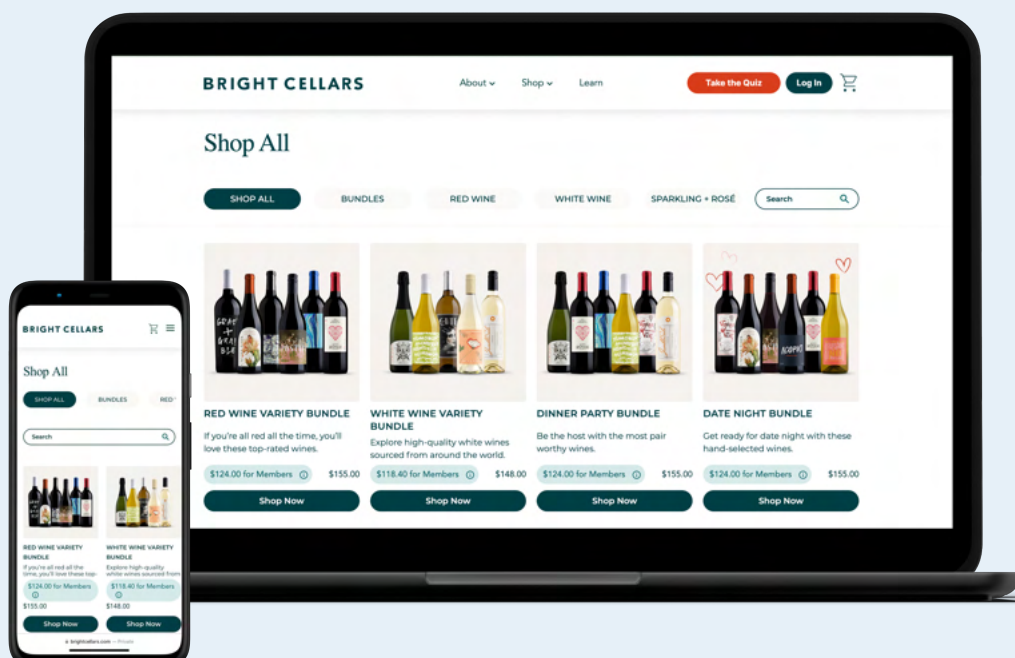# DRINKS x

BRIGHT CELLARS

DRINKS App | CASE STUDY

"DRINKS has exceeded our expectations from the very first month. It's incredible customization and seamless integration with Shopify not only solved our tax and compliance needs but also expanded our capabilities. The rapid deployment and ongoing support have reduced our internal workload, allowing us to focus on what truly matters - delivering an exceptional customer experience."

Joe Megibow,
CEO of Bright Cellars

DRINKS X BRIGHT CELLARS

2 wk
Launch
Timeframe

35%
Increase in
conversion rate

$7.5k+
in special and
alcohol taxes
saved per month

$13.5k+
in excise taxes
saved per month

Partner Background

Bright Cellars was already running on Shopify but were forced to employ manual work arounds for tax and compliance before onboarding with the DRINKS App.

Bright Cellars is a subscription service that delivers personalized, high-quality wine to your door every month. Their team of experts matches you with wines you'll love based on your taste preferences.

Bright Cellars chose to onboard with the DRINKS App, enabling them to use the world's best e-commerce platform but with real-time tax and compliance suited to their needs.

Services Provided

DRINKS App real-time tax and compliance onboarding and implementation was supported by Electriq's professional services team. The DRINKS team also advised on technology selection and build-out of the Shopify backend to future-proof Bright Cellars' tech stack, allowing them to scale effectively.

DRINKS App:
Our Shopify Plus App for real-time tax and compliance in checkout.

Professional Services:
Configuring and enabling the DRINKS App inline with Bright Cellar's licensing structure.

White-Glove Support: 99.99% uptime and same-day responses from our team of alcohol tax and compliance experts.

Strategic Support: Tech stack consulting and selection, best practices training, regulatory guidance, and more.

DRINKS