DRINKS x

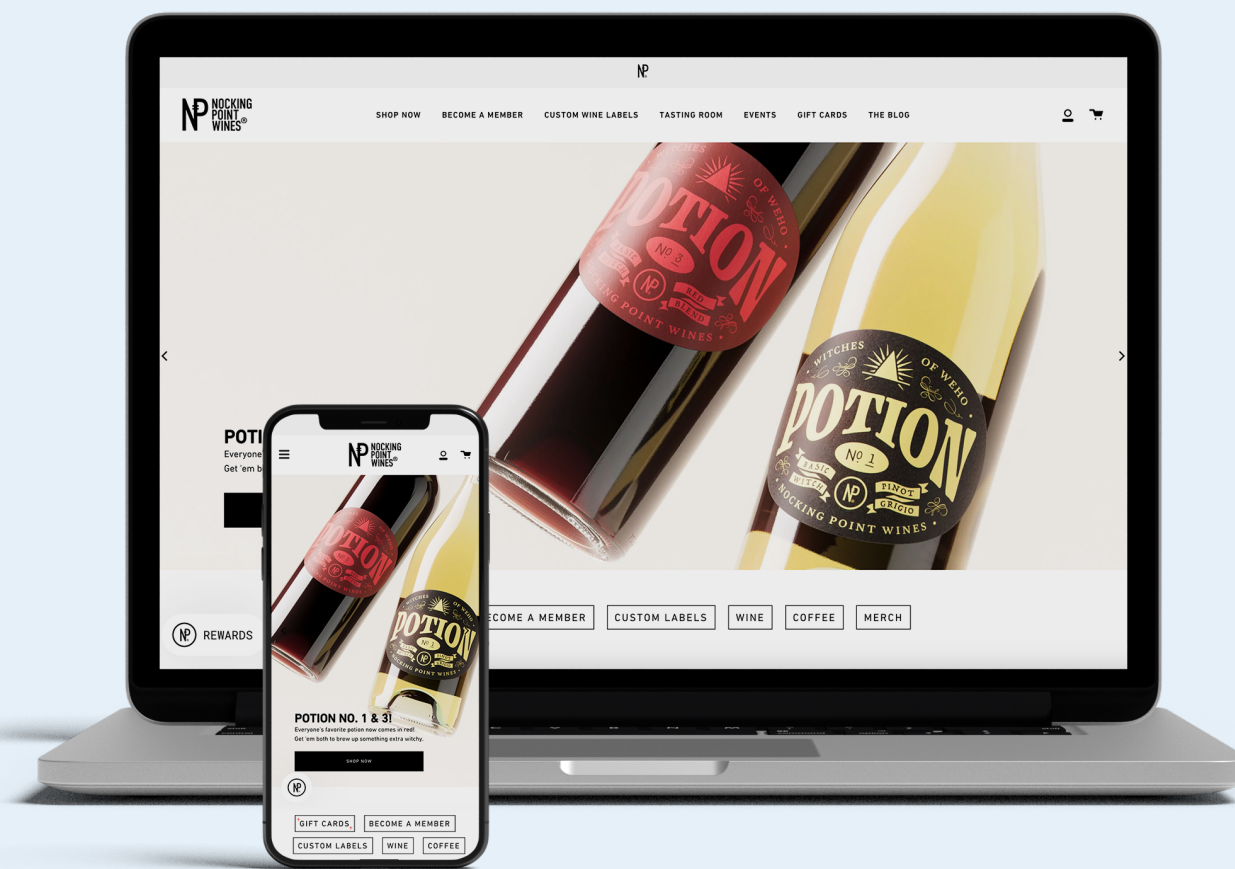## NOCKING POINT WINES®

DRINKS App | CASE STUDY

" Working with the DRINKS team has been amazing! Their app has helped us manage our tax and compliance better, and their team has always been on standby to help with any issues and brainstorm/execute potential solutions that we have found along the way. Highly recommended! "

Andrew Harding, Co-Founder of Nocking Point

2 wk
Launch timeframe

$65k
Peak daily sales volume

121%
Increase in conversion rate

$500+
in special and alcohol taxes saved per month

$2.2k
in excise taxes saved per month

DRINKS

Partner Background

Nocking Point was leveraging legacy tax and compliance solutions that were not natively integrated with Shopify Plus adding significant strain on their operations team.

Nocking Point is a winery from Walla Walla Valley co-founded in 2012 by Andrew Harding and Stephen Amell as a light-hearted but still very premium wine brand.

Nocking Point always believed in leveraging the same technology that the fastest-growing brands in e-commerce used which is why they built on Shopify, but their tax and compliance operations were a painpoint and required significant manual intervention from the team. Nocking Point chose to onboard with the DRINKS App, enabling them to continue using the world's best ecommerce platform but with real-time tax and compliance suited to their needs.

Services Provided

DRINKS App real-time tax and compliance onboarding and implementation supported by Electriq's professional services team.

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

Professional Services:
Configuring and enabling the DRINKS App in line with Nocking Point's licensing structure.

White-Glove Support:
99.99% uptime and same-day responses from our team of alcohol tax and compliance experts.
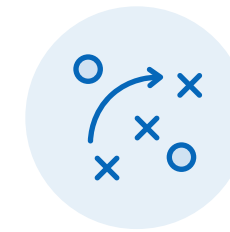
Strategic Support:
Tech stack consulting and selection, best practices training, regulatory guidance, and more.

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