Title: GAMING APPARATUS AND METHODS OF PLAYING A GAME

Abstract: A gaming apparatus (10) comprises a receptacle (12) containing a variety of a substance for human consumption and at least one clue providing device (24) for providing at least one clue as to the variety of the substance whereby a participant in a game can use the at least one clue providing device to obtain at least one clue as to the variety of the substance contained in the receptacle.
— before the expiration of the time limit for amending the
claims and to be republished in the event of receipt of
amendments
Gaming Apparatus and Methods of Playing a Game

Field of the Invention
The invention relates to gaming apparatus and methods of playing a game.

Summary of the Invention
The invention provides gaming apparatus comprising a receptacle containing a variety of a substance for human consumption and at least one clue providing device for providing at least one clue as to the variety of the substance whereby a participant in a game can use the at least one clue providing device to obtain at least one clue as to the variety of the substance contained in the receptacle.

The invention also includes a method of playing a game comprising accessing at least one clue as to the content of a receptacle containing a variety of substance for human consumption, accessing said substance and attempting to identify the variety said substance from said at least one clue.

The invention also includes gaming apparatus comprising a receptacle containing a beverage and a device operable to release an aroma that provides a clue concerning the beverage contained in the receptacle whereby, in use, a participant in a game can sample said aroma.

The invention also includes gaming apparatus comprising a receptacle containing a wine, a device operable to release an aroma that provides a clue concerning a grape variety from which said is made and a visual clue concerning said grape variety whereby a participant in a game can use one of both said clues in determining said grape variety or an identity of the win.

The invention also includes a method of playing a game comprising accessing an aroma from a device associated with a receptacle containing a beverage and attempting to identify the variety of said beverage using said aroma.
The invention also includes a method of playing a game comprising accessing an aroma from a device associated with a receptacle containing a wine, accessing at least one visual clue associated with said receptacle and attempting to identify the variety of a grape from the wine is made and/or the wine using at least one of said aroma and said at least one visual clue.

**Brief Description of the Drawings**

In order that the invention may be well understood, an embodiment thereof, which is given by way of example only, will now be described with reference to the drawings in which:

- Figure 1 is a front view of a wine bottle;
- Figure 2 is a rear view of the wine bottle of Figure 1;
- Figure 3 shows a participant in a game opening a clue providing device provided on the wine bottle;
- Figure 4 shows the participant accessing a clue provided by the clue providing device; and
- Figure 5 shows the participant accessing a variety of wine contained in the bottle.

**Detailed Description of the Illustrated Embodiment**

Referring to Figures 1 and 2, a gaming apparatus 10 comprises a receptacle containing a variety of a substance for human consumption. In this embodiment the receptacle is a wine bottle 12 containing a variety of wine. The wine bottle 12 is made of glass and is fitted with a sealing closure 14 by means of which the wine is sealed in the bottle. The sealing closure 14 can be a screw cap or cork.

The wine bottle 12 has a front label 16, which includes a brand name, such as 'i-Wine'. In cases in which the gaming apparatus comprises a series of wine bottles 12 containing different wines, the front label 16 is additionally provided with an identifier 18 that allows the bottle and its content to be differentiated from the other
bottles in the series. The identifier 18 could be a simple coloured spot or block or a symbol and may take any suitable form, provided it does not identify the actual content of the bottle.

The wine bottle 12 also has a rear label 20. The rear label 20 contains information 22 explaining the rules of a game to be played with the gaming apparatus 10 and may include a quiz question, wine tasting notes and/or instructions for entering a competition involving electronic transmission of an answer to an address, such as by sending a text message.

The rear label 20 is in two-part form including a first part (not visible in the drawing) that is adhered to the bottle and a second part that is releaseably secured over the first part and contains the information 22. The second part of the label 20 can be pulled off of the first part, which has information identifying the wine contained in the wine bottle 12 and, where there is a quiz question in the information 22, the answer to the quiz question. The rear label 20 may be a conventional 'peel away' or 'easy peel' label and as such labels are known, will not be described in further detail herein.

The wine bottle 12 is provided with a clue providing device in the form of a scratch and sniff label 24, which is located above the front label 16. Scratch and sniff labels are known and so will not be described in further detail herein. When activated, the scratch and sniff label 24 releases a clue to the variety of grape used to make the wine contained in the wine bottle 12 in the form of an aroma, which might, for example, be strawberry, gooseberry, lemon or cut grass.

Referring to Figures 3 to 5, in use of the gaming apparatus 10 a participant 26 in a game first activates the scratch and sniff label 24 to release the aroma, which, for provides the participant with a clue as to the variety of grape used to make the wine. The participant then tries to identify that aroma in the wine contained in the bottle and from that the participant should be able to identify the wine, which might be a Pinot Noir (strawberry aroma), as Figure 5, the participant is shown accessing the wine from the wine bottle 12 having poured a sample 28 into a glass 30.
In addition to gaining clues from the scratch and sniff label 24, the participant 26 may use the clue(s) in the tasting notes contained on the rear label 20.

The participant 26 also attempts to answer the quiz question.

Once the participant 26 has made a decision as to the variety of wine contained in the wine bottle based on the clues provided by the scratch and sniff label and the tasting notes, he/she can check to see whether his/her answer is correct by peeling the second part of the rear label from the first part to reveal the identity of the wine. At the same time, he/she can see whether his/her answer to the quiz question is correct.

In addition to playing the main game described above, the participant may participate in a competition by, for example, texting a code printed on the bottle, the answer to the quiz question or the identity of the variety of wine to a specified telephone number. It will be appreciated that where the competition involves texting the answer to the quiz question or the identity of the variety of wine, that information is not included on the first part of the rear label 20.

It will be appreciated that the gaming apparatus 10 may be configured in many ways. It may for example comprise a plurality of wine bottles 12 containing respective different wines and identified by respective identifiers provided on the wine bottle, for example by means of an identifier 18.

It will be understood that the wine bottle 12 may be provided with a multi-segment scratch and sniff label containing different aromas to provide multiple clues to the identity of the wine contained in the bottle. Alternatively, the bottle might be provided with a plurality of discrete scratch and sniff labels able to release different aromas to provide respective different clues as to the content of the wine.

It will be appreciated that the clue providing device does not have to be provided on the bottle. Instead one or more scratch and sniff labels could be provided on a member such as a card or cards supplied with the wine bottle. Alternatively, or in addition, the cards might be provided with clues in the form of written or pictorial
information. Other clues might be given; for example, a plastic member shaped to indicate the region from which the wine originates.

It will be appreciated that as illustrated in the drawings, the gaming apparatus 10 may be supplied to the game player by itself as a standalone product. However, the wine bottle 12 could be supplied in a container, such as a cardboard box, in which case, one or more clue providing devices and/or the identity of the wine (in concealed form) can be provided separately in or on the box.

It will be understood that the participant may take place in the competition posted on the rear label 20 via the internet, email, telephone or by post and that participating might involve supplying a code provided on the bottle and an identification of the wine contained in the wine bottle 12 and/or answering a question provided on the wine bottle or a card supplied with the wine bottle.

It will be understood that some of the information described as being provided on the rear label could be provided on the front label and the identifier could be provided on the rear label. It will also be appreciated that one or both labels might be provided with statutory information required for the particular market into which the wine bottle is to be sold. It will also be appreciated that the receptacle may be provided with just one label.

It will be understood that the gaming apparatus and game is not limited to determining the identity of a wine contained in a bottle. The gaming apparatus may, for example, use cheese or chocolate as the substance for human consumption with the receptacle and clue providing device(s) adapted suitably.
Claims

1. Gaming apparatus comprising a receptacle containing a variety of a substance for human consumption and at least one clue providing device for providing at least one clue as to the variety of the substance whereby a participant in a game can use the at least one clue providing device to obtain at least one clue as to the variety of the substance contained in the receptacle.

2. Gaming apparatus as claimed in claim 1, wherein said at least one clue providing device comprises a device operable to release an aroma that provides a clue as to the variety of the substance contained in the receptacle.

3. Gaming apparatus as claimed in claim 1 or 2, wherein said at least one clue providing device comprises at least one clue bearing member supplied with the receptacle.

4. Gaming apparatus as claimed in claim 1, 2 or 3, wherein said receptacle is provided with an identity holding device that holds the identity of the variety of substance contained in the receptacle in a concealed manner, said identity holding device being selectively operable to reveal said identity.

5. Gaming apparatus as claimed in claim 4, wherein said identity holding device comprises a peel away label.

6. Gaming apparatus as claimed in any one of the preceding claims, comprising a plurality of said receptacles containing respective different varieties of said substance, said receptacles being provided with respective indicators for differentiating therebetween that do not provide an indication of the variety of the substance contained therein.

7. Gaming apparatus as claimed in any one of the preceding claims, wherein said substance is a variety of wine.
8. Gaming apparatus as claimed in claim 7, wherein said receptacle is a wine bottle.

9. Gaming apparatus as claimed in any one of the preceding claims, comprising competition means for entering an auxiliary competition.

10. Gaming apparatus as claimed in claim 9, wherein said competition means comprises an address accessible by electronic equipment.

11. Gaming apparatus as claimed in claim 9, 10 or 11, wherein said competition means is provided on said receptacle.

12. A method of playing a game comprising accessing at least one clue as to the content of a receptacle containing a variety of substance for human consumption, accessing said substance and attempting to identify the variety of said substance using said at least one clue.

13. A method of playing a game as claimed in claim 12, comprising accessing a said clue by scratching a scratch and sniff label and accessing the aroma released from the label.

14. A method of playing a game as claimed in claim 12 or 13, wherein said scratch and sniff label is provided on the receptacle.

15. A method of playing a game as claimed in claim 12, 13 or 14, wherein accessing said substance comprises opening said receptacle and accessing an aroma released from the receptacle.

16. A method of playing a game as claimed in claim any one of claims 12 to 15, wherein said substance is a variety of wine.

17. A method of playing a game as claimed in any one of claims 12 to 16, further comprising transmitting information to an electronic address.
18. A method as claimed in claim 17, wherein said information contains a data item stored on the receptacle or a member supplied with said receptacle.

19. Gaming apparatus comprising a receptacle containing a beverage and a device operable to release an aroma that provides a clue concerning the beverage contained in the receptacle whereby, in use, a participant in a game can sample said aroma.

20. Gaming apparatus comprising a receptacle containing a wine, a device operable to release an aroma that provides a clue concerning a grape variety from which said is made and a visual clue concerning said grape variety whereby a participant in a game can use one of both said clues in determining said grape variety or an identity of the win.

21. A method of playing a game comprising accessing an aroma from a device associated with a receptacle containing a beverage and attempting to identify the variety of said beverage using said aroma.

22. A method of playing a game comprising accessing an aroma from a device associated with a receptacle containing a wine, accessing at least one visual clue associated with said receptacle and attempting to identify the variety of a grape from the wine is made and/or the wine using at least one of said aroma and said at least one visual clue.
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER

INV. A63F9/18

According to International Patent (classification (IPC) or to both national classification and IPC

B. FIELD SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

A63F B65C G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal

C. DOCUMENTS CONSIDERED TO BE RELEVANT

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<td>US 4 733 863 A (NOVOTNY VICTOR [US]) 29 March 1988 (1988-03-29) column 1, line 59 - column 2, line 46; figures</td>
<td>1-3,6-11</td>
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Date of the actual completion of the international search

26 February 2009

Date of mailing of the international search report

09/03/2009

Name and mailing address of the ISA/
European Patent Office, PO Box 5818, Patentlaan 2 NL-2280 Hl Rijswijk
Tel. (+31-70) 340-2040, Fax (+31-70) 340-3016

Authorized officer

Lucas, Peter
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<td>US 4 687 203 A (SPECTOR DONALD [US])</td>
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**INTERNATIONAL SEARCH REPORT**

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<td>This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:</td>
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| 1. | X | Claims Nos.: 12-22 because they relate to subject matter not required to be searched by this Authority, namely:  
  Rule 39.1(iii) PCT - Scheme, rules and method for playing games |
| 2. | | Claims Nos.: because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically: |
| 3. | I | Claims Nos.: because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a). |

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**Remark on Protest**

- The additional search fees were accompanied by the applicant’s protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant’s protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.
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