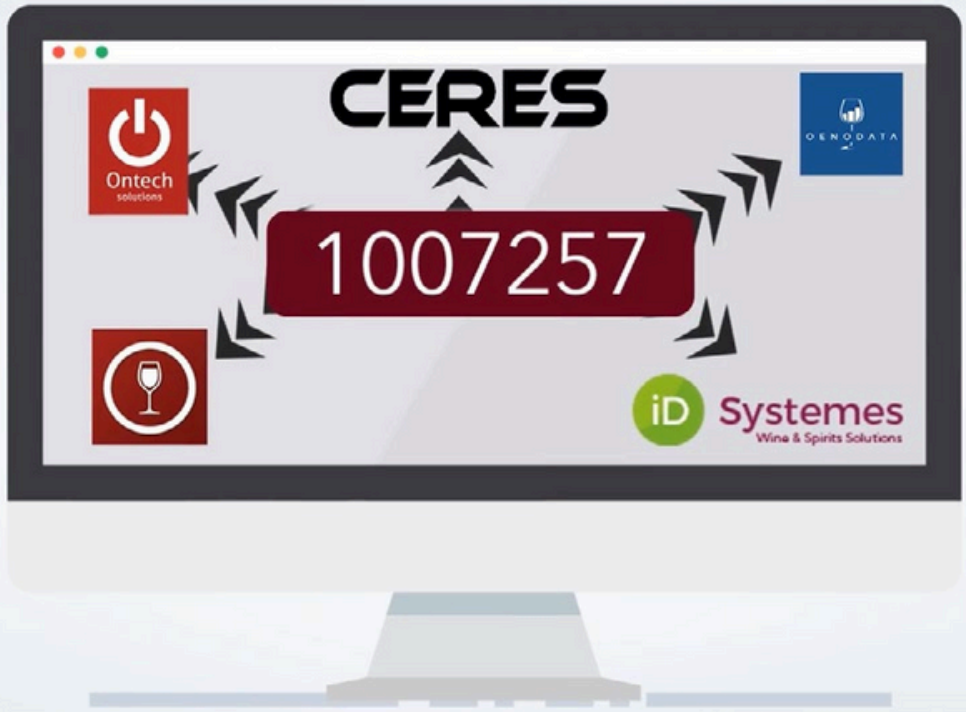
It is also possible to do this automatically, via our LWIN APIs.

All of this is laid out in detail in our **Implementation Guide**, which you can access here.

Who uses LWIN?

LWIN is used by a growing number of wine businesses worldwide, and many popular systems have been built with LWIN in mind.

Fine wine management systems – including Vision and Vintner – and Enterprise Resource Planning (ERP) software from Microsoft and Magento have also incorporated the LWIN structure. This gives another option for merchants and logistics providers to adopt LWIN.



What others say

The LWIN initiative has earned praise from influential players in the industry. In 2018, it was awarded Supply Chain Initiative of the Year by The Drinks Business magazine.

The publication commented: *"Our judges praised Liv-ex's innovative LWIN system … and applauded the company's 'generous selfless' decision to make the service free for other companies to use, acting 'for the greater good of the wine trade".*

Wine reviewer and founder of Vinous, Antonio Galloni has also shared a positive view of LWIN:

> "As well as supporting the flow of information to help make the market more efficient, LWINs present interesting opportunities in product development."

Antonio Galloni vinous

Conclusion: A simple, connected future

LWIN is enabling the wine and spirits trade to benefit from common language – something that other industries have enjoyed for many years.

This common language is helping the wine and spirits trade to connect and share information more easily, ultimately removing ambiguity and increasing confidence and efficiency across the whole supply chain. It is fundamental to facilitating automation.

As more and more players in this field adopt LWIN, we are creating a more efficient and more profitable wine and spirits trade together.

LIV|EX

EMPOWERING FINE WINE BUSINESSES THROUGH DATA AND TECHNOLOGY

Liv-ex is the exchange for fine wine, market data and insight. Membership brings wine professionals market data and insights, plus the ability to price, buy, sell and transact through one point of contact.

Liv-ex was founded in 2000 to make the fine wine industry more transparent, efficient and safe, drawing inspiration from the exchange model, where like-minded people gather to learn about the market, exchange insight and identify opportunities for business.

Liv-ex has evolved from humble beginnings to offer the world's largest pool of independent and transparent fine wine data. We have created globally recognised standards and now have over 550 members across 47 countries.

Read more at https://www.liv-ex.com/

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1 https://www.liv-ex.com
2 http://bit.ly/LXGetInTouch