



VINITIQUES

VIN & NUMERIQUE EN AQUITAINE

20^{ème} édition
les vinitiques#20

**10 ans de connexions entre univers
du vin et du numérique : et après ?**

Présentation

Gerard Spatafora, MBA Wine Marketing & Management

Mob : 06 50 51 48 53

@ : gspatafora@estudioz.wine

Experiences

Ludexpress, Bordeaux 1996 – 1998
(Margaux, Tastet Lawton, Robert Parker)

BlueWine.com, Montréal 1999 – 2003
(Marketing agency and Internet website)

Millésima SA, Bordeaux 2007 – 2015
Internet Marketing Manager

GrandsVins-Prives SA, Bordeaux 2015 - 2019
E-Commerce Director

Inseec Wine & Spirits, Bordeaux 09/2016
Directeur du programme Wine MBA

E-Studi'OZ SAS, Bordeaux 05/2019
Managing Director

E-STUDI'OZ

BORDEAUX - PARIS

GLOBAL WINE BUSINESS STRATEGY

12 ^{ème}
édition



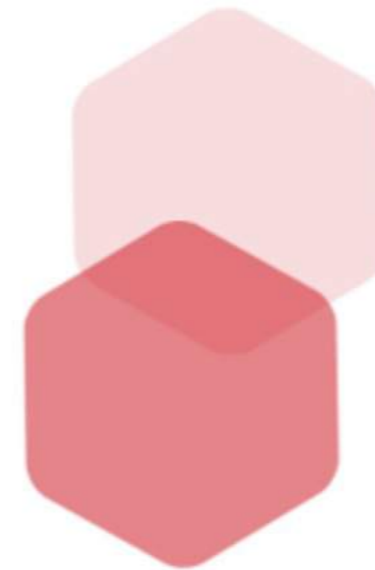
22 novembre à 17h

VINITIQUES

VIN & NUMERIQUE EN AQUITAINE

les vinitiques#12

Choisir son vin : quel apport du digital ?



Tendance : Algorithme de recommandation !

Le potentiel du e-commerce n'est plus à démontrer ...

- +19% en Europe en 2012
- 312 MM€ de C. A.
- 5% du retail
- Ouverture de market places pour le vin (Amazon, C-discount ...)

... mais les défis à relever sont nombreux

- Taux de conversion : 2,5% en moyenne
- Rentabilité faible et forte concurrence
- Des ressources limitées pour les acteurs petits et moyens
- Des clients très exigeants qui veulent :
 - Ultra-personnalisation
 - Une expérience intégrée et simple entre les différents points de contact
 - Des promotions pertinentes et ciblées dans le temps
 - Des informations en temps réel pour une vraie aide à la décision
 - Une logistique et un support client simples et efficaces



► My basket

► My Account

Log in

Search:

Search



« 01 02 03 04 » Pause

Primeurs 2010



Find all the
BORDEAUX PRIMEUR RELEASES
2010

► More details

Visit our cellars



Oenotourism



Visits & Tastings
Cellars renting

Catalogue



Download or View



Browse By Price ▾

GO

SEARCH

Enter Keyword or Item #

GO

[Advanced Search](#)



Email Specials ▶

[Wine Express® Wine Clubs](#)

[Wine Gift Baskets](#)

[Gift Samplers](#)

[Sale](#)

[Our Guarantee](#)

[Video Tastings](#)

Browse by:

[Wines by Type](#)

[Wines by Varietal](#)

[Wines by Region](#)

[Home](#)



[Product Alerts](#)

Wine of the Day

Wine of the Day is your daily selection of delicious WineExpress.com wines that ship **for just 99¢, for 24 hours only.**



Villa Antinori 2005 Toscana IGT - [Read the Description](#)

Item Number: 29 30 191 05

Our Price: \$21.95

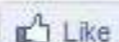
Discounted Case Price: \$237.00 - 10% Off!
(\$19.75 per bottle)

Availability: **IN STOCK**

Ship to State: [Why?](#)

Buy:

ADD TO CART ▶



Like



Be the first of your friends to like this.

CUSTOMER RATING

Based on the averaged scale of 1 to 5 glasses



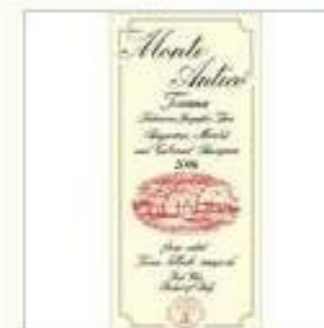
[Write a Review](#) [Read 1 Review](#)

[About Our Ratings](#)

Video Tasting: Virtually Taste Before You Buy



You May Also Like:



[Monte Antico 2006 Toscana IGT](#)

Reg Price: ~~\$13.95~~
Sale Price: \$12.95



[Terranoble 2007 Syrah Reserve, Colchaqua Valley](#)

Our Price: \$14.95





Le plus grand choix de vins sur internet

Rece



Boutiques

Actualités

Ventes Privées

Essentiels

Primeurs

iPhone

Primeurs

Paulliac

Haut-Médoc

Margaux

Pomerol

Saint-



Château d'Yquem 2012

Premier Cru Supérieur, Sauternes, blanc, Bordeaux, France

Prix : bientôt disponible

Expédition : **Jun 2015**

Commande par multiple de 12 bouteille(s).



Aide

Connexion



Qui sélectionne ?

VENTES PRIVÉES EN COURS

VINS AU CATALOGUE

BORDEAUX PRIMEURS

Recherche



Découvertes du sommelier

Retrouvez nos dernières pépites !

SENTIELS DU TERROIR

- BORDEAUX
- LOIRE
- LOURCOGNE
- ALSACE
- RHÔNE
- AUTRES RÉGIONS
- CHAMPAGNE
- VINS DU MONDE

leures Ventes

VENTES PRIVÉES EN COURS

Offre incroyable



BORDEAUX Château Malbat

5 bouteilles achetées = 1 offerte !

Vente ouverte jusqu'au 31 octobre 2013

Vente Privée



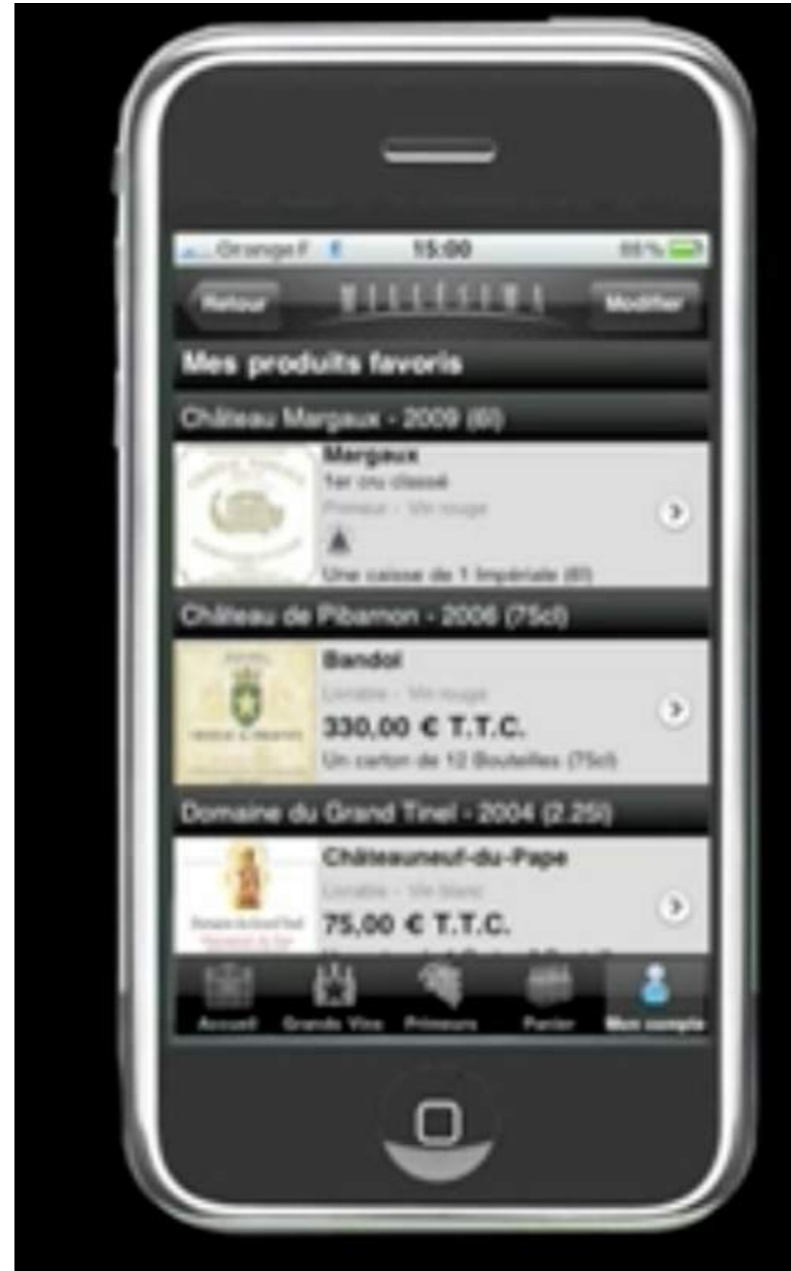
20^{ème} édition
les vinitiques#20

En Septembre 2012 - Lancement du iPhone 5
En Novembre 2012 - Lancement de la 4G



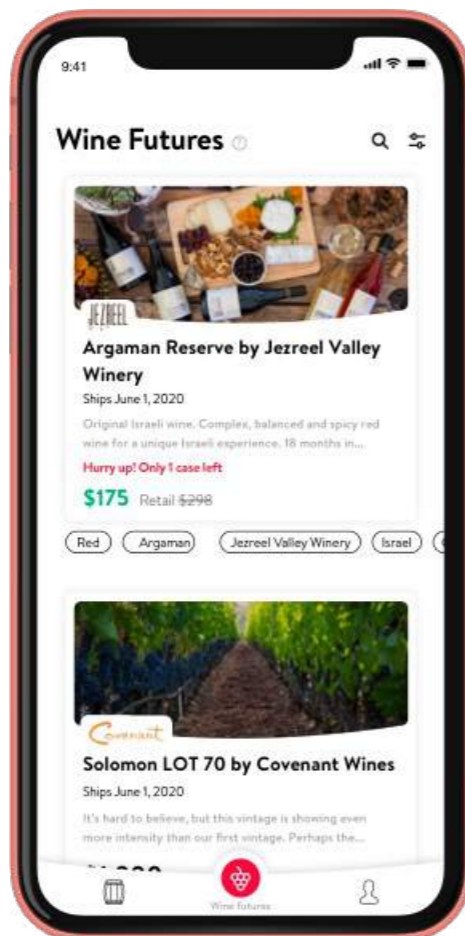
4G

En Septembre 2012 - Lancement du iPhone 5
En Novembre 2012 - Lancement de la 4G



Dés 2012, les internautes deviennent des...

ATAWADAC = Any Time - Any Where - Any Devices - Any Content



Le Château Pape Clément de Bernard Magrez



>>> 2022 - Les pure-players deviennent customer centric

Couts de développement en baisse ...



Basic

Best for new ecommerce businesses with occasional in-person sales

\$29 USD /mo

Shopify

Best for growing businesses selling online or in-store

\$79 USD /mo

Advanced

Best for scaling businesses that require advanced reporting

\$299 USD /mo

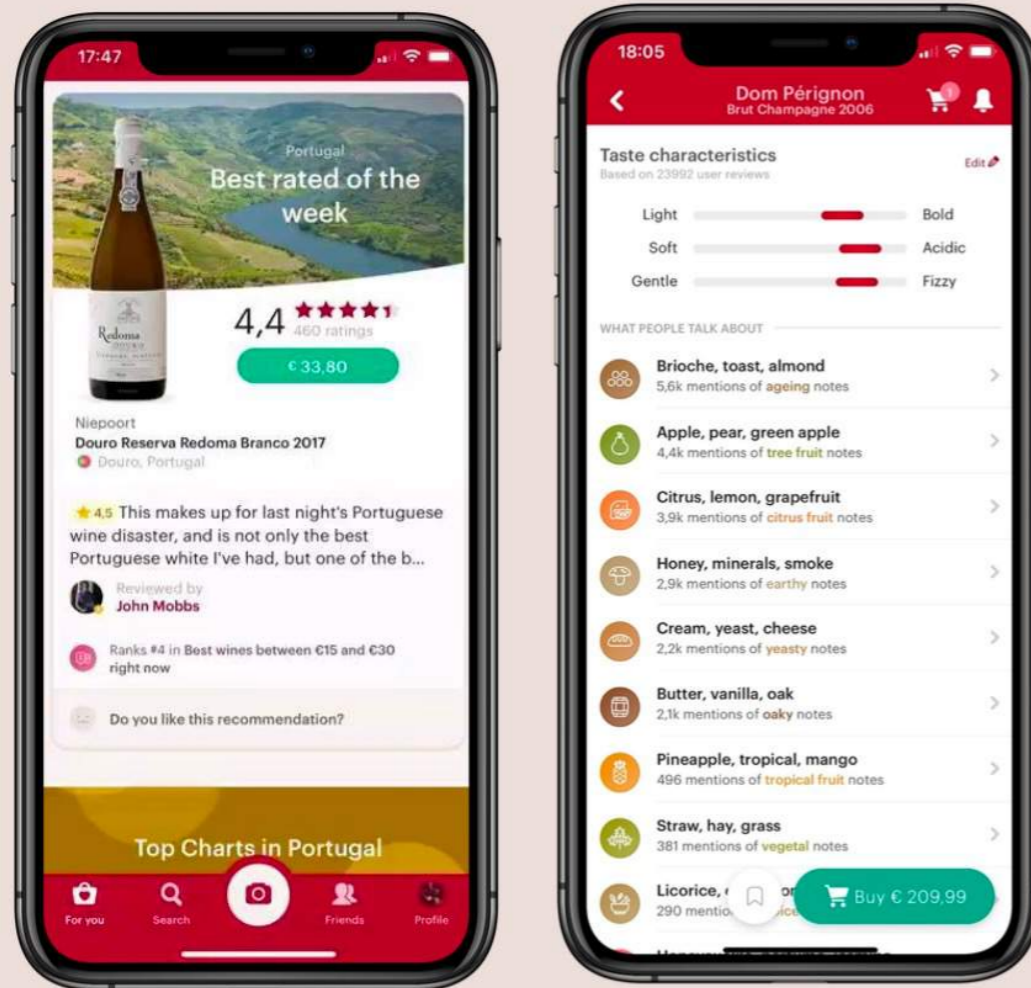
Starting at

\$2,000

USD per month or a variable fee for higher volume businesses

Algorithme de recommandation en 2022

Personalisation



Taste Characteristics

56 million users create the data for every unique wine with their unique taste characteristics.

Taste Profile

By scanning, rating, searching or all sorts of other ways you can interact, you build a profile.

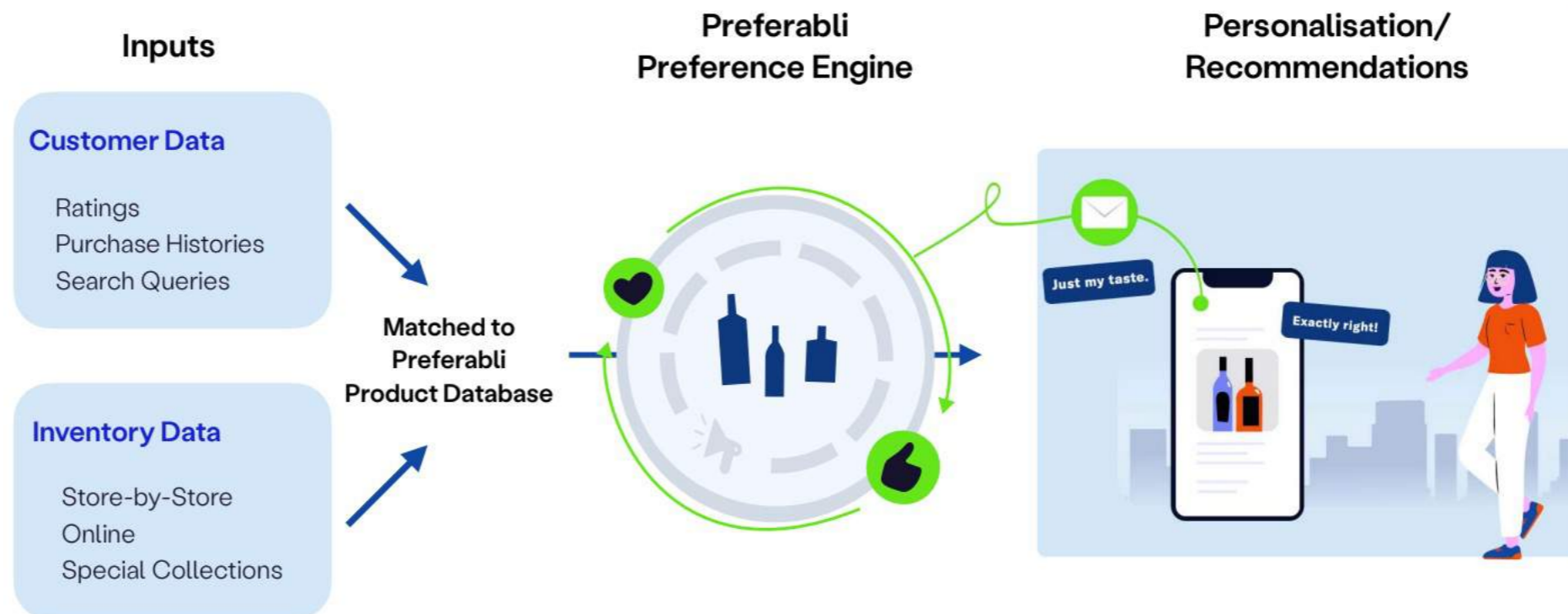
Match for You

Based on these touch points, we calculate a percentage how this wine will match your taste.

Algorithme de recommandation en 2022



10	Patents Awarded	600+	Product Traits Evaluated	7k+	Grapes, Grains and Ingredients
12+	Masters of Wine and Master Sommeliers	100k+	Brands and Producers	14k+	Geographic Designations
70+	Countries with Active Users	800k+	Media Items and Labels	20+	Integration Platforms

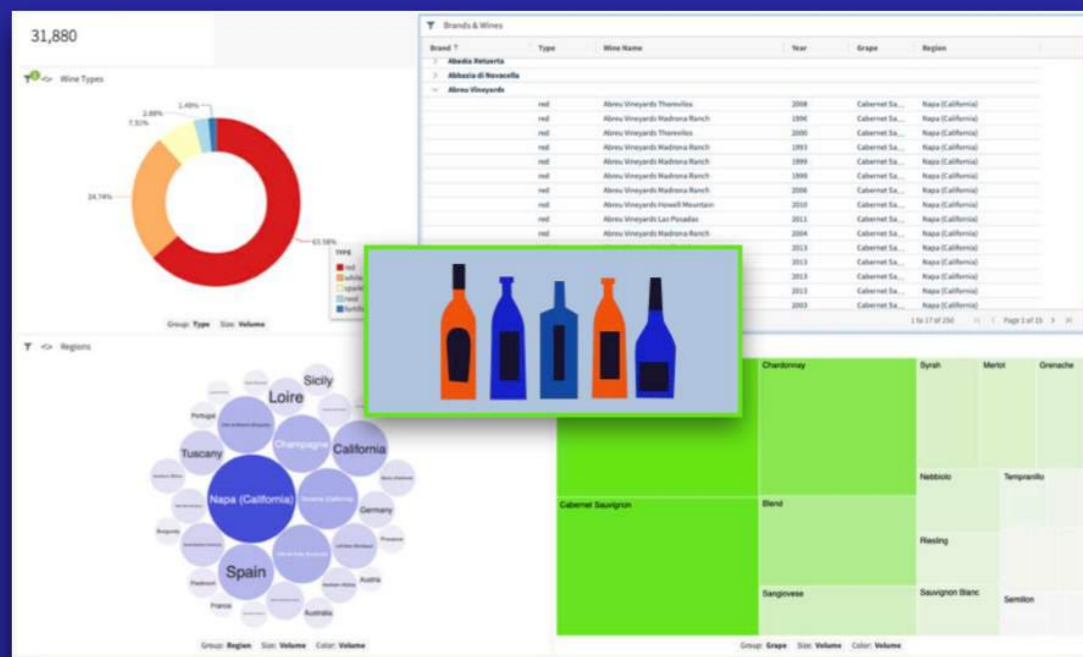


Algorithme de recommandation en 2022

Actionable Insights and Analytics

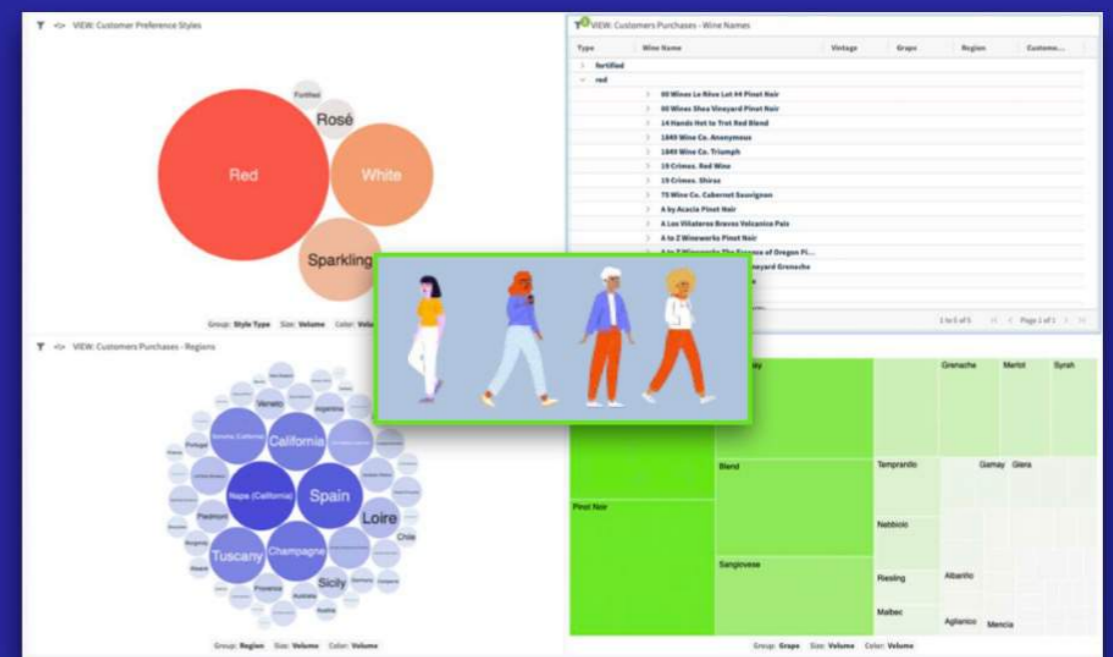
Localise your inventory using customer preferences with our dashboard to ensure optimal product mix and to guide purchasing and marketing decisions for each store or region.

Collection Analysis



vs.

Customer Preference Analysis



En 2022 - Les producteurs sont là!

🔍

GIORDANO

🛒 Panier (0) ▼
€ 0,00

VINS ▼ LES SPÉCIALITÉS ▼ SÉLECTIONS ▼ ACCESSOIRES ▼ PROMOTION LOGIN | ENREGISTREZ-VOUS



VEI CAVOUR "ÉTIQUETTE OR"
VIN ROUGE VIEILLI EN FÛT DE CHÊNE

€ **7,90**

(cod. 3592)
€ 10,53/lt.

1

AJOUTEZ

Découvrez plus de détails ⓘ



93
POINTS
GICA MARINI

-50%

ROSÉ VINO SPUMANTE MILLESIMATO
2020
VIN MOUSSEUX EXTRA SEC

€10,90

€ **5,45**

(cod. 7028)
€ 7,27/lt.

1

AJOUTEZ

Découvrez plus de détails ⓘ



92
POINTS
GICA MARINI

-50%

BLANC DE BLANCS VINO SPUMANTE MILLESIMATO
2020
VIN MOUSSEUX EXTRA SEC

€10,90

€ **5,45**

(cod. 7021)
€ 7,27/lt.

1

AJOUTEZ

Découvrez plus de détails ⓘ

**2 MILLION
CUSTOMERS**

25 MILLION
bottles produced in 2020

**9 EUROPEAN
COUNTRIES**



2013 Ethos Reserve Cabernet Sauvignon COLUMBIA VALLEY

Our 40-year-old Cold Creek Vineyard contributes to the blend which provides the wine's power and structure. This is the most...

93 points

THE WINE ADVOCATE

QUICK VIEW



2013 Artist Series Red Wine - Etch Folio Label COLUMBIA VALLEY

With this warmer vintage, we selected a few cooler sites to add balance, richness and layers - the ultimate goal for the Artist

93 points

THE WINE ADVOCATE

QUICK VIEW



2013 Artist Series Red Wine - Etch Glyph Label COLUMBIA VALLEY

With this warmer vintage, we selected a few cooler sites to add balance, richness and layers - the ultimate goal for the Artist

93 points

THE WINE ADVOCATE

QUICK VIEW

Customer Service

CALL US 1-800-267-6793

EMAIL US 24/7

GIFT CARD BALANCE CHECKER

Join Our Mailing List

SIGN UP TODAY

Connect With Us



Our Promise

At Chateau Ste. Michelle, we are just as devoted to superior customer service as we are to producing quality wines.

Whether you're shopping with us online, by phone or at our wine shop, you can count on our helpful Concierge team to answer any questions you might have along the way.

Shipping & Service



To ensure extreme weather conditions or temperature variances do not impact the quality

of your wine, orders will only be shipped Monday through Wednesday for ground shipping (when available) and 2nd day shipping, and Monday through Thursday for overnight shipments. Orders must be placed by 9:00am PST to go out the same day. **LEARN MORE**

THE FAMILY

COPPOLA

CINEMA, WINE, FOOD, HIDEAWAYS & ADVENTURE



Join Our Mailing List

Sign

Francis Ford Coppola Winery | Geyserville, CA

STORE | 0 | SIGN IN | JOIN OUR WINE FAM

Member Price \$1

[Join](#) | [Sign In](#)

- 1 + Add to Cart

Member Price \$17.25

[Join](#) | [Sign In](#)

- 1 + Add to Cart

Member Price \$14.25

[Join](#) | [Sign In](#)

- 1 + Add to Cart

TOP RATED



Sofia Rosé

Retail: \$19.00

Member Price \$14.25

[Join](#) | [Sign In](#)

- 1 + Add to Cart

TOP RATED



Sofia Riesling

Retail: \$19.00

Member Price \$14.25

[Join](#) | [Sign In](#)

- 1 + Add to Cart



Mr. Youree - PLEASE CALL FOR AVAILABILITY

Retail: \$10.00

Member Price \$7.50

[Join](#) | [Sign In](#)

Currently Unavailable

TOP RATED



Director's Cut Cinema Premiere
89th Edition Sonoma County Red
Wine 2013

Retail: \$65.00

Member Price \$48.75

[Join](#) | [Sign In](#)

- 1 + Add to Cart

NOS VINS

[Château de Beaucastel](#)
[Miraval](#)
[Clos des Tourelles](#)
[Sélections Parcelaires](#)
[Les Crus](#)
[Maison Nicolas Perrin](#)
[La Vieille Ferme](#)

PAR APPELLATION

[Châteauneuf du Pape](#)
[Gigondas](#)
[Vacqueyras](#)
[Vinsobres](#)
[Cairanne](#)
[Côtes du Rhône](#)
[Côtes de Provence](#)
[Coteaux Varois](#)
[Hermitage](#)
[Côte Rôtie](#)
[Condrieu](#)
[Saint Joseph](#)
[Cornas](#)
[Crozes Hermitage](#)
[Saint Péray](#)

MAISON NICOLAS PERRIN



Maison Nicolas Perrin produit des crus des Côtes du Rhône septentrionales. Sur ces appellations de grande renommée, le travail de l'assemblage et de l'élevage trouve sa vraie grandeur au regard de la diversité et de la complexité des terroirs. Maison Nicolas Perrin est la rencontre de deux approches du vin, émotionnelle et instinctive, construites sur des savoir-faire acquis au travers de générations, dans les deux régions des côtes du Rhône.

Au sud, la Famille Perrin transmet l'art de l'assemblage, capable de créer un édifice plus grand que la simple somme des pièces qui le compose.

Au nord, Nicolas Jaboulet, un homme du Rhône nord, apporte la connaissance des terroirs, des sols et des vigneron qui les travaillent.



Viognier 2015
€8.40 (€7.00 H.T.)



Syrah Viognier 2015
€8.50 (€7.08 H.T.)



Crozes Hermitage rouge 2014
€16.00 (€13.33 H.T.)

Les Bécasses 2017

Vallée du Rhône - Côte-Rôtie



Millésime :

2017



Format :

75 cl



Quantité totale :

x3

x6

x12

-

1

+

53,86 €



[Ajouter à mes favoris >](#)

[AJOUTER AU PANIER >](#)

Les conseils du sommelier : Pigeons rôtis, purée de pois cassés sauce madère. Fricassée de volaille. Oie farcie au foie gras.



Cépage(s) : Syrah.



Sol : Il est composé de micaschistes chloriteux et ferrugineux, de gres et de granit, mélangés dans les dépressions de loess. Le sol est également formé de schistes sur coteaux Sud et Sud-Est, ce qui permet à la syrah de s'exprimer avec beaucoup de puissance et énormément d'élégance apportée par des notes florales.



Elevage : L'élevage dure de 14 à 16 mois. Il est réalisé en fûts de chêne à 80 %, avec une majorité de bois neuf. Les 20 % restants correspondent à un élevage en cuves inox qui permet de préserver la pureté du fruit et les notes florales qui signent le caractère authentique des grandes Côte-Rôtie.



Vendanges : Récolte entièrement manuelle à maturité.



Vinification : Après éraflage, les raisins sont mis dans des cuves béton. Un pigeage quotidien assure une bonne extraction de la couleur et des tanins. La température ne dépasse pas 33°C. La cuvaison dure entre 3 et 4 semaines selon les millésimes. Pour la fermentation, nous avons fait le choix des levures indigènes pour laisser s'exprimer nos terroirs dès cette étape clé de l'élaboration de nos vins.



Degré d'alcool : 13

[→ TÉLÉCHARGER LA FICHE TECHNIQUE](#)

TOUS NOS VINS

RETROUVEZ L'ENSEMBLE DE LA GAMME





ATRIUM

Château de Haute-Serre ▾ Château de Mercuès ▾ Collection Vigouroux ▾ Sélection caviste ▾ Nos offres

Nos caves Atrium

Nos vins

Meilleures ventes

Notre sélection

Nouveautés

Offres spéciales

INTENSE



★★★★★ (4)

Pigmentum Malbec
2018

MOELLEUX



★★★★★ (2)

Pigmentum Gros
Manseng, Blanc

SEC



★★★★★ (1)

Pigmentum Ugni
Blanc - Colombard,

GOURMAND

ROSÉ



Pigmentum Malbec
Rosé 2018

En 2022 - Les producteurs sont là!



En direct des vignobles



VIVINO



En 2022 - Les producteurs sont là!

CLASSIC DISTRIBUTION



Vinsent



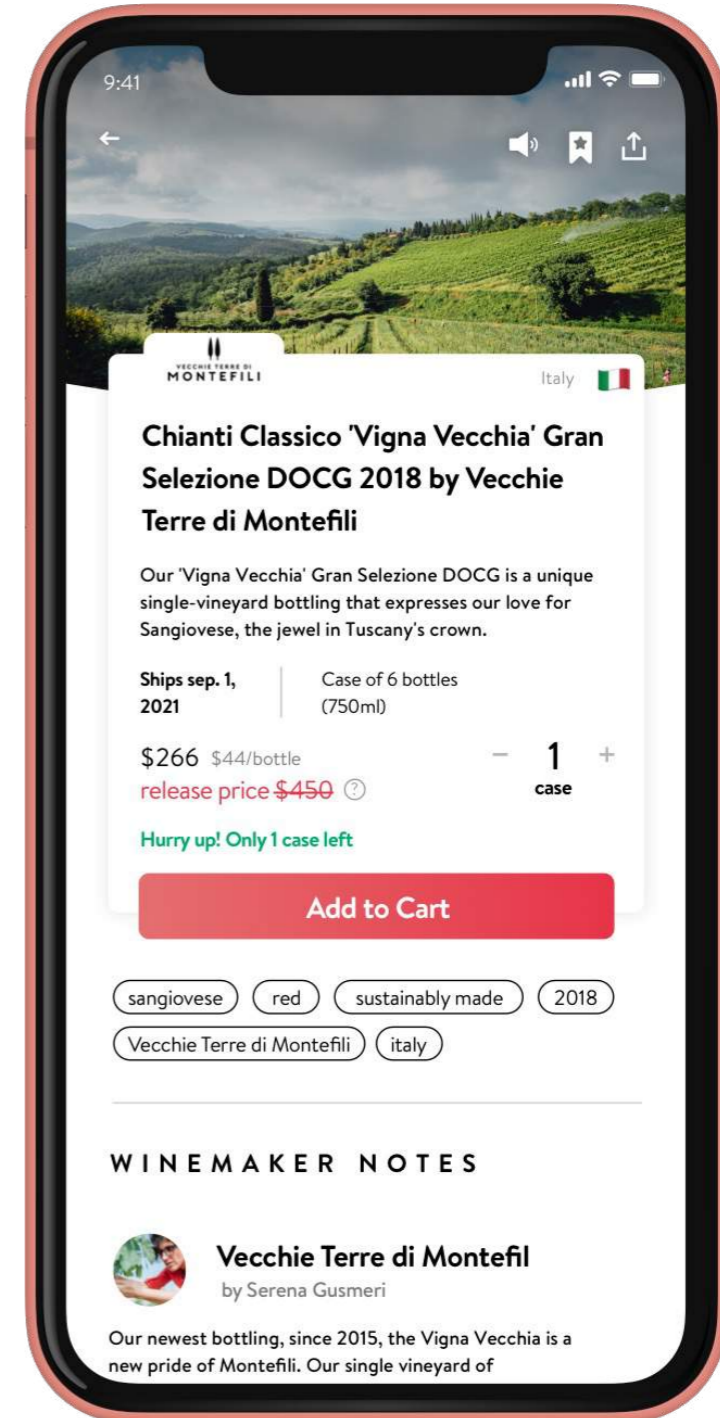
The 3 biggest issues facing most wineries are cash, community, and clarity. Vinsent wants to bridge the gap between the winery, its community, and the consumer, while at the same time solving the cash crunch wineries feel by providing cash flow close to harvest, rather than years after of vinification and aging. **Selling direct to winer lovers allow you to sell at a better price than a B2B Network**

En 2022 - Les producteurs sont là!

Steps to go forward

- Set up allotments.
- Set up the retail price.
- Give information to the wine lovers to keep their attention.

- Vinsent take care of custom and transportation.
- Vinsent pays you after placed order.
- Vinsent will provide Blockchain keys in order to guarantee authenticity and traceability of your wines.
- **Vinsent gives you the client contact details.**



En 2022 - De nouveaux business models



The screenshot shows the website header for 'LE PETIT BALLON'. The navigation menu includes 'Notre mission', 'Boutique', 'Magazine', 'Offrir' (with a gift icon), 'S'abonner' (highlighted in red), and 'Se connecter'. The main banner features a purple background with a cross-stitch map of France. In the foreground, there are two wine bottles: 'MAS du SOEILLA LA CLAPE' and 'Le Chapelle de Vignolle'. Next to them is a 'Gazette' magazine with a colorful cover. The text on the right side of the banner reads: 'EN OCTOBRE Oh Mamie Food! Abonnez-vous et recevez 2 bouteilles de vin tous les mois'. At the bottom of the banner are two buttons: 'Je m'abonne' (red) and '★ J'achète du vin' (dark green).

150.000 subscribers 23,5M€ turnover 2021



WineBank: [click here](#) to join *today*...

e.g. Rioja

Search ▶

Sub-total:	£0.00
Account Balance:	£0.00
Total:	£0.00

View Basket ▶

[Browse all wines](#)
[Pre-mixed cases](#)
[Wine clubs](#)
[WineBank](#)
[Live events](#)
[My account](#)
[Send a gift](#)
[Enter voucher](#)

WineBank

60,000 wine lovers have already discovered the best way to buy wine in the UK.

Now, it's your turn.

[Get started](#)

WineBank: The *best way* to buy wine in the UK.



FREE next day delivery - *forever!*

Normally £7.99 a case. With WineBank *it's free - every time.*



20% WineInterest

For every £5 you pay into your account, we *give you £1 more.*



Exclusive wines

Enjoy hand-made wines *exclusively for you.*



Every bottle guaranteed

Your money back if you don't like any bottle.



FREE expert advice

Your own *personal wine advisor* is all part of the service.



Priority access to Live Events

Our events always sell out. *So you'll hear about them first.*

More than £73M turnover for 75k subscribers.

More than 90% of its wines by volume are exclusive

Winc



**2018 Chop Shop
Cabernet Sauvignon**



Rated 4.2 by 7,686 members
Bold, jammy, food-friendly



**2018 Outer Sounds
Sauvignon Blanc**



Rated 4.0 by 6,969 members
Crisp, tropical, citrusy



**2017 Folly of the
Beast Pinot Noir**



Rated 4.0 by 8,799 members
Round, fruity, classic

- Founded in 2011 in LA,
- 100 Private labels (average price / bottle \$20)
- Available online only to subscribers
- \$70M or turnover, more than 130K members
- 15 percent of Winc revenue derives from retail shops or restaurant sommeliers. Winc acquired Natural Merchants (7700 Accounts)
- Raised \$31 million... Files IPO in Nov 21.

nakedwines



Winemaker



You



You



Importer / agency



Retail buyer



WELCOME TO NAKED WINES

**Drink better wine.
Pay fair prices.
Back the world's best
independent
winemakers**

We give the world's best independent winemakers the backing they need to make the best wines they've ever made... at the fairest prices you'll ever pay.

UK, AUS & USA Sell only Privates labels.

Turnover: £100M. 200K members.

Turnover: \$80M 100K members. (waiting list of 200,000).

Good wine only.

Epic deals and happiness guaranteed, too. Thirsty?

Shop now



Refer a friend

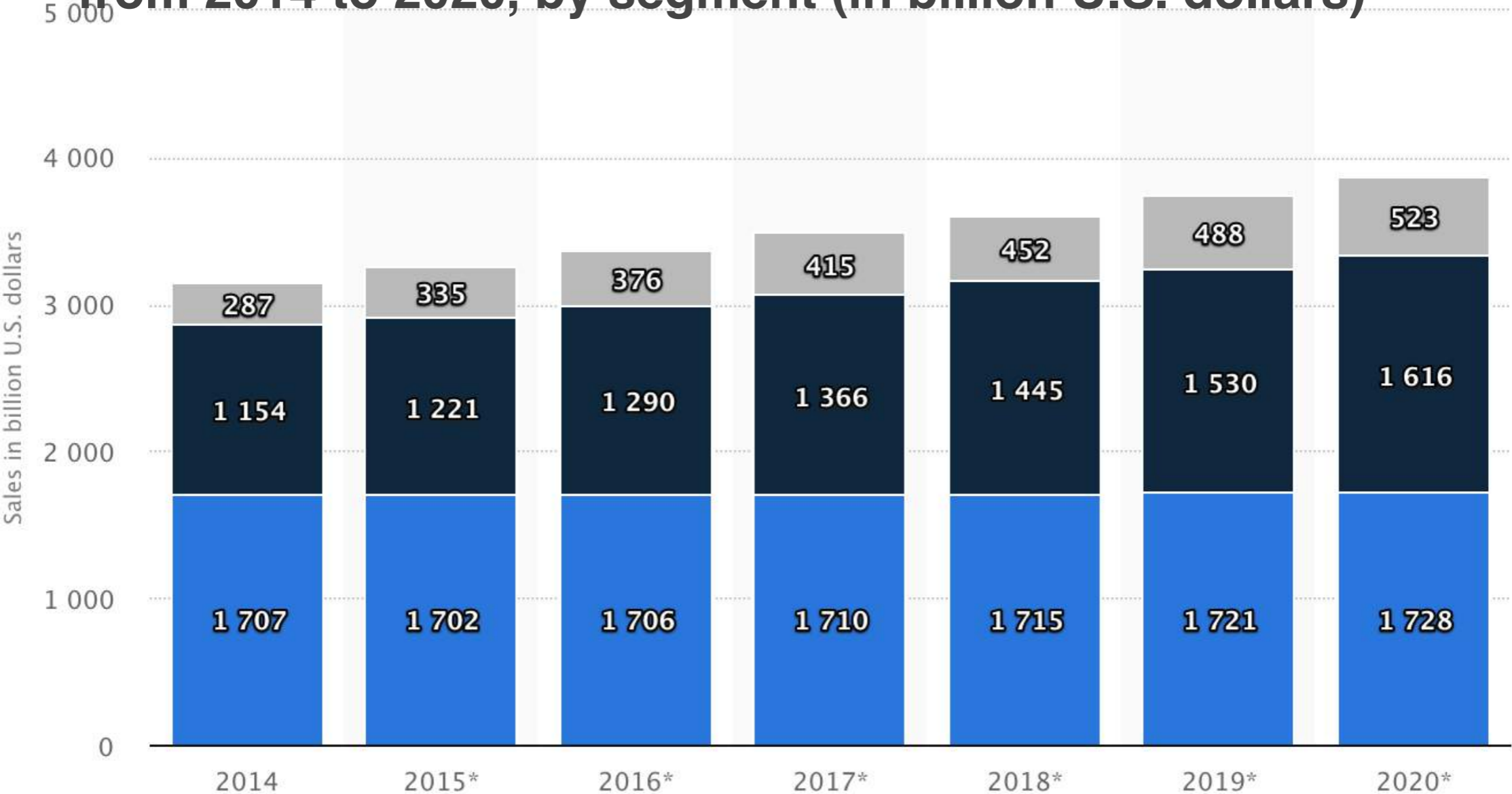
And you'll both get \$25 off your next order.



Eight years on, the business is now global, including Singapore and New Zealand, as well as Australia, with more than 500,000 “mofos”, as they’re known, as the customer base and more than \$65 million in annual revenue. The business employs more than 100 people.

Web-influenced retail sales in the United States

from 2014 to 2020, by segment (in billion U.S. dollars)



- Offline sales (total retail minus online sales and web-influenced online sales)
- Web-influenced offline sales ● Online sales

En 2022 - Les cavistes, les bars à vins sont là!



LES TROIS PINARDIERS

V A G A
B O N D

VINOTECA

VINO  VOLO



LES DOMAINES
QUI MONTENT
Cave - Épicerie - Table d'Hôtes

NICOLAS
DEPUIS 1822



Majestic 

Total  Wine®
& MORE

BevMo!

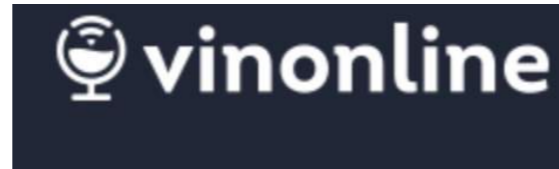
Dan Murphy's

1919

En 2022 - Les OVNIS



100 U.S. and Canadian markets, Drizly has raised \$35 million & \$65M of turn over working with 1000 partners.
Uber announced it is acquiring alcohol-delivery service Drizly for \$1.1 billion



En 2022 - Les OVNIS



The company sold 750,000 cases of wine last year, quietly climbing into the top 30 wineries in the USA. Largest Wine Clubs (over 500K+) - 47 Restaurants

En 2022 - Les OVNIS



USA largest Wine Clubs (over 500K+)

- Cooper's Hawk Winery & Restaurants is unlike any other hospitality concept. We are a modern casual full-service restaurant and bar with over twenty locations across the country and more to come.

We are a winery located in Illinois! Our winery produces over fifty varieties of wine, which we serve and sell throughout our restaurants. We bring in grapes from vineyards in California, Oregon and Washington, as well as internationally, and produce an extensive selection of red, white, sparkling, dessert, and fruit wines.

We also have one of the country's largest Wine Clubs (over 500K+), offering members exclusive blends, members-only classes, promotions, and events.

<http://www.coopershawkwinery.com> (Founded in 2005)

- **Exclusive wine production - Private Label wines**

2020 SALES: \$385.44 million	2020 SALES GROWTH: 12.5%	2020 UNITS: 47	2020 UNIT GROWTH: 14.6%
--	------------------------------------	--------------------------	-----------------------------------

En 2022 - Les OVNIS

World's largest wine community

56M

App users

1.9B

Bottle scans

232M

Ratings

14.7M

Wines

240,000

Wineries

2.4M

Wines explored daily

#1 Wine app globally

- Users in nearly every country around the world
- Almost 2 billion wine scans

World's largest wine marketplace

- Over \$300 million of wine sales in 2021
- Selling wine in 19 countries

Huge untapped potential

- Less than 15% of demand has supply
- Always looking to expand the number of wines we offer our users



Sell your wines

Sell your wines through our marketplace as a trusted partner. Or directly fulfilled by Vivino in 19 countries globally.

Improve your brand

Build your brand by adding storytelling, visuals, bottles shots and wine details in app and on web.

Learn from data

Receive data reports to get insights about user behaviour, engagement with your brand, sales per wine and trends.



LABEL SERIES ONE
No 12 OF 12

Q & A

RED WINE
IN CALIFORNIA