

20 August 2019

ASX Announcement

## Strong Interest across entire beverage market as WINEDEPOT counts down for launch

### HIGHLIGHTS:

- **WINEDEPOT** confirms official launch date
- **WINEDEPOT** named as principle sponsor of major wine industry event
- **WINEDEPOT** on track to start generating revenue in 2H 2019
- **WINEDEPOT** marketing commences - over 50 suppliers pre-registered in the first two weeks
- **WINEDEPOT** appeals to craft spirits, beers and cider producers

**Digital Wine Ventures (DW8 ASX)**, or the “**Company**”, is pleased to provide an update on the progress of the development and launch of its **WINEDEPOT** business.

### **WINEDEPOT set to make an IMPACT at major wine industry event**

**WINEDEPOT** is pleased to announce that it will be launching its innovative supply chain solution as the principle sponsorship partner of the **Wine Industry IMPACT Conference** to be held in Orange NSW, 17-18 September.

Digital Wine Ventures CEO Dean Taylor believes that “The industry’s national direct-to-consumer (DTC) conference is the perfect event and the right audience to be launching **WINEDEPOT** to a range of senior wine industry leaders that will ultimately influence our success. We’re committed to the industry and our principal partnership for the conference provides us the opportunity to share our knowledge and improve the outcomes for the thousands of wineries out there that rely on DTC to remain profitable and sustainable.”

The Wine Industry IMPACT Conference is hosted by Wine Industry Suppliers Australia (WISA) and the associations CEO, Matthew Moate, couldn’t be happier with the partnership forged with **WINEDEPOT**.

“WISA has a long and proud history of supporting innovation in the wine industry and our partnership with **WINEDEPOT** for this year’s conference is another great example. The wine world is changing and innovators like Dean and the **WINEDEPOT** team are adding a new level of competitiveness and capability to our industry, making them the perfect partner.” Said Moate

“Registrations are tracking strongly and feedback on this year’s conference program has been exceptional. It is jam packed with practical and how-to content that will allow delegates to directly impact their direct-to-consumer wine sales, marketing and tourism opportunities.” Concluded Moate.

The conference will provide valuable benchmark data through Wine Australia’s 2019 Cellar Door and DTC Sales Survey along with practical plenaries and breakouts focusing on sales, marketing and tourism, supported by 4 international speakers and a range of local experts.

“In the future, Data and Business Intelligence will be a key part of the **WINEDEPOT** proposition. In particular data in relation to the DTC and online retail markets in Australia, of which there’s currently no reliable sources for. I’d like to think that our sponsorship of the IMPACT event is the start of long-term partnership that allows this type information to be shared with other WISA members on an annual basis.” Concluded Taylor

## **WINEDEPOT on track to start generating revenue in Q2**

With just one month to go before the official launch at the **Wine Industry IMPACT Conference**, Digital Wine Ventures CEO, Dean Taylor expects **WINEDEPOT** will start onboarding customers within the next few weeks and start seeing revenue being generated in the 2<sup>nd</sup> half of 2019.

“We’ve only turned our advertising and marketing on and the initial response has been extremely positive, with enquiries pouring in from all facets of the industry. In less than two weeks we’ve had over 50 suppliers pre-register, ranging from small boutique micro producers to some of the largest wine businesses in the country.”

There’s also been a surprising amount of interest from craft spirit, beer and cider producers who are also interested in using our end-to-end supply chain solution. It shows that there’s a lot of latent demand in the entire beverage for a fulfillment solution that caters for the direct-to-consumer market, as more and more brands embrace ecommerce as a powerful brand building and sales channel.”

CEO Dean Taylor is confident the **WINEDEPOT** platform will not only appeal to local wine producers, but also international wine brands looking for a way to service Australia. In particular he sees New Zealand producers who represent almost half of the wine imported into the country taking advantage of the platform.

Mr. Taylor also sees the potential for distributors and importers to take advantage of **WINEDEPOT**’s platform to service the rapidly growing online and direct-to-consumer segments.

“I also expect many online retailers and marketplaces will also utilise **WINEDEPOT** to improve their customer service levels, expand their ranges and to reduce the amount of inventory they carry. Our platform provides them the ability to deliver to 85% of orders nationally within 24 hours at cost that they easily absorb into their margins.”

## **WINEDEPOT business overview**

**WINEDEPOT** is a cloud-based technology platform that has been designed to connect wine industry stakeholders to reduce the time, margin and capital wasted in the existing supply chain.

Catering for **producers, distributors, importers and retailers** of all sizes, the vertically integrated trading, order management and logistics platform provides an end-to-end supply chain solution capable of servicing a wide variety of sales channels including the rapidly growing direct-to-consumer and online market segments.

To support the online platform, **WINEDEPOT** has partnered with Australia Post to establish a network of 'depot's servicing key markets. Each depot will hold a broad range, but limited volume of inventory on consignment, typically enough for 2-6 weeks cover. Supplier's orders are routed to the depot closest to the delivery address where they are picked, packed (by bottle or case) and drop-shipped to the customer. Depots are then automatically replenished on a bi-weekly basis from **WINEDEPOT's** central distribution centre on behalf of suppliers.

Key benefits the cloud-based technology platform provides stakeholders include:

- Reduced freight costs & shipping times;
- Reduced paperwork & administration;
- Reduced working capital requirement;
- Reduced errors & breakages;
- Increased customer reach;
- Increased customer satisfaction and repeat sales.

Wine Depot's integrated wine trading and smart logistics platform is being launched in Australia before being expanded into other key markets for Australian wine such as China, USA, UK, Canada, Hong Kong, Singapore and New Zealand.

For further information please visit [www.winedepot.com](http://www.winedepot.com)

**ENDS**

**Digital Wine Ventures** (ASX DW8) is an Australian Publicly listed company that aims to identify and invest in early stage technology-driven ventures that have the potential to disrupt and digitally transform segments within the global beverage market and support them by providing access to capital, expertise and share services. For more information

For more information please visit [www.digitalwine.ventures](http://www.digitalwine.ventures) or contact:

**Dean Taylor, Chief Executive Officer**

**Digital Wine Ventures Limited**

P: (02) 8002 1991

E: [dean.taylor@digitalwine.ventures](mailto:dean.taylor@digitalwine.ventures)