

Introducing Cellar Force and our associated businesses Wine iQ and Wine Ark

The innovators

Cellar Force introduced the concept of outsourced relationship marketing to the wine industry in 2004. We are experts and leaders in our field, bringing the spirit of innovation to every campaign.

Effectiveness, reliability, experience

We have achieved average sales conversion rates of 25% and above across 1500 campaigns in Australia and New Zealand and made 3.5 million phone calls to over 450,000 winery members.



Protecting price and your brand, building sales and loyalty

Cellar Force has a commitment to supporting premium brands and prices and helping wineries rise above the price-focused ruck which characterizes the current retail market. In doing so we help you promote your brand and foster increased brand loyalty from your database members.

Additional winery benefits

Wineries generally see increased sales at each successive campaign, as members become familiar with the Cellar Force approach. The winery also receives a flow on benefit of increased sales at the cellar door and in other direct marketing activities, thanks to the effectiveness of Cellar Force's personally delivered marketing message. Database members, whether they buy in a campaign or not are reminded of the winery and are more likely to purchase through retail or on premise trade.

Integrity

Over seven years Cellar Force has a proven, impeccable track record for data confidentiality, successfully managing the member databases of many of Australia's leading wineries. We pride ourselves on the authenticity of our relationships with our winery partners and their customers. This confidentiality is contractually underpinned, and securely managed.

Seamlessness

At Cellar Force we immerse ourselves in the winery's identity and 'feel'. As far as the customer is concerned the relationship is with you – the winery – not with a third party. Our telephony system mimics the winery phone number.

Quality staff – expert ambassadors for your business

Our highly trained wine professionals are exceptional communicators who represent you and your products with knowledge and sensitivity. The majority of our staff come to us, attracted by our professional reputation. Some of our staff have been with us since the start in 2004 and have been building relationships with the same customers across 10 or more campaigns. Our average permanent staff tenure is 3 years.

Taking the headache out of fulfillment

Fulfillment and dispatch for our partners is quick and simple.

Cellar Force's custom built CRM & Sales system (Cellarnet) allows wineries to dispatch orders the instant payment has been taken. The set up process is simple with a Cellar Force system administrator standing by to talk you through it and providing clear procedures for partners to follow.

Cellar Force can take complete control of credit card processing, removing the burden from the winery of processing each individual card and leaving them to deal only with dispatch

Payment on results only

Cellar Force work on commission only. There are no administration or set up costs. The winery pays a flat commission rate on the sale price of the wine sold.

Now we bring you OUR members - via Wine iQ and Wine Ark

Wine iQ is a private wine broking service established in 2007 with the aim of offering Cellar Force partner wineries an additional channel to take their wines to market. Wine Ark is Australia's premier climate controlled wine storage company for collectors of fine wines.

Introducing Wine iQ

Private client database customers - Wine iQ has built its own private client database, effectively one customer at a time and regular buyers now number some 12,000 members. Wine iQ customers are not, repeat not, customers of our partner wineries.

Third party database customers - In addition to the Wine iQ personal client list, Wine iQ has established strategic alliances with third parties, including the world's largest Hotel Group - Accor Hotels. This offers excellent opportunities for partner wineries to access premium wine buyers and new sales channels.

Wine iQ believes in supporting premium labels and price points.

Wine iQ brings you access to additional customer databases while managing your image and building your brand with integrity and passion.



Introducing Wine Ark Cellar Club

With wine storage sites in Sydney, Brisbane, Adelaide, Melbourne and Perth, the Wine Ark Cellar Club is a specialised buyers group for collectors of fine wines.

Club members are serious collectors of rare and fine wines. They are wine savvy and appreciate the individualized service and advice that the Cellar Club provides. These are generally not price conscious buyers, although they know value when they see it. They are more interested in exclusive or guaranteed access to collectible wines with cellaring potential.

Testimonials

"We used Cellar Force to touch base with our most important consumers and they did a great job; not only did they sell a good quantity of wine they also managed to strengthen the relationship we have with our members"

Tom Trolove, General Manager, Framingham Wines, Marlborough

"Cellarforce provide the perfect solution for our members who are unable to regularly visit the cellar door."

Kirsty Balnaves Production Manager, Balnaves of Coonawarra.

"We supported Cellar Force at the start when they invented this method of selling. They are genuine innovators and they bring this innovative spirit and approach to each new campaign."

Stephen Wilkins Chief Executive, Heathcote Winery, Heathcote.

"Having used their skills recently I think the team at Cellarforce are innovative, professional, knowledgeable and experts in maximizing sales". "We want them as a strategic part of our marketing and sales."

Leigh Gilligan, Managing Director, Dowie Doole, McLaren Vale.

"Cellarforce provided an invaluable service for us, enhancing our members experience, improving cellar door sales and marketing some of our lesser known brands."

Jane Moss, Marketing Manager, Moss Brothers, Margaret River.

'Enter Cellarforce... It seems people are happy to be called by someone from their favourite winery... Reports of sales border on the phenomenal. It's worth a look...'

David Ridge, Wine Business Monthly, July 2005

