



WINE.COM CAMPAIGN DETAILS FOR SOUTH AUSTRALIAN WINERIES

The Department for Trade and Investment in partnership with Wine Australia is delighted to advise that South Australia has secured an August – October 2021 feature with the United States’ largest e-commerce wine retailer - [Wine.com](https://www.wine.com).

In 2020, Wine.com reported US\$329 million in revenue and grew 119% over the previous year, selling over 15,000 products to 96% of the US consuming population.

If your wines are currently in the US market this is an opportunity to increase visibility on Wine.com so that you can leverage from the up-coming South Australian wine campaign.

The themes for the campaign will be featured as follows:

TIMING (TBC)

Week 1 - 23 August 2021
Week 2 - 27 September 2021
Week 3 – 25 October 2021

THEMES

Summer Grilling
Hidden gems
90+ points/top rated Shiraz

During the campaign period, Wine.com will target customers via:

WEBSITE PRESENCE

- Custom regional URL/sales page where customers will purchase SA wines.
- Discounts on regional wines. Wine.com will fund a 10% off discount on purchases of 6 bottles or more from SA regions on a custom URL page promoting South Australian wines for the 3-month promotion period.
- Programs showcasing regional SA wines and wine regions through:
 - Running “House ads” in targeted emails as bottom banners.
 - Hosting a front-page presence with a link to the dedicated South Australian page.
 - 5,000 package inserts promoting the SA campaign.

EMAIL

- Three dedicated consumer eDMs focussed on SA regions and wines

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SOCIAL POSTS

- Twelve posts on social media promoting region/regional wines to support the narrative of South Australian wines (Facebook, Instagram, and Twitter)

Hashtags used will include #southaustralianwine and other regional / varietal hashtags as appropriate.

VIRTUAL CONSUMER TASTING

- 1 virtual tasting with South Australian wine makers to be run by wine.com. The wines and winemaker selections will be at the discretion of Wine.com.

HOW YOU CAN MAXIMISE YOUR PARTICIPATION:

To maximise your brands presence on Wine.com and leverage from these South Australian campaigns, please note the following best practices for working with Wine.com:

- **INVENTORY** – Wine.com cites their number one barrier to success as inventory out of stocks. They understand that many wineries are experiencing delays with containers arriving in the US and that this simply cannot be helped. For those with inventory that has landed in the US, it is critical that your wholesalers have enough inventory on the floor to service this campaign with no out of stocks. As a reminder, the states with Wine.com warehouses are New York, California, Florida, New Jersey, Texas, Massachusetts and, most recently added, Ohio.
- **2021 CONTENT CHECK LIST** – Wine.com attributes their success in promoting premium wine to their dedication to storytelling through detailed content. Refer to accompanying checklist which details everything you need to create a complete story about your brand and SKUs. Consumer engagement with fully supported brands is significantly higher than those with empty pages, so please email all your relevant content from the check list directly to **content@wine.com** at your next available opportunity.
- **SUSTAINABILITY** - Please note, Wine.com highlights green / sustainable / natural / organic / biodynamic wines with a green leaf emblem. If you have wines that are currently featured on Wine.com that qualify but do not have this emblem, please include this in your submissions to **content@wine.com**
- **UPDATED VINTAGES AND PRICING** – Wholesale account executives who call directly on Wine.com are responsible for updating inventory, pricing, and vintages. The information on

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Wine.com is only as good as what they receive from their wholesale partners. If you have a new vintage or special pricing available, please work with your wholesalers to confirm that they have updated this information.

- **UPDATED PRESS** – One facet of this campaign will feature 90+ point wines. Wine.com currently uses only vintage specific press from the following outlets: Wine Spectator, Wine & Spirits, Robert Parker's The Wine Advocate, Wine Enthusiast, Connoisseur's Guide, Allen Meadows' Burghound.com, The Tasting Panel, Decanter, JamesSuckling.com, Jeb Dunnuck, Vinous, or Tim Atkin. Please send your most recent press to **content@wine.com** to ensure that your wines are included in this portion of the program.
- **NEW ITEMS** – Wine.com is limited in the number of new items that they are taking on at this time and there are very strict parameters on what is eligible for consideration. If you meet the exact criteria listed on the attached form titled “Wine.com Overview 2021”, the recommended course of action is to work directly with your local wholesalers to submit. Alternatively, you can submit to trade@wine.com following the instructions on the attached form. Submissions that do not meet the stated criteria will not be considered. Please note, submission does not guarantee inclusion and, as a reminder, DTI has no influence on selections made by Wine.com.

HOW YOU CAN LEARN MORE ABOUT WINE.COM:

To learn more about Wine.com’s business in the US Market, please [click here](#) to watch a recent panel featuring Wine.com’s Founder and Executive Vice President, Mike Osborn, along with other US market leaders in the CONNECT Conversation **Imported Wines: The USA Landscape for 2021-2023**.

QUERIES:

We are looking forward to an exciting and productive campaign.

We hope this initiative will support your ongoing growth plans in the US market and that you may wish to also amplify this campaign via your media channels.

Please do not hesitate to contact Sharon Matthews at Sharon.matthews@sa.gov.au if you have any questions or feedback.

**AUSTRALIAN WINE
MADE OUR WAY**





2021 CONTENT CHECK LIST

All material emailed to: content@wine.com

For Each Brand:

- Brand name
- 2-3 paragraphs describing the Brand and written in the 3rd person.
- Multiple license-free, royalty-free high-res photos representing your brand, team, or unique location
 - All images must include a title and caption. Titles can be up to 40 characters and captions up to 256 characters.
 - Minimum size requirements: 500px width by 500px height.
 - No generic untitled photos. Beauty/lifestyle images are accepted for Spirits only.**
- One banner image for heading your Brand's section
 - Minimum size requirements: 2880px width by 420px height. No images with copy.
- A 1-3-minute Brand video
 - 500MB max size limit. Must be MOV or MP4 format (no YouTube or Vimeo links). The video should not link to outside websites.
- Your Brand's geocode
 - Latitude & longitude, **in decimal form**, of the winery/distillery or tasting room location

For Each Product:

- Product name as described on the label
- Type (**For Wine:** Red, White, Rose, Bubbly, Dessert. **For Spirits:** Whisk(e)y, Gin, Vodka, Tequila, Mezcal, Brandy & Cognac, Rum, Cordials & Liqueurs or Other Spirits)
- For Wine:** Varietal (if a blend, note composition in percentages)
- For Spirits:** London Dry, Anejo, Blended Scotch, Single Malt, Rye Whiskey, Aged Rum, etc. Please be as specific as possible.
- Vintage, if applicable
- Country of origin & region/appellation (be as specific as the label references)
- Brand SRP: Suggested retail price in US\$ as cited on your website or to the press
- Label Image: Min. 500px width by 500px height
- Bottle Image: Must be on a white background or no background. Min. 300px width by 1000px height
- Back Label Image: Min. 490px width by 654px height
- For Spirits Only:** Beauty/lifestyle bottle shot (300dpi and at minimum 1000px in height)
- 1-3-minute video about the specific product. Non-vintage specific videos are preferred.
 - 500MB size limit. Must be MOV or MP4 format (no YouTube or Vimeo links).
- Sensory Tasting Note: how does it taste, serving suggestions (plain text, no special characters)
- Volume (in milliliters)
- UPC code (also note when your bottles do not contain a UPC)
- Closure (note screw cap, natural cork or other)
- Kosher Certification? (we cite to OU and OK Kosher certifications. Please indicate which applies)
- Green Certifications? (cite any government organization or third-party oversight/organization)
- Alcohol content (ABV%)
- Case production (in 9-liter case equivalent)
- Vintage-specific ratings from Wine Spectator, Whiskey Advocate, Wine & Spirits, Robert Parker's The Wine Advocate, Wine Enthusiast, Connoisseur's Guide, Allen Meadows' Burghound.com, The Tasting Panel, Decanter, JamesSuckling.com, Jeb Dunnuck, Vinous, or Tim Atkin



Wine.com Overview

Thank you for your interest in partnering with Wine.com—the nation’s largest online wine & spirits retailer by revenue, traffic, selection and reach. In calendar year 2020, the Company reported US\$329 million in revenue and grew 119% year-over-year.

COMPANY POSITIONING

We define our customer value proposition and differentiated service offering as follows:

- **Selection** – At over 15,000 unique SKUs, our assortment is 3x the best specialty wine stores and 10-20x liquor/grocery stores.
- **Guidance** – Live chat wine experts available 7 days/week to provide friendly, knowledgeable, personalized service. Our site provides a vast and content-rich platform for wine/winery storytelling and discovery.
- **Convenience** – Scheduled delivery to home or office, plus local pickup sites at more than 20,000 Walgreens, FedEx Office and other store locations to satisfy adult signature requirement.
- **Value** – Unlimited free shipping and personalized offers for an annual membership fee of \$49 (StewardShip).
- **Mobile** – Highest rated wine app (4.8 stars) for ease of searching, scanning, rating, chatting, and buying.

OPERATIONS & COMPLIANCE

Wine.com is headquartered in San Francisco, CA and operates Fulfillment Centers in seven states, listed by order of size:

- Westbury, NY (Long Island)
- Berkeley, CA
- Medley, FL (Miami Metro)
- Houston, TX
- Maplewood, NJ (New York Suburb)
- Avon, MA (Boston Metro)
- Columbus, OH

These seven retail-licensed locations operate as distribution centers that legally sell and ship to over 96% of the U.S. wine drinking population. We operate under the Three-Tier Ecommerce (3TE) business model – as a licensed retailer, sourcing from local wholesalers in multiple states, carrying inventory, conducting our own pick/pack/ship operations, and delivering to the end-consumer. *Note: Wine.com only sells Spirits to consumers intrastate in NY, CA, FL, NJ (and low-proof Spirits in OH).*

ASSORTMENT & SELECTION

Wines in our assortment represent the highest quality imported and domestic wines at prices starting at \$8.99/bottle. The average selling price of a 750ml wine in 2020 was \$27, which is nearly 2.5x higher than the \$12 national average reported by Nielsen. The average selling price of 750ml spirits in 2020 was \$49, contrasted to the national average of \$23.

For items to be considered for our assortment, they must be available to us from state-licensed wholesalers who are capable of delivering to our Wine.com fulfillment centers on a weekly basis. Items are not required to be available in *all* markets but covering our two key markets of California and New York is critical for success.

Note: Wine.com will not facilitate wholesaler or importer introductions on your behalf.

All Suppliers are required to submit vintage-specific content to support their items and brands—see Content Checklist file.

HOW TO SUBMIT

If you are an existing Supplier, please continue to work with your Wine.com Buying team contact.

If you are new to Wine.com and your items meet these criteria for addition to our assortment, email trade@wine.com with the following information:

- Name of winery
- Name of wine(s)
- Importer (if applicable)
- Licensed Wholesaler for our seven markets (NY, CA, TX, FL, NJ, MA, OH)