

PRESS RELEASE

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VinesOS Takes Modern DTC for Wineries to the Next Level

Personalization, allocations, loyalty programs, and frictionless checkout are no longer options for wineries. They're essential.

– Learn how at WIN Expo in Sonoma on December 1, 2022.

San Jose, CA | November 17, 2022 – VinesOS has taken its eCommerce and POS solutions to the next level, enabling small to midsize wineries to fulfill today's consumer expectations. The all-in-one DTC platform now offers personalization, allocations, and new loyalty programs, all with easy and accelerated checkout.

PERSONALIZATION

"Offering personalized recommendations online and in the tasting room can be challenging, but today's buyers have come to expect it. Research has shown that 84% of online shoppers report that personalization influences their purchases, and almost 90% are more likely to continue shopping on a retailer website that offers a personalized experience," says CEO Jules Robbins. *"With this research at hand, we knew it was vital to offer personalization and to recognize members, both online and on-premise, to help our winery clients increase the average order value and to create an optimal customer experience."*

With VinesOS personalization features, guest buyers and members receive a personalized journey with relevant and appropriate product suggestions and welcome messages based on their purchase history, tasting profile, and similar products.

This modern and intelligent concept carries through to the winery's tasting room. VinesOS Point of Sale enables a top-notch customer experience throughout their whole journey.

"Our POS displays wine recommendations based on previous tastings, purchases, and noted preferences," says Robbins. "Staff can welcome members and know when they came in last or what event they attended. They can see their lifetime purchase value, offer special tastings of their favorite wines, and recommend other wines they may like based on their profile."

ALLOCATIONS AND LOYALTY PROGRAMS

Wineries can limit what kind of wines members can choose from in their Customer Choice Clubs and create allocations and limited availability wines based on membership level. In addition, wineries can increase loyalty revenue with yearly clubs (similar to Amazon Prime) and subscriptions (similar to Amazon Subscribe).

"The subscription program has been a huge success for our clients. In the same way that you order kibble for your dog or diapers for your baby to be delivered on a regular basis, customers are showing a huge desire to have their alcoholic beverage of choice delivered this way as well," Robbins adds. "And for the business, it's a huge win, building customer loyalty and increasing pre-sold revenue."

FRICTIONLESS PURCHASES

VinesOS offers a state-of-the-art online shopping experience, including mobile and pervasive wallets, autocomplete forms and a single-page checkout without requiring registration or login. In addition, buyers can upgrade to become a member with a simple click to join a club during online checkout. Clients can keep their website and bolt-on the cart, or have a fully hosted solution.

MODERN DTC OPPORTUNITIES

QR codes are replacing traditional barcodes and increasing DTC opportunities for checkout, memberships, events, and ordering. Staff can add a new customer quickly and easily on the POS or invite the customer to scan a QR code to sign up for their club. Customers are able to add wines to their order when in the tasting room by using their mobile phone to scan a QR code; they can check out hassle-free with ApplePay or GooglePay, and do it in less than a minute.

MEET US AT WIN EXPO ON DECEMBER 1

Meet Jules Robbins and the VinesOS team at the upcoming WIN Expo in Sonoma on December 1 in the Hall of Flowers, Booth #806. Book an in-person introductory demo on November 30, December 1, or 2nd at <http://vinesos.club/WIN-DEMO> to learn more about VinesOS modern and unique DTC solutions.



BOOK AN ONLINE DEMO

Book an online demo of the VinesOS DTC Platform



ABOUT VINESOS

VinesOS is a modern, smart, easy-to-use DTC platform providing eCommerce, Club, and Reservations solutions since 2002. VinesOS features advanced software to process sales, manage clubs and subscriptions, sell online, and book events and tastings. For more information, please visit www.VinesOS.com.