```
apiVersion: networking.istio.io/v1alpha3
kind: VirtualService
metadata:
 name: reviews
spec:
 hosts:
   - reviews
 http:
  - match:
    - headers:
         end-user:
           exact: joe
    route:
    - destination:
         host: reviews
         subset: v2
  - route:
    - destination:
       host: reviews
       subset: v1
```

kubectl apply -f routing/joe-v2.yaml