

# EU Digital Wine Labels

Top 5 frequently asked questions from winemakers



Are nutritional & ingredients information, a prerequisite, to create my Digital Labels QR Codes?

1

**NO** – you can immediately create your flexyQR Codes, embed them in your new Labels and print them out now! For the time being, these QR Codes will direct to a landing page of your choice (e.g. Web site, Social Media, etc.)

Once you have the complete nutritional & ingredients information ready, you simply re-program, the existing flexyQR Codes to produce the EU Digital Wine Label

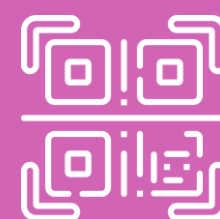


What is the recommended size, for a QR code, on a wine bottle?

2

flexyQRs are utilizing short URLs, for optimal scanning performance in small dimensions. We suggest a minimum dimension of 1cm x 1cm to incorporate the QR Codes in your Labels

flexyQRs are available in several different designs – so you can choose the one that fits the existing look & feel of your Labels



How many QR codes do I need? How often should I be creating new ones?

3

To begin with, you need to create one flexyQR Code for each of your products, produced on or after December 8<sup>th</sup> 2023

For each subsequent year you will need to create new flexyQR Codes for each active product line (to cater for changes in nutritional information per vintage, as well as for optimal track & trace)



Do I need to make changes to my web site?

4

**NO** – there's absolutely no change required in your web site (which in any case can't host the digital wine labels, if you have any type of user tracking (e.g. cookies for Google Analytics) as per the EU directive 2021/2117)

flexyQR EU Digital Wine Labels for your winery, are hosted at [YourWineryName].qrlabel.wine – which is completely devoid of any user tracking mechanism and fully complies with the EU 2021/2117 directive



What information can I receive from the actual usage of QR Codes?

5

The flexyQR management platform, provides you with statistics & KPIs based on the daily usage of your winery's Digital Wine Labels

You receive detailed reporting for the number of scans per day/time and GEO (country), for each flexyQR you have created (This information is based on the flexyQR server(s) operational data and doesn't rely on any type of PII user information)



Create your first **FREE** QR Code  
at [oensights.com/flexyqr](https://oensights.com/flexyqr)

