



Wine.com is the nation's largest online wine retailer by revenue, traffic, selection and reach.

Our Consumer Value Proposition:

- Selection – Product selection over 15,000 SKUs, 3 times the best specialty wine stores and 10-20 times liquor/grocery stores.
- Guidance – Live chat wine experts available 7 days/week to provide friendly, personalized service. Deep wine/winery story telling content.
- Convenience – Date-certain delivery and local pickup sites at more than 11,000 Walgreens, FedEx Office and other store locations to assist with the adult signature requirement.
- Value – Unlimited delivery for an annual membership fee of \$49 (StewardShip).
- Mobile – Highest rated wine app (4.8 stars) for ease of searching, scanning, rating, chatting and buying.

The Company, founded in 1998, is headquartered in San Francisco, with fulfillment centers in 6 states, listed by order of size:

- Westbury, New York (Long Island)
- Berkeley, California
- Medley, Florida (Miami Metro)
- Houston, Texas
- Maplewood, New Jersey (New York Suburb)
- Avon, Massachusetts (Boston Metro)

We operate our own six retail-licensed stores which serve as our distribution centers to legally serve more than 96% of the U.S. wine drinking population. The company has US\$130M in revenue (ending 12/31/18), growing 15-20%/year for the past few years. We operate under the Three-Tier Ecommerce (3TE) business model – as a licensed retailer, sourcing from local wholesalers in multiple states, carrying inventory, conducting our own pick/pack/ship operations and delivering to the end-consumer.

For wines to be considered for our assortment, they must be represented by licensed wholesalers who keep local stocking inventory and are capable of delivery to Wine.com at least weekly to our fulfillment centers where we will satisfy orders. Not all locations must be covered but missing our two key markets of California and New York, which represent more than 70% of our business, would not be advised. Wines in our assortment represent the highest quality imported and domestic wines at prices starting at over \$8.⁹⁹/bottle. The average selling price of a 750ML bottle was \$31.¹⁰, nearly three times larger than Nielsen's reported \$10.⁷² national average for 2018. Further, suppliers or wineries are required to submit vintage-specific content to support their winery brands and labels--see our content check list (page 2).

Wines with industry press coverage are favored by our customers, over wines without. As a result, we cite professional ratings from these publications: *Wine Spectator*, *Wine & Spirits*, Robert Parker's *The Wine Advocate*, *Wine Enthusiast*, *Connoisseur's Guide*, James Halliday's *Australian Wine Companion*, Allen Meadows' *Burghound.com*, *The Tasting Panel*, *Decanter*, *Vinous*, *JamesSuckling.com*, *Jeb Dunnuck*, and have our own staff reviewer, Wilfred Wong.

If you have suitable wines to join our assortment, please submit this information, along with the names of your wholesalers aligned with our distribution centers in an email to trade@wine.com. For imported wines, please identify your U.S. importer and their subsequent wholesalers by each state.

WINE CONTENT CHECK LIST

All material to be emailed to: content@wine.com

For Each Winery or Brand:

- Winery or brand name as expected on a restaurant wine list
- 2-3 paragraphs describing the winery
- Multiple license-free, royalty-free high-res photos (with title or captions up to 256 characters) representing your brand, winery, team, and unique aspects of your property (please no generic vineyard photos). 300 dpi and at a minimum 1000 pixels in height.
- One banner image for heading your winery/brand's section of the Wine.com product detail page (300 dpi, minimum 2880 pixels width by 420 pixels height). Avoid beauty shots or images with copy.
- A short winery/brand video. (Length of 1 to 3 minutes in MOV or MP4 format)
- Winery location geocode (latitude & longitude, in decimal, of your winery or tasting room)

For Each Wine:

- Wine name as noted on label
- Type (Red, White, Rose, Bubbly, Dessert or Sake)
- Varietal (if a blend, note composition in percentages)
- Vintage
- Country of origin & region/appellation (be as specific as the label references)
- Winery SRP (suggested retail price in US\$ as cited by winery website or to the press)
- Label image file (300 dpi and at minimum 1000 pixels in height)
- Bottle Shot on either a white background or no background (300 dpi and at minimum 1000 pixels in height)
- Back label image file (300 dpi and at minimum 1000 pixels in height)
- New! Short video about this specific wine. (30 seconds to 3 min in length, provide MOV or MP4 format)
- Winemaker tasting note (plain text, no special characters)
- Volume (in milliliters)
- UPC code (also note when your bottles do not contain a UPC)
- Closure (note if it's a screw cap, natural cork or other)
- OU Kosher (report if the wine is certified as Kosher by the Orthodox Union)
- Green certifications? (cite any government organization or third-party oversight/organization)
- Alcohol content (ABV%)
- Case production (in 9-liter case equivalent)
- Vintage-specific ratings from *Wine Spectator*, *Wine & Spirits*, Robert Parker's *The Wine Advocate*, *Wine Enthusiast*, *Connoisseur's Guide*, James Halliday's *Australian Wine Companion*, Allen Meadows' *Burghound.com*, *The Tasting Panel*, *Decanter*, *Vinous*, *JamesSuckling.com*, *Jeb Dunnuck*, or *Wilfred Wong of Wine.com*.

Future Needs:

- Winemaker profile & picture citing the specific wine & vintage of their work