



Webinar

Unlock the Future of DTC Wine Sales

Exclusive Round Table

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Emily Yuhas

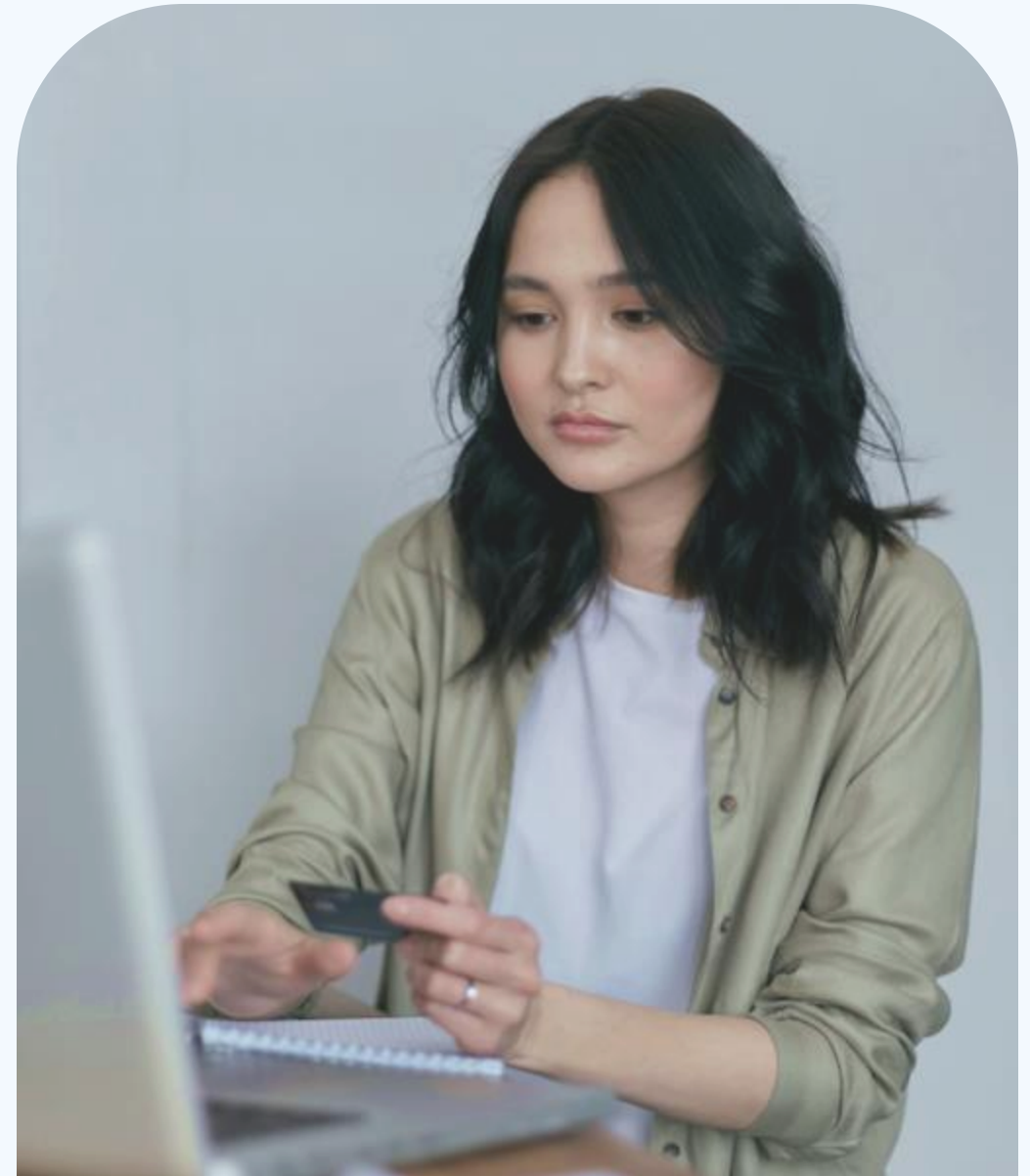
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Webinar Housekeeping

- Please Stay Muted. To ensure a smooth experience, all attendees will be muted during the session.
- We're Recording! Can't stay the whole time? A recording & key takeaways will be emailed after the event.
- Engage with Us! Drop your questions in the chat box anytime—we'll answer them during the Q&A at the end.



We've been in DTC for decades & shipped Millions of Bottles, learning a thing or two along the way ...

We provide the tech and partners to enable wine to be marketed anywhere and delivered compliantly, intelligently, and at scale.

World Class eCommerce Platform

Real-time Tax & Compliance

Wine Club Retention Experts



Patrick Pazos

Beverage alcohol marketing and eCommerce expert, working with prominent brands like White Claw, Penfolds and Antinori.



Taylor Harrington

5+ years' experience at Shopify focused on problem solving and providing guidance. Shopify collaborates with partners like Drinks and Awtomic to simplify operations, improve customer experience, and build high-growth online businesses.



Emily Yuhas

Originally a tech industry product leader, Emily has spent the last 5 years focused on helping food, beverage and alcohol brands maximize their recurring revenue. Her focus on wine club strategy brings cutting edge eCommerce innovation to the deeply personal tradition of wine clubs

Unlocking Shopify: The Leading eCommerce Platform for Wineries

DRINKS is a pioneer in DTC Alc Bev

The DRINKS management team has been on the leading edge of online commerce for more than 25 years, helping hundreds of companies across all verticals build their digital presence and grow market share

DEEP EXPERIENCE WITH
THE BIGGEST, INDUSTRY-
LEADING OPERATORS

sam's club



instacart



Misfits Market



THRIVE
- MARKET -



DRINKS Assure

Technology that enables Alcohol E-Commerce on Shopify, for leading wineries, brands and marketplaces

Trusted by over
500 Brands

BRONCO
WINE CO



antica terra

ROBERT
HALL
WINERY



NOMADICA

Reach Your Winery's Full Potential with Shopify

Best in class platform for DTC – built for the future.



**Ease of Use
& Flexibility**



**Stability
& Trust**



**Scalability
& Support**



**Relentless
Innovation**



**TCO &
Profitability**

Increase DTC Revenue With Awtomic

Best in class wine club platform for DTC – built for the modern consumer demands.

**Verticalized
and Powerful**

**Consumer
Experience
Obsessed**

**Unparalleled
Support**

**Built for
Shopify**

- **Wine Club Experience**
- **POS Tasting Room to Membership**
- **Retention & Rewards**
- **Operational Efficiency**
- **Integrations**
- **Actionable Data**
- **White-Glove Support**

The Future of Selling Wine Online

US eCommerce revenue is increasing, while **Alcohol DTC revenue is down.**

Wine online today is...

Disconnected, single channel apps and last generation tech

Data silos, low AI applicability

Slow to No refresh cycles or personalization

Frictioned multi-click buying experiences, limited payments

High-cost, complex tax & compliance
- cart and order fails

Wine only here... site is an island competing alone

The future of wine is...

Integrated and interoperable - AI-first, multi-channel and touchpoint

Data flowing - AI enriched insights - know your customer across every touchpoint

Always fresh & personalized, from product recommendations, discount offers, to emails

Reduces purchase friction with one click checkout, payments choice

Real-time, automated tax & compliance

Wine anywhere.... connected to platforms extending reach and enabling brand partnerships

The Best Wineries are Modernizing Now!

Six technology forces reshaping consumer expectations & experiences

AI Everywhere



- Predictive churn mitigation (wine clubs)
- AI recommendations
- AI service & sales bots

Automation



- Run your wine club and fulfillment on autopilot
- Automate discounts

Integrated & Interoperable



- Simple and easy connectivity
- API first flows
- CDP orchestration

Mobile Optimization



- Mobile first design
- Shop Pay, Apple Pay integrations
- Progressive Web Apps = App without an app

Personalization everywhere



- Next best product - cross and upsell
- Taste profile analysis from browsing history
- Personalized comms in preferred way
- Dynamic content adjusting to customer profile

Reimagined Clubs



- Clubs with Wine as a Service (subscriptions)
- Deep loyalty & incentives
- Brand partnerships
- Phygital Experiences

Technology to Scale Wine Sales

Reduce management costs by >30% and time to screen exponentially

Unification

One operating systems allows for ease of use, flexibility, customization, and a reduction in development fees

Robust reporting

Best in class custom reporting and analytic

Wine club analytics and channel attribution metrics are easily accessible and infinitely customizable

Theme editor

Easily make no code changes to your website for seasonal branding, new product launches and sales

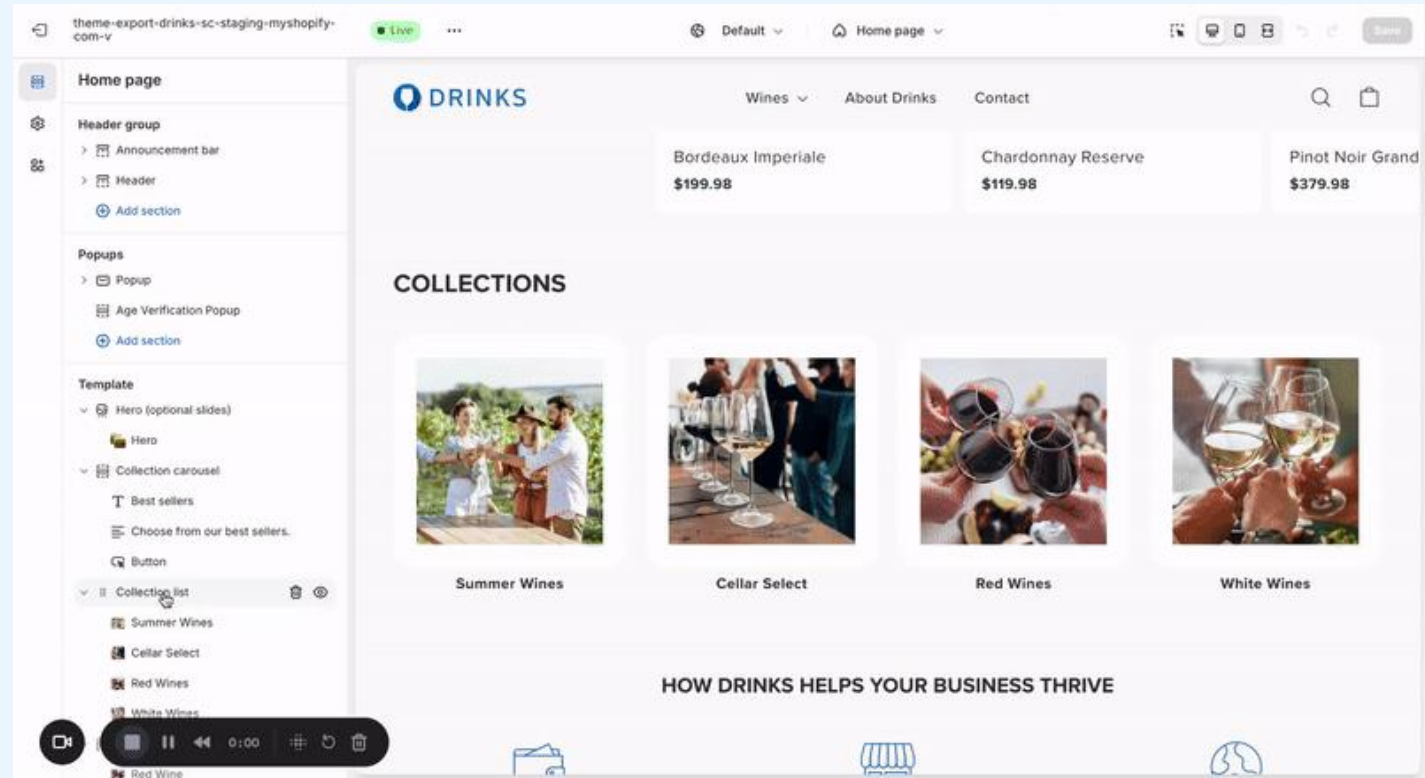
Forget about hosting fees, manual updates and security patches

App installation

No code app installation and customization

Seamless data sharing between apps (Wine club/Email)

Shopify Payments supports 100+ currencies and multiple payment methods.



Turbo-Charge Your Conversion Engines

Increase Conversion rates 35-50% Decrease cart abandonment 20-30%

Reduce friction

Implement one-click checkout for eComm purchases and wine club sign-ups

Increase Payment Options & Flexibility

Shopify Payments supports 100+ currencies and multiple payment methods.

Offer more choice

Modern consumers want control over how often and how much wine they receive

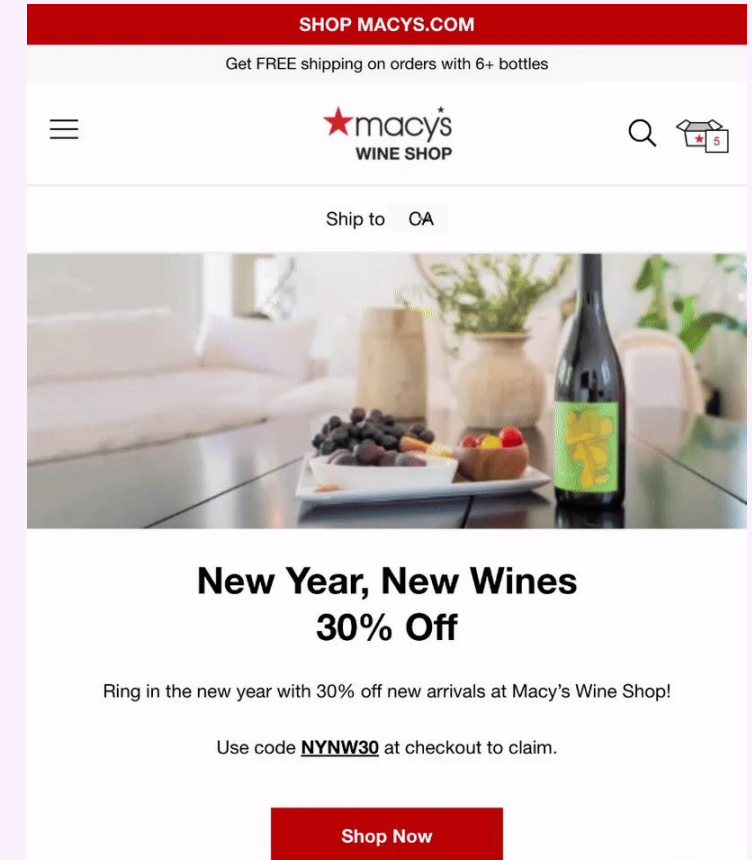
Traditional Wine clubs, build a box, subscribe and save are all possible on one store

Optimized Checkout Experience

One-page checkout increases conversion rates by up to 35-50%..

Compliance & Shipping 3.0

Real-time, dynamic tax, compliance and logistics.



DRINKS Assure – Walkthrough



Rosenblum
CELLARS

Checkout experience and Assure App

#1 Solution for Alcohol Tax & Compliance on Shopify

Native to Shopify

Natively integrated into Shopify's checkout and backend admin for ease of use and scalability.

Real-Time Compliance

Volume limits, dry zip codes, required state messaging (i.e. Prop 65 warnings in California), and more with 1-click.

Real-Time Taxes

Sales tax, alcohol tax, excise tax, and more – all the way down to the specific zip code.

Real-Time Age Verification

State-approved age verification to ensure your business is in compliance.

SKU Availability

Set SKU specific state-by-state availability and prevent items that are not compliant from being added to cart.

No-Code Customization

No need to touch a single line of code, the DRINKS App is managed entirely within the Shopify admin. Messaging and styling are completely flexible.

Detailed Reporting

Detailed report generation for state tax filings – aggregate volume by state and state summary reports, including sales, credits, and returns.

Total Flexibility

All settings are customizable to meet your business model and licensing regulatory framework.

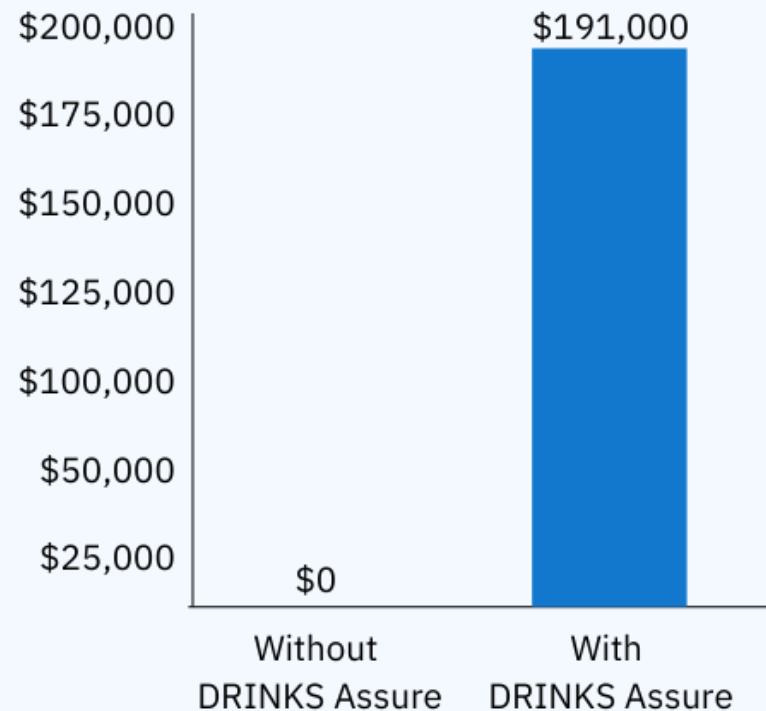
Maximizing Your Margins with DRINKS Assure

Boost your bottom line with tax savings

Curious about how much your winery could save?

- Wineries selling 100,000 cases of wine DTC, save on a population weighted average, \$191,000 in Excise Taxes using the DRINKS app

Winery Potential Tax Savings with DRINKS Assure



Creating the Ultimate DTC Wine Experience

Shopify & DRINKS: Better Together

All-in-one Platform

Centralized data and access hundreds of certified Shopify Partners and thousands of apps.

Tax & Compliance

Leverage the same tech that Fortune 500 companies use to handle their tax and compliance with the DRINKS App.

Subscription & Club

Create a differentiated club experience with one of Shopify's best subscription and club apps, Recharge.

Point of Sale (POS)

Deliver your customers an integrated commerce experience with Shopify POS.

Speed of Innovation

Benefit from 596 new products and services launched since January 2020.

Platform Performance

Scale with 99.99% uptime, blazing-fast servers, and unlimited bandwidth.

Fast Migration

Start selling on Shopify Plus in as little as a few weeks.

Total Cost of Ownership

Spend less money on development, managing multiple platforms and upgrades.

WHY WINE & SPIRITS RETAILERS CHOSE SHOPIFY PLUS

50% Conversion

Convert as much as 50% better than guest checkout with Shop Pay

20% AOV

Higher Order value with custom promotions through Shopify Functions

Awtomic: Your Wine Club software for today and for the future

Supports your club model today with easy options to evolve and grow flexibility and rewards that speak to younger generations

Traditional Wine clubs

Set up specific billing days throughout the year for all club members

Easy application of winemaker's selection to all club members

Enable customization according to your own policies

Subscription, Customization and more

Create subscription clubs that bill on customer chosen schedules

Create build your own club models for easy customization

Offer great gifting experiences and prepaid options

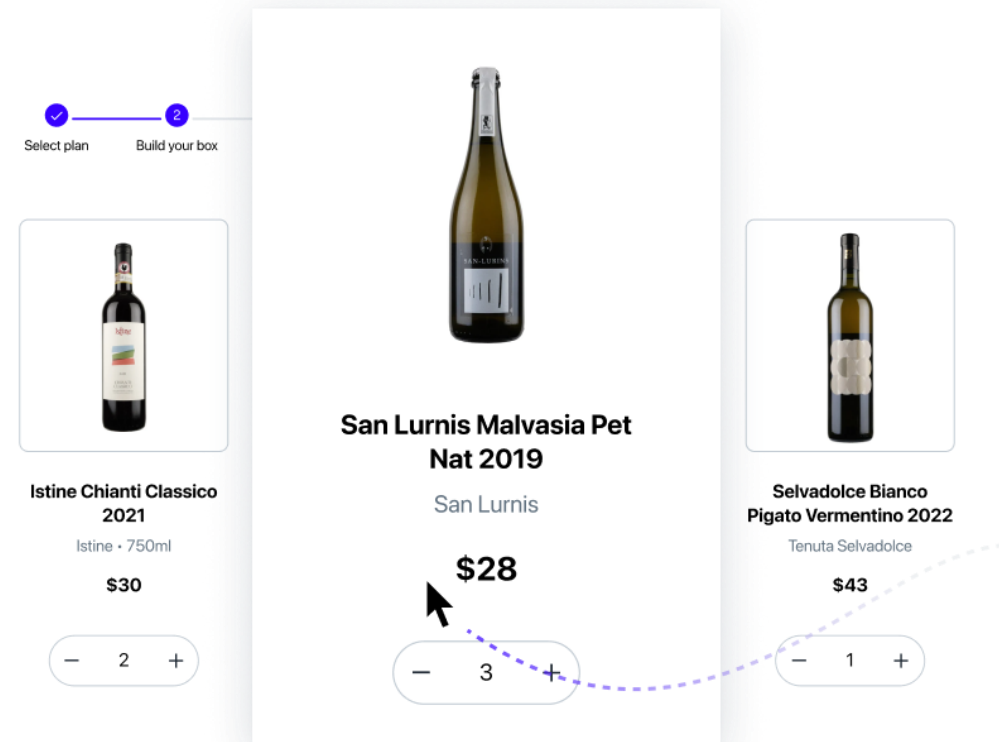
Optimize conversion from your website

Delightful Self Service

Customers can edit their clubs, change between shipping and pickup, pause, skip or cancel

Clear and easy email and SMS communication options

Automated loyalty and recognition






Increasing customer lifetime value personal rewards



Awtomic Moments unlock the power of deeply personalized loyalty programs for club members

Reward Loyalty Over Time




Reward members based on tenure—whether it's their:

-  3rd shipment – A free tasting experience
-  1-year anniversary – A special bottle or exclusive discount
-  5 years+ – VIP access to limited-edition releases

Location-Based Rewards

-  Local members – Exclusive tasting events, early access to new releases, or VIP invitations to winery dinners.
-  Out-of-town members – Free shipping on certain orders, bonus bottles in select shipments, or virtual tastings with the winemaker.

Encourage Engagement Beyond Purchases

-  Referring a friend – Earn a bonus bottle or club discount.
-  Leaving a review – Get a credit toward their next shipment.
-  Updating their preferences – Unlock a surprise reward.

Use Rewards to Guide Members to Higher Club Tiers

- ▲ Try higher-end wines – Offer premium samples after a set number of shipments.
- ▲ Move up a club level – Reward members who upgrade with exclusive perks.
- ▲ Spend more per order – Offer bonuses for larger purchases or add-ons.



A Premier Taste on Us

Try a sampler of our premier club



6 Months!

10% off your next shipment!



1 Year Anniversary!

Unlock 10% off forever



2 Years!

Choose a free bottle

Your DTC Quick-Win Checklist:

5 Fixes For Immediate Impact

Checkout optimization -

A seamless checkout experience with accelerated payment methods directly impacts conversion rates and revenue

Compliance & tax automation -

Beyond just saving money, automated compliance prevents potentially business-threatening legal issues while freeing up resources for growth initiatives.

Wine club signup process under 60 seconds -

Every additional second in the signup process increases abandonment rates. Streamlining this process can dramatically boost recurring revenue.

Heat mapping & AB testing -

Heat map to understand the customer journey on desktop & mobile. AB testing apps like "Shoptlift" make CRO and AB testing easy and dramatically less expensive.

Personalized experiences that drive retention -

Customer acquisition costs continue to rise; personalization that increases retention by even 5% can boost profitability.



THANK YOU

 DRINKS &  shopify &  Awtomic

End of Quarter Savings for attending the webinar.

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Q&A

 DRINKS &  *shopify* & **Awtomic**

