

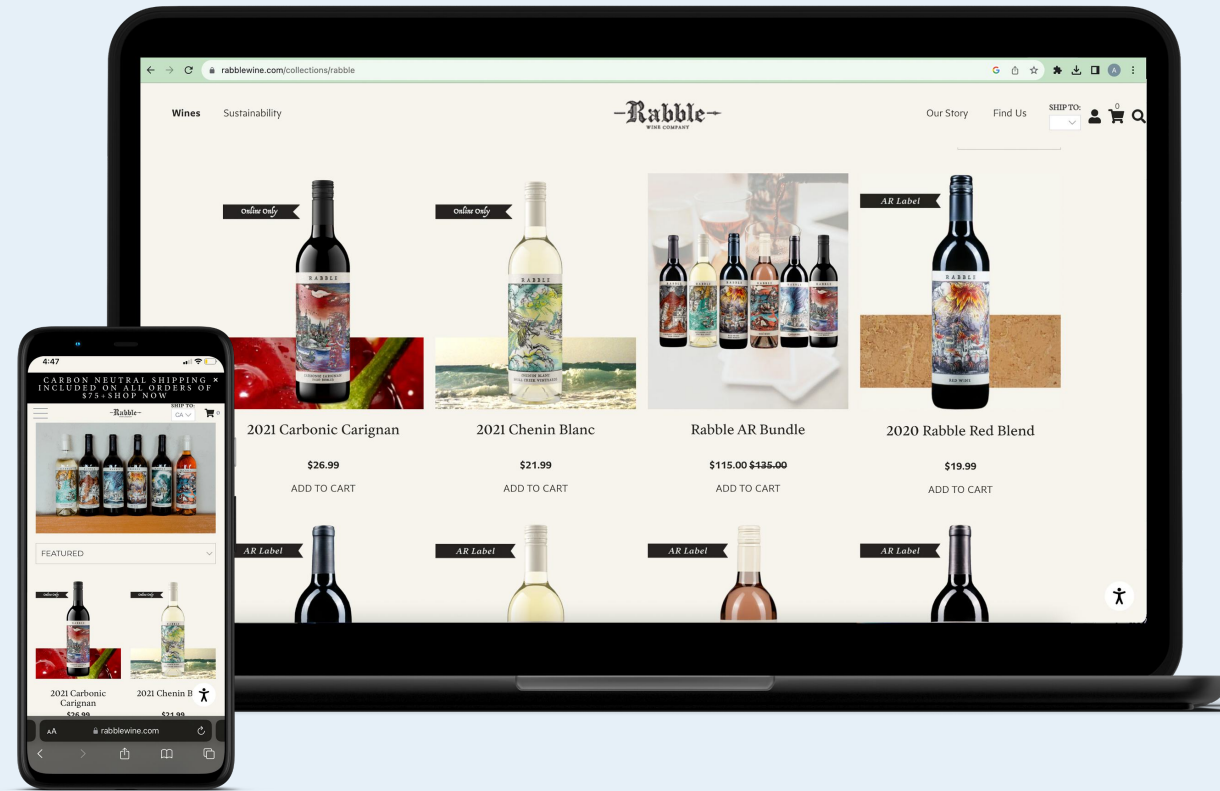
 DRINKS x

**Rabble**  
WINE COMPANY

DRINKS ASSURE | CASE STUDY







“ The DRINKS App helps us better control which products are available by state and presents an excellent opportunity to test which new or limited edition products should be available by focus market or region. The onboarding process was super quick, and the Electriq team was timely and responsive with edits to appearance and copy. ”

Josh Smith, Associate Digital Marketing Manager

**1 wk**

Onboarding

**9%**

Increase in AOV

**62%**

Increase in  
conversion rate

**\$650+**

in special and alcohol  
taxes saved per month

# Partner Background

**Rabble Wines, one of O’Neill Wines DTC properties, was already running on Shopify but were forced to employ manual work arounds for tax and compliance before onboarding with DRINKS ASSURE.**



Rabble makes delicious wines in collaboration with Mother Nature. Their wines are certified sustainable and crafted in Paso Robles, California.

Rabble wanted to simplify its tax and compliance operations, making it possible to charge all relevant taxes to the customer and make it easier for its team to remit monthly filings to the states.



# Services Provided

**DRINKS ASSURE** real-time tax and compliance onboarding and implementation supported by **DRINKS AMPLIFY**'s professional services team.



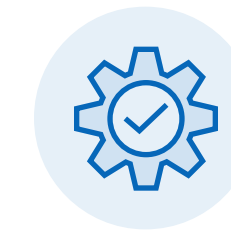
**DRINKS ASSURE:**

Our Shopify Plus integrated App for real-time tax and compliance in checkout



**Shopify 2.0 Update**

DRINKS AMPLIFY upgraded and set up Rabble's new Shopify 2.0 Website storefront.



**Professional Services:**

Configuring and enabling DRINKS ASSURE in line with Rabble's licensing structure.



**Strategic Support:**

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



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