



# Built for Shopify, Designed for wine

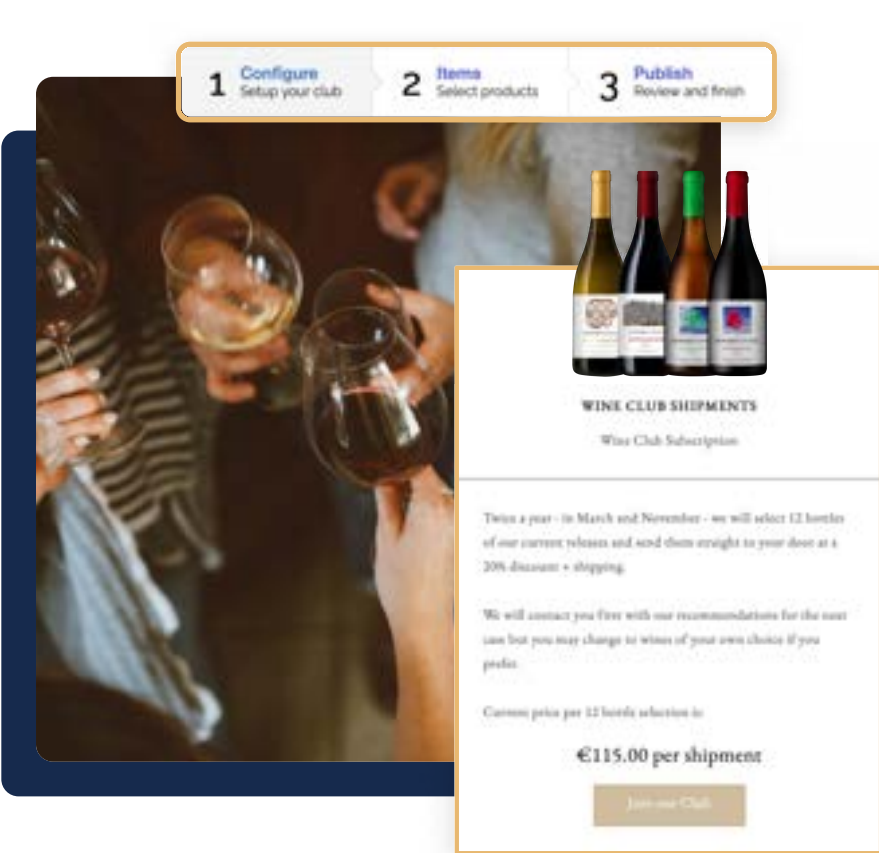
Manage your Wine Club, subscriptions, CRM, POS and online store by adding the WineHub plugin. Leverage the power of the worlds best eCommerce platform and pay as you grow.





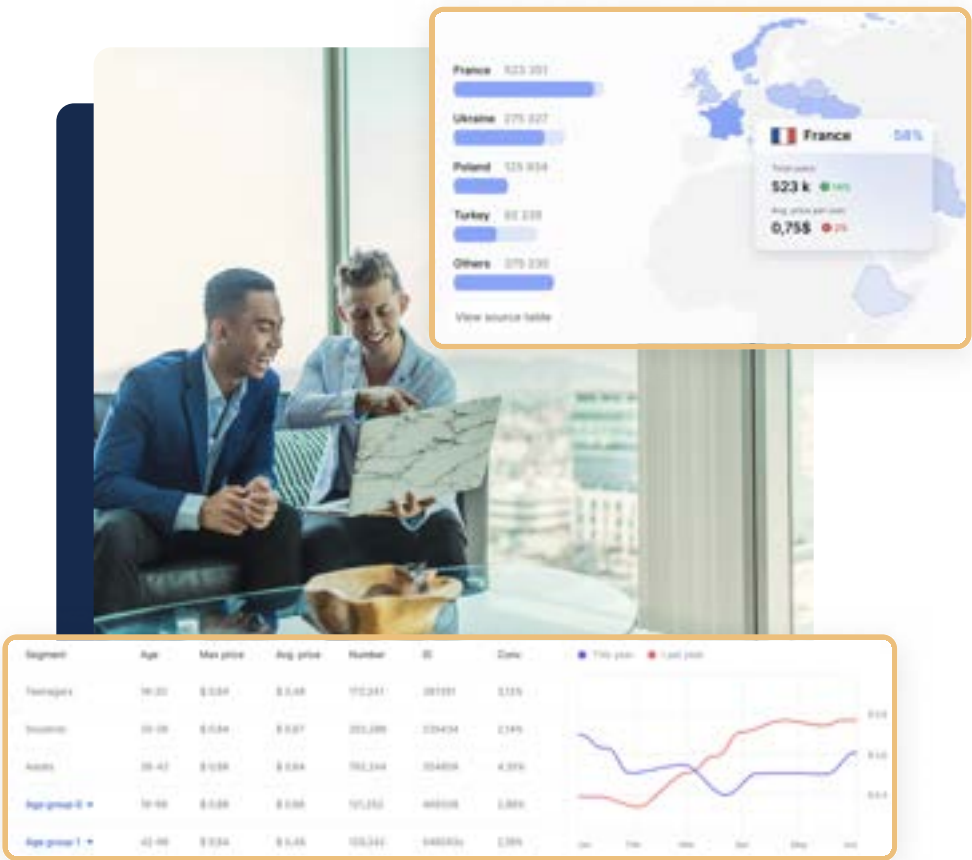
# WineHub eCommerce Key Features:

## Run your club with WineHub



- ✓ Fixed case wine clubs
- ✓ Custom case wine clubs
- ✓ General Subscriptions
- ✓ Allocations & en primeur
- ✓ Member tier wine clubs

## Customer marketing and CRM



- ✓ Loyalty and referral schemes
- ✓ Customer Segmentation
- ✓ Customer login portal

## Back-end administration



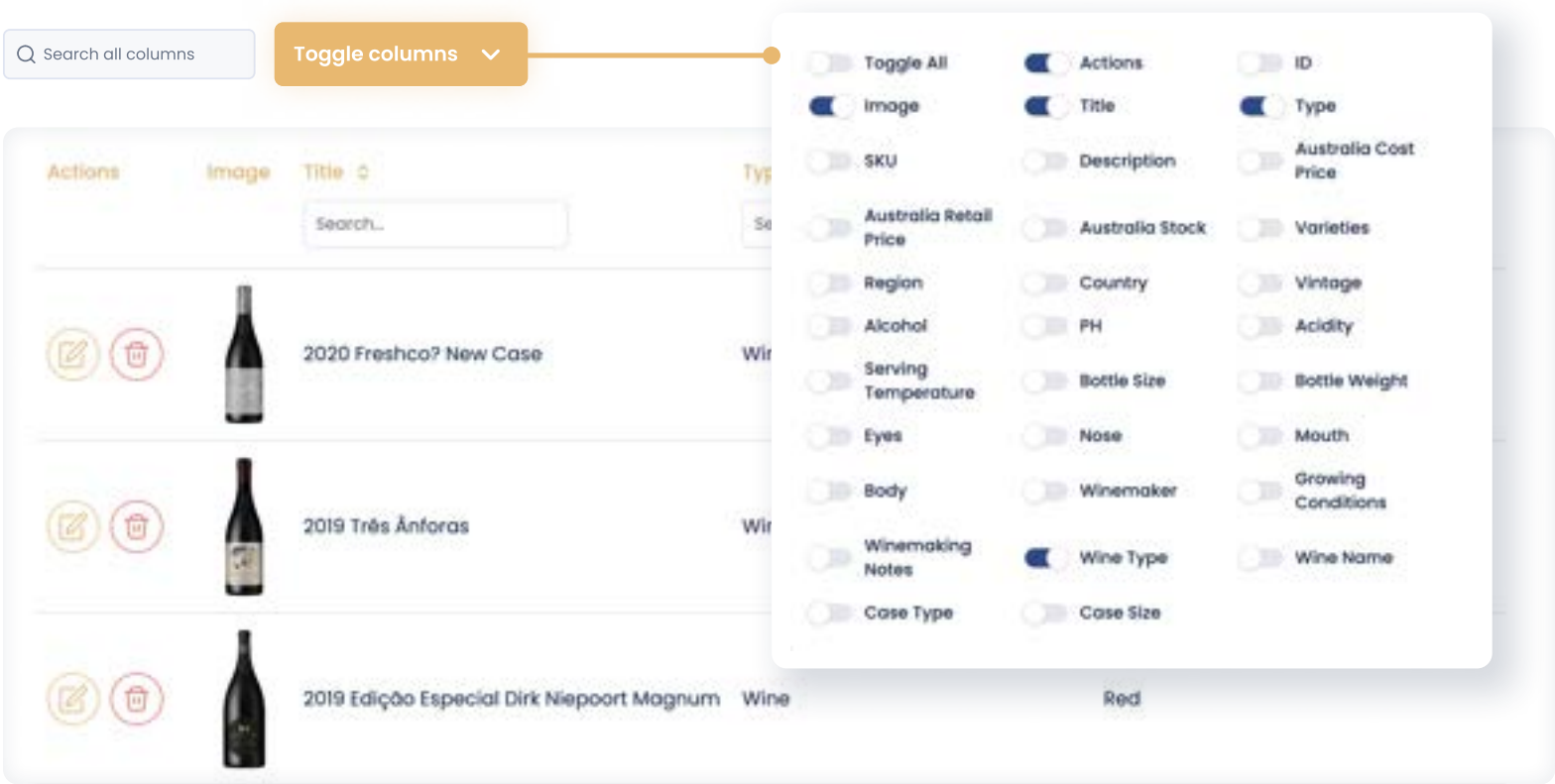
- ✓ Wine specific product data
- ✓ Email management
- ✓ Inventory control
- ✓ Extend Shopify's analytics tools

Dashboard



Your snapshot guide to performance that displays the latest wine club trends, sales information by region and up-coming shipments.

Products: Extended Datafields



Shopify's core database has been extended to include wine and alcohol specific fields with an easy to use toggle system. Simply toggle on/off the fields you wish to search and get even more granular feedback with in-column search functions.



Wine Clubs: Configuration

1 Configure  
Setup your club

2 Items  
Select products

3 Perks  
Reward Loyalty

4 Publish  
Review and Finish

Case\*

Case Type

☐ Fixed (The exact wines that make up the case)

☒ Custom (Select a range of wines and their quantities the customer can choose from)

☐ Deferred (Delay defining the case until closer to the rebilling date)

Choose if you want the users to be able to select from a range of wines during purchase or not

- ✓ Fixed case (winery sets wines and delivery frequencies)
- ✓ Custom case (winery sets default wines, approved swaps and delivery frequencies)
- ✓ Deferred case (winery selects products closer to shipment date)

Wine Clubs: Perks Management

Perks

Perk type

Perk type

Description

☐ No discount on club products

☒ Percentage off club products

☐ Fixed amount off club products

☐ Fixed price for club products

☐ Free product

Percentage Off

15%

Discount code

WINE15

- ✓ Assign perks such as discounts on general orders, money off club orders, product giveaways with every "X" order and much more.

# Product Subscriptions

Name ↓Interval Type ↕Interval Count ↕Min Cycles ↕Max Cycles ↕

☒6 MonthsMONTH6- -

☐4 MonthsMONTH4-

☐3 MonthsMONTH3-

☐2 MonthsMONTH2-

☐12 MonthsYEAR1-

☐1 MonthsMONTH1- -

6 results

< Previous1Next >

NameInterval Type

Customisable Mixed 12 CaseYEAR

Min CyclesInterval Count

-4

Max Cycles

-

Embed product subscription options controlled directly from the Shopify products page. Use familiar subscription logic that allows customers to sign-up to recurring deliveries for individual products or groups of products based on the anniversary of their order, (ie every 1 month, 3 months, 4 months etc from their first order).

## Configuration

Create selling plans that work for your business using our subscription design tool. Customers can manage all aspects of their subscription using the customer portal.

The subscription planner lets you decide everything from what products are available for subscriptions, discount variables, delivery frequencies and auto-renewal configurations.

Purchase options

aud-1-automatic-reordering

<p>Get your favourite case reordered automatically periodically</p>

☐ Only show this product with these purchase options

Add purchase option

Create new option

Select existing option

Create subscription plan

Plan title

Subscribe & Save

Description

Our subscription plans are available in a range of frequencies to suit your needs...

After completing this form, the product will automatically be added to the subscription plan.

# Membership Tiers

If you don't run a traditional wine club or subscription plan then our Membership Tiers program might be right for you. Guide your customers through various loyalty benefits based on defined requirements such as how much they spend over time.

## Example: 90 Day Tier Cycle

- ☒ Spend \$100 today and unlock 10% off for the next 90 days on all orders
- ☒ Spend \$100 in the next 90 days and extend the time limit on your current discount access.
- ☒ Spend \$200 within the first 90 day period and get upgraded to 15% off all purchases
- ☒ Spend \$300 today and go straight into our top tier and receive 20% off all purchases for 90 days.
- ☒ Configure emails, spend reminders and notifications to keep customers buying

Bronze Tier

Maximum memebrs

1,000

Customer Segment

Bronze Tier segment

Requirements:

1 wine club delivery per year plus additional spend of \$300 per annum

Benefits

• 10% off all online purchases and in-store purchases

• Allocation access

Number of members

147

Silver Tier

Maximum memebrs

1,000

Customer Segment

Silver Tier segment

Requirements:

2 wine club deliveries per year plus additional spend of \$500 per annum

Benefits

• 15% off all online purchases and in-store purchases

• Allocation access

Number of members

282

Gold Tier

Maximum memebrs

1,000

Customer Segment

Gold Tier segment

Requirements:

3 wine club deliveries per year plus additional \$1000 spend per annum

Benefits

• 20% off on all online purchases

• Free bottle with every 3rd wine club delivery

• Allocation access and invitations to private events

Number of members

58

## Allocations & En Primeur Purchasing


Run an allocations program for rare or low stocked items that you want reserved for your very best customers. Our allocations tool lets you:

- ✔ Configure the allocation and customer segment it will be offered to as well as customise all email communications around offer dates, reminders and expiry details.
- ✔ Set rules on the stock quantity offered to each customer
- ✔ Auto-generate waitlists for any allocation overspill (i.e when you have more eligible customers for an allocation than you do stock).
- ✔ Set expiry dates for customers to claim any offered allocations

## Configure & Publish

Generate allocation rules and assign them to products to ensure only the desired customer segment receives the allocation offer. Publish your allocation immediately or set a future date in the planner tool.

Allocation Product



2015 Sonhador Tinto Magnum

Allocation Name

Lorem ipsum

Max allocations\*

20

Out of

Total Stock

99

Individual allocations\*

7

Per Customer

Time Limit\*

10

Days

☒ Publish immediately

Customer Segment

New Segment

Gold Member Segment

Pick the customer segment that this Allocation will be available to. If none of the following apply, you can set up a new one by selecting 'New'.

Candidate Customers

1. After finalising the candidacy requirements, click to generate a candidate Customer Segment

Your current requirements: None

Generate

2. Click here to review customers on your new Segment

Review Customers

No customers currently selected  
0/ Allocations

3. Use the Save Customers button to save this Customer Segment and use it for this Allocation.

Save Customers

Export CSV

4. Review the waitlist for this allocation

If any customers didn't make it onto the first round of allocation offers, make sure they're on this list. If you used the Shuffle button, they will have been added automatically.

Review Waitlist

## Referrals and Loyalty

WineHub's customer referral flow system lets you set general perks or specific rewards for customers that refer their friends, family or colleagues. Our unique tokenised system means each code can only be used once per referee and is totally secure.

Reward Expiry (days)

30

The number of days the referral reward discount code will be valid for

Reward Reminder (days)

5

The number of days before the referral reward discount code expires that an automated reminder email will be sent

Referral Section

Click here to select items to offer to referred customers

Add Referral

Referee Section

Click here to select items to offer to code redeemers

Add Wine

Referrals Reward 1

Referrals Required

1

Reward Item

Add Wine



2019 Edição Especial Dirk Niepoort

Retails undefined AUD

+ 0 -



2019 Três Ânforas

Retails undefined AUD

+ 0 -

## Customer Portal

The Winehub customer portal is a customisable login zone where your customers manage their interactions with your store. Customers can claim allocations, manage subscriptions, adjust memberships, addresses and payment information, On the admin side, every aspect of this page can be customised to match your brand colours.

### Account

Order History	Subscriptions	Upcoming Ship.	Paymnet Method	Membership Tiers	Allocations	Addresses	Logout
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### Order history

Order	Date	Payment Status	Fulfilment Status	Total
#W0039	November 16, 2022	Paid	Unfulfilled	\$29.00 AUD
#W0039	November 16, 2022	Paid	Unfulfilled	\$29.00 AUD
#W0039	November 16, 2022	Paid	Unfulfilled	\$29.00 AUD

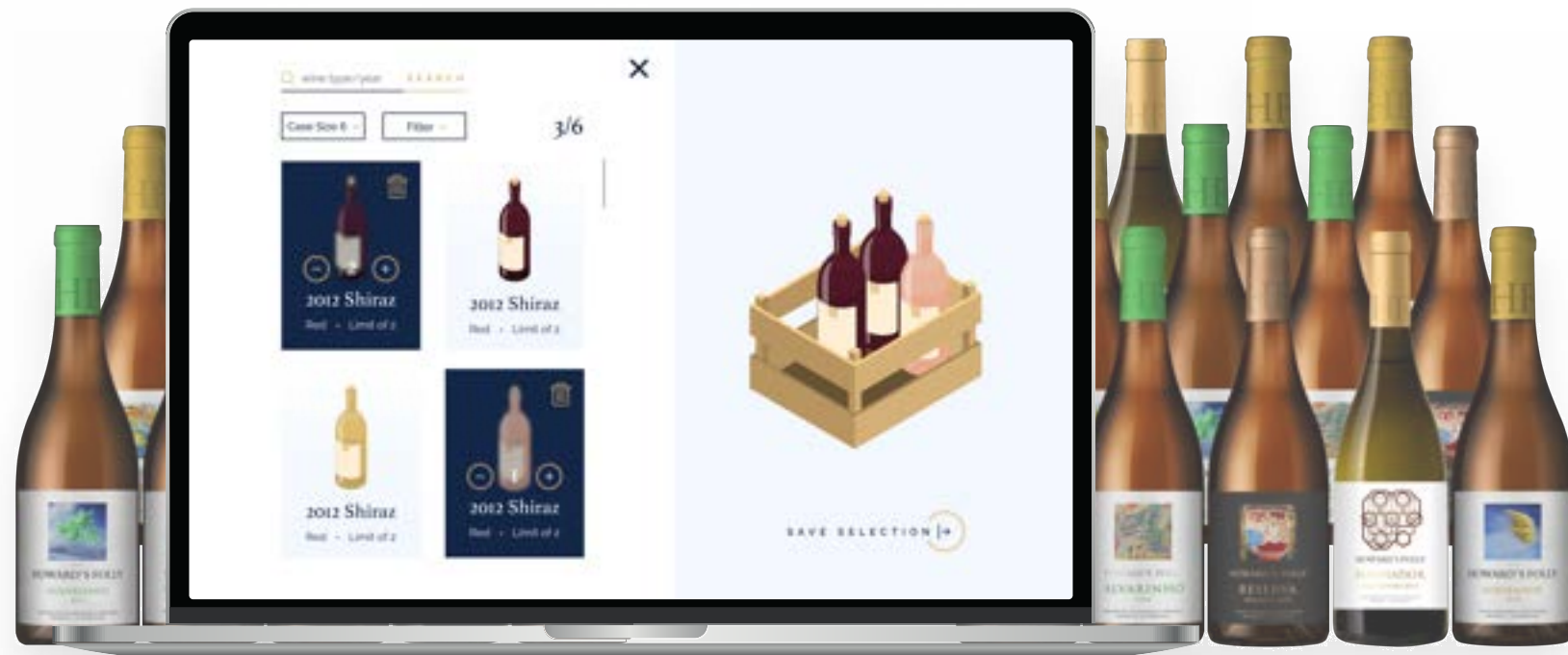
### Account details

Mr A.B Vee

Penthouse, 8 Mary Street  
Brisbane City, OLD 4000,  
Australia

[View addresses \(2\)](#)

[Manage Subscriptions](#)



## Visualised case designer with min/max quantity manager

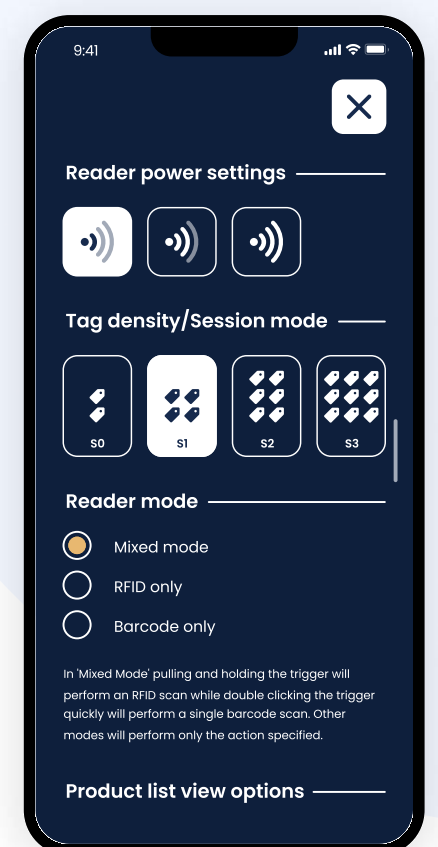
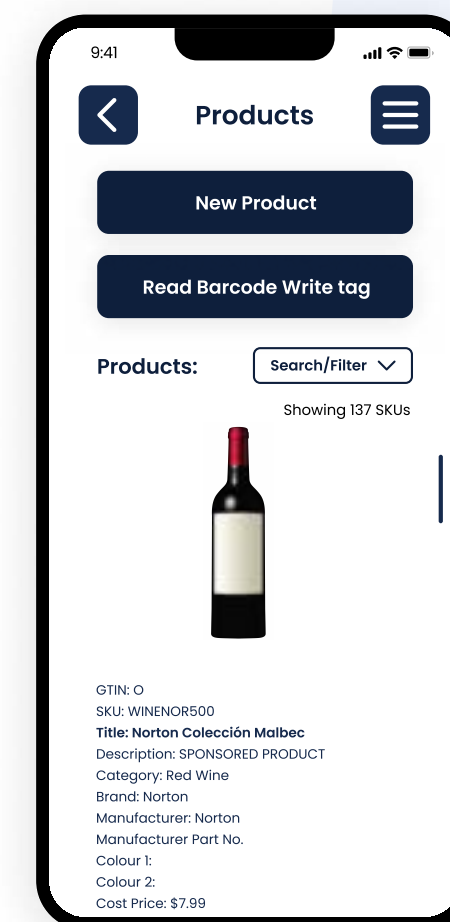
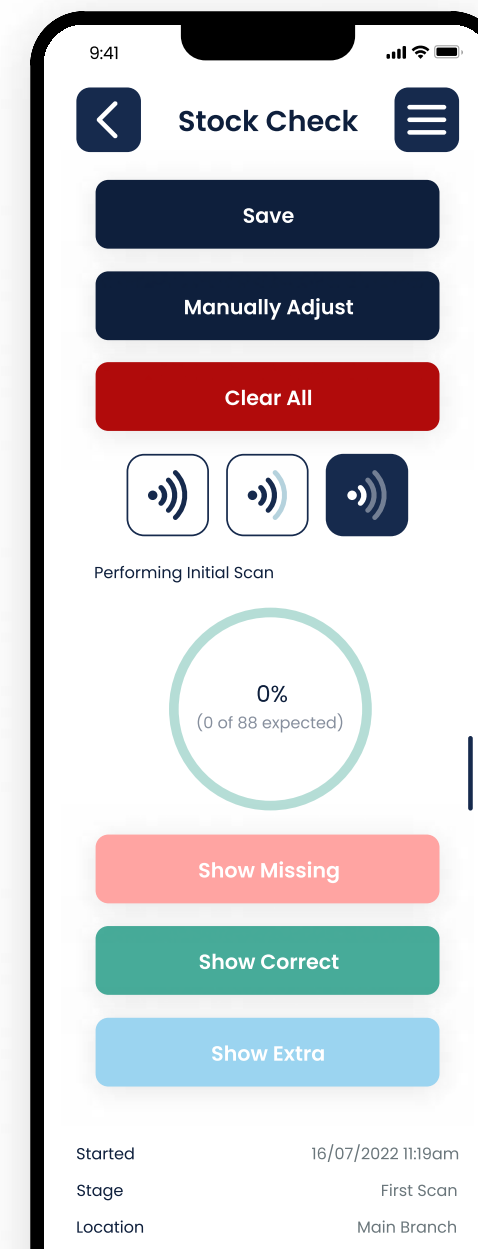
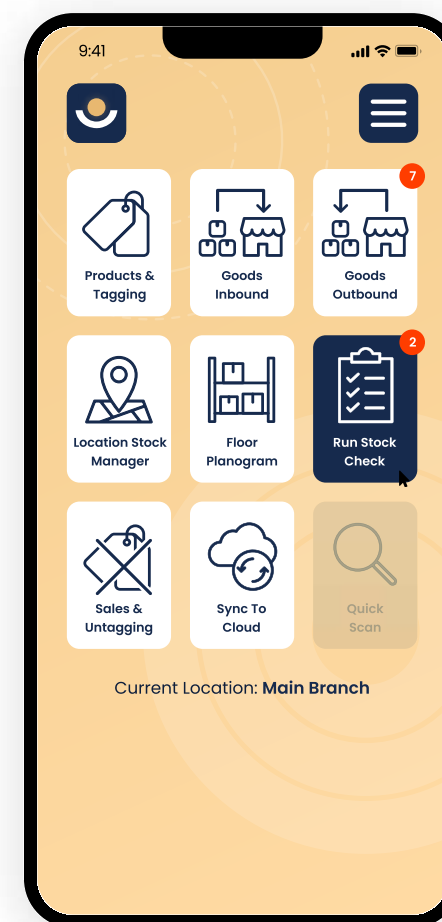
Set minimum and maximum product quantity for each case, club or subscription type. Let your customers populate each slot using our visual case picker tool.

## Inventory Management

Winehub pairs with a native cross platform app that lets you manage all your inventory, logistics and pack and pack needs, Syncing with Shopify and accounting platforms like XERO, it makes keeping your stock up to date fast and easy.

Winehub Inventory is a reengineered deployment of our parent company's retail inventory product that has been servicing some of the world's biggest fashion brands for over a decade.

Available from the iOS App store and GooglePlay store. Sold separately to the Shopify app.





# Pricing Plans: Shopify Plugin

We offer full access to all Winehub's Shopify features on all our pricing plans. Our pricing model is based on the number of customers that pass through the Winehub ecosystem and is billed as part of your Shopify monthly fees. Our plugin is designed to be self service, however setup and help plans are available. Inventory app sold separately.




**Up to 500 members**

Ideal for smaller scale business or those just starting out with subscription selling. Access all features for just...

**\$299 / month**

+ 2% of WH managed sales



**501-1000 members**

You're established but want to grow. Perhaps you're migrating from a current system to upgrade to the benefits of Shopify?

**\$399 / month**

+2% of WH managed sales



**1001-1500 members**

You have a well defined range of wine club plans, probably run an allocations program and have a mature referral system in place.

**\$599 / month**

2% of WH managed sales



**Enterprise**

For larger businesses that are running Shopify advanced or Shopify Plus. Custom development services available on this plan.

**\$POA / month**

Annualised plans available

*\*All prices quoted in USD. Prices subject to review*



# Company Bio

I founded a software engineering firm in London with my good friend Matt Munro around 12 years ago. As our team grew over the years we've built some really amazing projects across medical technology, retail systems, inventory management and more recently, and rather fortunately, wine.

We started to pick up a lot of business within the alcohol sector in general, ranging from wholesale importers, retailers, hospitality businesses and wineries in the UK and across Europe. What we found was that a lot of the requirements were fairly similar in terms how these businesses wanted to improve their customer experience through cellar door visits and direct-to-consumer sales.

To save custom development for each deployment we invested heavily in the design of Winehub, a Shopify plugin to help wine and alcohol businesses extend the power of what we feel is the best eCommerce platform available. By adding in the transactional nuance that the wine and alcohol industry requires, Winehub offers up a complete ecosystem from warehouse to website.

To do this we assembled a deeply experienced team, interviewed scores of industry professionals and carefully crafted a feature list that will enable even the most complex DTC scenarios to be deployable through our platform.

London to Adelaide:

In 2021, we began discussions with the South Australian Government who reached out to us via the SA Trade Dept in London to see if we'd be open to building our Australian base in South Australia.

Fast forward just a little and we have taken up space on Adelaide's North Terrace, made several local hires and are building out the teams across London and Adelaide. Stay tuned, a lot more is to come.

**Ben Gibson**  
Founder

# The Senior Team

## **Benjamin Gibson**

Founder & Director at Winehub UK / Australia  
15+ years in digital product development  
7+ years FMCG software deployment

## **Matthew Munro**

CTO & Senior Engineer  
15+ years experience in platform development  
7+ years FMCG software development

## **Luke Sandells:**

Senior Developer at Winehub UK  
UI & UX specialist &  
European Product Manager

## **Cameron McKiddie:**

Senior Developer at Winehub Australia  
AU/NZ Product Manager

## **Nicholas Room**

Advisor - European Markets  
Ex Waitrose Wine Buyer (1987-2020)  
WSET Diploma  
Gran Orden de Caballeros del Vino  
Encomienda de la Orden Civil del Mérito Agrario

## **Meliza Jalbert**

Advisor - North America  
Export Director at Hope Family Wines  
Member of Vins au Féminin since 2016

# Get in touch

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