



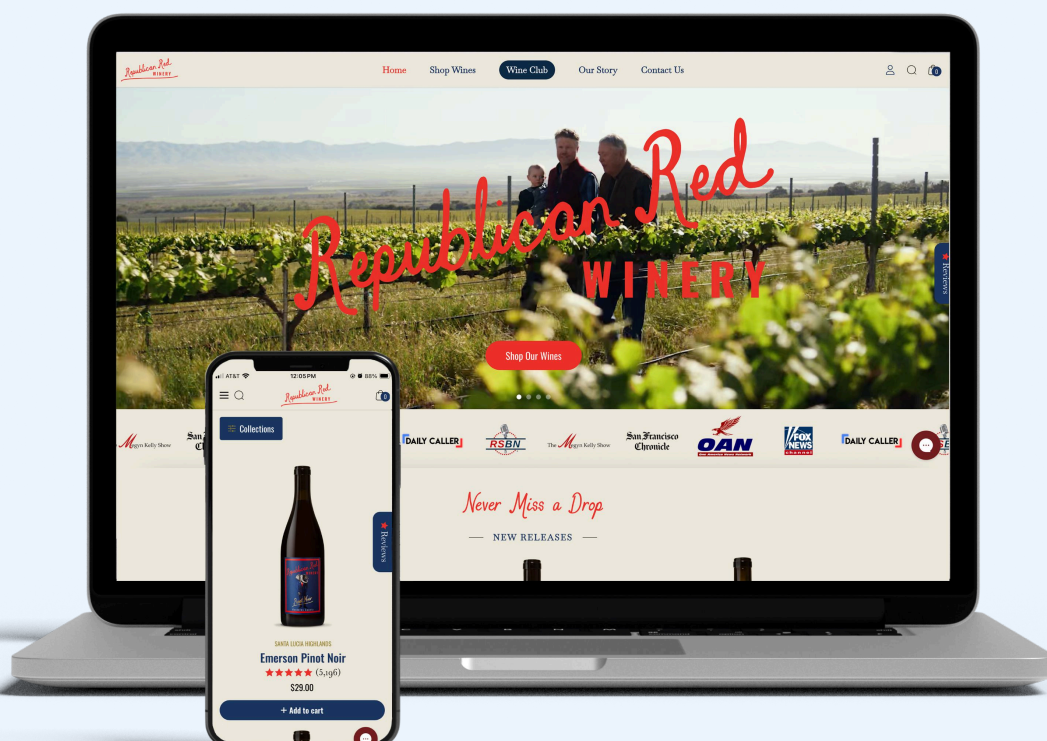
Republican Red WINERY

DRINKS ASSURE | CASE STUDY



“Implementing DRINKS has significantly improved our compliance infrastructure and operational efficiency at Republican Red Winery.”

Brayden Tollefson,
Owner of Republican Red Winery,
COO/CTO



Key Metrics/Results:

90%+

Drop in customer service tickets
related to compliance

50%+

Reduction in time spent by finance team
on EOM reconciliation

50%

Improvement in on-time shipping rates

100%

DOB collection, ensuring airtight
age verification

Partner Background

Republican Red Winery was founded in 2020 with a mission to celebrate American values through bold, unapologetic wines.

After early success, their ability to advertise was restricted across major social media platforms, but they came back stronger, building a resilient brand and loyal community that proudly stands for freedom, tradition, and great wine. Before partnering with DRINKS for compliance, Republican Red Winery relied on Avalara's integration with WineDirect to manage tax automation and regulatory requirements. Unfortunately, that solution proved to be completely unreliable—reporting inaccuracies, delayed filings, and inconsistent state-by-state compliance made it difficult to operate confidently at scale. Republican Red Winery chose to onboard with DRINKS, enabling them to continue their direct-to-consumer model but with dependable, transparent compliance support suited to their needs.



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