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**Messina Hof Winery Partners With VISION Production Group To Debut The First Interactive Texas Wine Labels**

*The Texas-based businesses launch innovation and augmented reality technology to bring wine to life*

**HOUSTON, TX (Jan. 11, 2020)** – Messina Hof, a pioneer in Texas wine as well as one of the oldest and the most awarded winery in the state, and VISION Production Group, a critically acclaimed, innovative media production company, are excited to unveil their groundbreaking augmented reality (AR) wine labels. The labels will be featured on three of Messina Hof’s latest wines that will debut alongside their newest Messina Hof Harvest Green Winery and Kitchen location. The three labels will bring to life core themes in the Messina Hof winemaking process: Abounding (Dry Red Blend), Vitality (Dry White Wine) and Emblaze (Sweet Red Wine). Each wine will entail a one-of-a-kind AR experience.

The labels create a series that taps into Messina Hof’s roots from the grape growing, winemaking, and its Vineyard Cuisine™ culinary processes. To create the experience, VISION engrained themselves into the Messina Hof brand, transforming the more than 40-year history of the winery to an interactive adventure using AR. The AR features can be accessed through Messina Hof’s brand-new app, which was also created in collaboration with VISION. Using 3D visualization and animation techniques as well as advanced 3D modeling, VISION’s team created stylized and realistic environments that deliver an immersive experience for camera enabled devices. The AR label development included concepting, UI/UX design, prototyping, programming, testing and support.

“We are honored to have had the opportunity to work with a distinguished Texas winery like Messina Hof,” said Tracey Shappro, CEO & President of VISION. “As we continue into this pandemic, we are always looking to deliver innovative solutions that allow brands to connect with their customers. So, when the chance to work with Messina Hof on their newest wine labels materialized, we were thrilled to be able to create a one-of-a-kind experience that not only allows them to interface with their consumers, but also tells their brand story in a way like never before.”

The three wines, Abounding, Vitality, and Emblaze all have unique characteristics that provide a diverse collection and welcome wine drinkers of various tastes and palates. Users of the app will have an exclusive look at food and wine pairing suggestions and recipes for each of these wines amongst other popular Messina Hof vintages. The AR labels are launching in tandem with the debut of Messina Hof's newest location in Richmond, Texas. The Messina Hof Harvest Green Winery and Kitchen will be located in the Greater Houston area, facilitating a natural partnership with Houston-based, VISION. The design of the labels reflects the passion, roots, artistry, and farm-to-table elements manifested in the new location.

"With the new Harvest Green labels, we are able to connect with wine lovers in a way we have never been able to before," said Karen Bonarrigo, Co-Owner of Messina Hof. "We have always pioneered innovation and technology advances in the Texas wine industry, and these new AR labels have been an extension of that devotion to continue to develop Texas wine on a national wine spectrum. It has been fascinating to watch VISION's creative process at work and we can't wait to bring these experiences to our Messina Hof guests."

The Messina Hof Harvest Green Augmented Reality series is available for purchase at all four of Messina Hof's locations and online. The Messina Hof App can be downloaded from the App Store and is available for IOS and Android devices.

## **About Messina Hof**

Messina Hof is a leader in the establishment of the Texas wine industry, the largest producer of Texas wine, one of the fastest growing, and the most award-winning winery in the state. Established in Texas in 1977, the rich winemaking heritage of the Bonarrigo family dates back six generations to Messina, Sicily, and is now a second-generation family business based in the Lone Star State.

The Messina Hof Winery & Resort in Bryan, the Messina Hof Hill Country Winery and Manor Haus in Fredericksburg, the Messina Hof Grapevine Winery in Grapevine, and Messina Hof Harvest Green Winery and Kitchen in Richmond are dedicated to producing premium, award-winning Texas wines and offering exceptional hospitality destinations based on tradition, romance and family.

Visit Messina Hof at [www.messinahof.com](http://www.messinahof.com) and follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

## **About VISION Production Group**

VISION Production Group is a live event, interactive and video production company specializing in creating immersive and engaging experiences. Their clients include tier one brands, advertising agencies, corporations, associations and professional sports teams who want to connect with target audiences through strategy, creative content design and innovative production execution.

From expansive virtual events, digital marketing campaigns and augmented reality experiences to 3D projection mapping, stadium entertainment and commercials, VISION's work awakens something in people. It begins with a connection and that connection makes audiences act. It goes beyond the event, beyond the video, beyond the AR or interactive experience. It lingers in hearts

and minds, long after the event, the marketing campaign or the season is over. VISION creates experiences that live ON.

For more information visit <https://visionproductiongroup.com/> and follow us on [Facebook](#), [Instagram](#) and [Twitter](#).

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