OpenVino Project Press Release

**Costaflores Organic Vineyard Seeks Participants In Development Of OpenVino Project**

Mendoza, Argentina November, 16, 2016 – Arizona native and International IT consultant turned wine maker Mike Barrow owner of Costaflores Organic Vineyard is spearheading the OpenVino Project that seeks to revolutionize the way that wine is thought about, sold, purchased and consumed. Desired participants would ideally have a background in one or more of these three sectors: Press, Technology and Wine. Participants would have the opportunity to start with this project on the ground floor.

The OpenVino Project breaks down into four main areas. The first area is to understand what is Organic/BIO/Eco in wines and agriculture. The second element of the project is to explore having a business plan and all aspects of operating a business with complete transparency. The third element is to define what a bottle of wines TRUE value is in monetary terms, encompassing among other things all costs associated with producing a bottle of wine. Lastly, this project will seek to define a way to objectively evaluate the quality of wine, not based upon arbitrary rating numbers but based upon the consumer’s experience and the wines effect on consciousness.

Mike is seeking out members of the press that are interested in following this project throughout its entire lifecycle. Members of the technology and wine sectors have the unique opportunity to be involved in a project that has never been done before and encompasses many elements. Those interested in the project will be asked to provide their feedback, opinions, participation, and registration with the collaboration platform.

Mike T. Barrow produces contemporary wines using organic, transparent and sustainable methods at the Costaflores Organic Vineyard in Mendoza, Argentina. To find out more please visit [http://www.costaflores.com](http://www.costaflores.com" \t "_blank).

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*This message will pique the curiosity of the targeted audience; members of the press are generally interested in covering things that are new and fresh, as this gives them an edge over their counterparts. Those involved in technology will be interested in what an American born International IT consultant turned wine maker has up his sleeve and how it could impact their business worlds. Fellow wine makers will be inspired to participate in this project to know how it could impact and improve their businesses.*

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*Please note that the name of the project changed from The Naked Winery to The OpenVino Project. This change was initiated by Mike Barrow so as to eliminate confusion between the Naked Wine brands. To ensure that the work product from this class is useable for this real life project, I too changed the name for this press release.*