



## eCellar™ Allocation Online Store

Manage the release and sale of scarce wine easily while giving providing your best customers a convenient and secure way to accept their allocations online.

### Feature

### Benefit

Create allocation offerings by customer tier – tiers are set by winery based on desired criteria and are not limited in type or quantity	Manage sales of scarce wines with strict quantity control and adherence to sales strategy.
Create allocation offerings during specific time windows	Can turn allocation on and off and manage release calendar from Admin Control Panel improving efficiency, control and results.
Shipping calendar built into allocation shopping cart	Allows winery to set shipping date options - can also choose to allow customer to select their own shipping dates from date range pre-approved by winery.
Includes General Store option	Facilitates online order acceptance and purchase resulting in increases sales.
Robust wish-granting tool that allows customers to request additional wine after allocation order period is complete	Increases sales by allowing additional purchases after the initial allocation period ends. Winery has the choice of creating a new order for the wish or modifying an existing order with the added wine purchase.
Comprehensive reporting tools	Allow real-time monitoring and revenue tracking of all allocation events (releases) that can be analyzed on screen or exported for further data analysis in Excel.
VIP Pick-up	Enhance customer service and reward customer loyalty by giving your best customers the ability to select their pick-up location right in the allocation checkout process.
Single page check-out—allocated wines are displayed together with other available	Increase wine sales by allowing customers to see all wines currently available to them for purchase when viewing their release allocation and include additional wines in the same transaction when accepting their allocation. Stimulate impulse purchases of older vintages or other varieties in addition to the wines included in the allocation.
Optional “Buy My Entire Allocation” button	Maximize allocation acceptance and increase revenues by allowing the customer to instantly add the entire allocation to their shopping cart with a single click. Simplifies the buying process for all customers and making accepting the full allocation easier for everyone.