

## Wine Australia webinar with Wine.com – 24 July 2019 (AUS)

This webinar is an exclusive opportunity for Australian wineries and importers to hear, first-hand, from the founder and senior buyer at Wine.com – a San Francisco based online retailer that offers the largest selection of wines in the world.

Operating under the three-tier e-commerce business model, Wine.com sources Australian wine from local wholesalers in multiple states, carrying inventory, and conducting their own pick/pack/ship operations and delivering to the end-consumer. For wines to be considered in the Wine.com assortment, brands must be represented by licensed wholesalers who keep local stocking inventory and are capable of delivery to Wine.com centers at least weekly to satisfy its demand.

### About the webinar

In this 90-minute webinar, Wine.com Founder Michael Osborn will provide Australian winery and importer executives with a business update and inside look at the recent Wine.com performance and growth strategy. Michael will provide insights into Wine.com growth segments, customer profile and sector opportunities, with examples of best practices that lead to mutual success with its suppliers and wholesalers.

Wine.com Senior Buyer Wendy Stanford will describe the company's consumer value proposition in key areas of its selection, guidance, convenience and value.

You will learn how Wine.com operates six retail-licensed warehouse stores, which act as distribution centres to serve more than 96 per cent of the USA wine drinking population.

### Who should attend?

- **Wineries who are already selling wine in the USA and have items located on Wine.com.** Learn how to broaden your reach, increase visibility and content on your webpage and add SKUs.
- **Wineries who are already selling wine in the USA but have limited representation.** Learn how to grow your business by selling wine on Wine.com. These wineries can be considered for the September campaign.
- **Wineries who do not have – but are currently seeking – representation in the USA.** Learn how to get involved in future Wine.com programs once you are selling wine in market. Please note, wineries that are not currently selling wine in market will not be able to participate in the September campaign.
- **Smaller importers who would like to expand their reach within the online market** by working with Wine.com.

### Webinar details

For Australian based participants, the webinar will take place in:

- Sydney at 9.00–10.30 am on 24 July 2019
- Adelaide at 8.30–10.00 am on 24 July 2019, and
- Perth at 7.00–8.30 am on 24 July 2019.

For USA based participants, the webinar will take place in:

- San Francisco at 4.00–5.30 pm (SF time) on 23 July 2019.

### How to register

Please register at <https://app.smartsheet.com/b/form/c0ecf83a41b64e1e1e2ec896729b7af>

Dial-in instructions will be communicated one week prior to the webinar.

Please submit questions in advance and we will take questions during the session as time permits.