A giant step for JR.com

8 Dec 2009 by Jancis Robinson

We can at last reveal that, after months of toil, we have integrated the bulk of the nearly 40,000 tasting notes in the tasting notes database on Purple pages with both CellarTracker and VinCellar cellar-management systems. From today, Purple pagers with CellarTracker and/or VinCellar accounts will be able to access our wine reviews, scores and suggested drinking dates directly from these accounts – making membership of Purple pages yet more valuable.

We are always grateful for feedback from members and indeed it was partly as a result of suggestions from some of them that we instigated these new, rather complex, integration processes. Their wish is my command, and it is clear that Eric LeVine of CellarTracker and Stephen Bachmann of Vinfolio (which operates the VinCellar system, pictured here) are the kings of cellar-management systems with thousands of users around the world (although see here for challenges for Vinfolio in early 2010). I am deeply grateful for all the hard work on the part of our team and theirs that has been required to make all this work.

I'm delighted to say that, although there are literally thousands of free articles on JancisRobinson.com, and we try to add at least one new one most days, the number of subscribers to Purple pages continues to grow most gratifyingly. There are now Purple pagers in more than 100 countries. But I know that there is so much excellent wine-related information and opinion available free, that we have to continue to offer Purple pagers more and more. All those wine reviews, thousands of articles, a particularly courteous and well-informed forum and the only online versions of *The Oxford Companion to Wine* and *World Atlas of Wine* maps are not enough!

Purple pagers can access this thread on the Members' forum about this exciting new topic.