



IRMA DUPUIS

PhD student, Doctoral Training Centre for Food and Agribusiness

The Wine Provenance Project: Blockchain-enabled wine labels - a new era for consumer trust?

The Wine Provenance Project is focusing on blockchain enabled wine labels and their effects on consumer trust. Co-supervised by Professor Lisa Toohey from the University's Law school, Professor Jamie Carlson from the Newcastle Business School, and Dr Tamara Bucher from the School of Environmental and Life Sciences, the project consists of three phases:

- Researching how consumers use blockchain smart labels and how they interact with the platform.
- Talking to the consumer directly through focus groups to determine what is the most helpful information to have on the bottles.
- Analysing wine consumers in Australia and overseas, on how their context can influence their concerns around wine authenticity, and if blockchain smart labels can help alleviate these concerns.

Blockchain can give consumers more information about the wine they are purchasing, from where the grapes were harvested, to where it was packaged and when it got to the shelves.

Irma hopes to help producers use blockchain technology better to communicate authenticity and provenance information to consumers. She has received a Wine Australia HDR scholarship to help further support her project.

“We’re looking at what can we do to help wine producers use blockchain technology to help consumers feel like the information provided to them is something they can trust.”

- Irma Dupuis

ENGAGEMENT

Irma is partnered with Hunter Valley Producers First Creek and Tamburlaine Organic Wines, along with MCC Label, a label company, and Laava, a smart label specialist.

Tamburlaine Organic Wines has released two million bottles into the market with smart label technology, making Irma's research a valued asset.

Through the Doctoral Training Centre (DTC) for Food and Agribusiness, Irma has had the chance to attend various seminars with the industry.

“More and more consumers want to know about the wines they purchase; how they’re made, and where they are from. This research project on innovative wine labelling will help us rise to the challenge and connect with consumers better.”

- Mark Davidson,
Tamburlaine Managing Director and
Winemaker

“Irma’s innovative research scope has already generated many exciting product development challenges for Laava, including new consumer browsing and interaction tracking capabilities, as well as insights from the deployment of on-product calls-to-action and consumer prompts.”

- Gavin Ger,
Laava Joint-CEO and
Commercial Director for Laava



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As the first centre of its kind on the Central Coast, the DTC for Food and Agribusiness provides a platform for interdisciplinary research and training in an industry that has strong regional ties and is committed to collaboration through education and research. Industry engagement and Work Integrated Learning is central to the DTC's function.

The DTC focuses on four key areas in the Food and Agribusiness space - product science, climate resilience and sustainability, advanced technology, and market access.

DTCs provide our partners with important opportunities to be involved with and invested in the next generation of food and agribusiness professionals - our candidates - who offer new insights based on their research, creating a truly mutually beneficial relationship.

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