



 DRINKS &  *shopify*

DTC Wine Symposium 2025

The Digital Wine Prescription

Creating Your DTC Success Formula for 2025

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We've been in DTC for over a decade & shipped Millions of Bottles, learning a thing or two along the way ...

We provide the tech and partners to enable alcoholic beverages to be marketed anywhere and delivered compliantly, intelligently, and at scale.

- PURPOSE-BUILT FOR ALCOHOL BEVERAGES
- #1 CONNECTED PLATFORM
- #1 EMBEDDED COMPLIANCE SOLUTION



Patrick Pazos

Beverage alcohol marketing and eCommerce expert, working with prominent brands like White Claw, Penfolds and Antinori



Brandon Amoroso

Brandon Amoroso, a Forbes 30 Under 30 awardee, is a Gen Z entrepreneur passionate about innovation. He built a successful eCommerce agency, Electriq and has built and scaled hundreds of hyper-successful eCommerce sites.

A new future for Wine eCommerce is needed now!

US eComm revenue is increasing, while **Wine DTC revenue is down.**

Wine online today is...

Disconnected, single channel apps and last generation tech

Data silos, low AI applicability

Slow to No refresh cycles or personalization

Frictioned multi-click buying experiences, limited payments

High-cost, complex tax & compliance
- cart and order fails

Wine only here... site is an island competing alone

The future is...

Integrated and interoperable - AI-first, multi-channel and touchpoint

Data flowing - AI enriched insights - know your customer across every touchpoint

Always fresh & personalized, from product recommendations, discount offers, to emails

Reduces purchase friction with one click checkout, payments choice

Real-time, automated tax & compliance

Wine anywhere.... connected to platforms extending reach and enabling brand partnerships

The Best Operators are Modernising Now!

Six technology forces reshaping consumer expectations & experiences

AI Everywhere



- Predictive churn mitigation (wine clubs)
- AI recommendations
- AI service & sales bots

Automation



- Run your wine club and fulfillment on autopilot
- Automate discounts

Integrated & Interoperable



- Simple and easy connectivity
- API first flows
- CDP orchestration



Let's chat on the rest!

Mobile Optimization



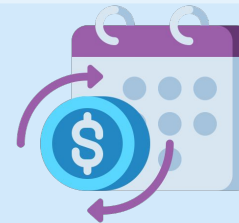
- Mobile first design
- Shop Pay, Apple Pay integrations
- Progressive Web Apps = App without an app

Personalization everywhere



- Next best product - cross and upsell
- Taste profile analysis from browsing history
- Personalized comms in preferred way
- Dynamic content adjusting to customer profile

Reimagined Clubs



- Clubs with Wine as a Service (subscriptions)
- Deep loyalty & incentives
- Brand partnerships
- Phygital Experiences

How the best operators run

8 prescriptions for driving growth up and costs down



1. Personalize Everything, Everywhere

Increase conversion rates 10-30% - But you can't do it without intensifying data capture

Personalization

Personalized product recommendations based on customer behavior

Connected to personalized email/sms campaigns

Personalized wine club up-sell and tasting room visit offers

Omnichannel

Know and speak to the customer as one across every interaction - ads, social, Point of Sale, e-comm

Connect customer profiles between brands
Automate Tasks

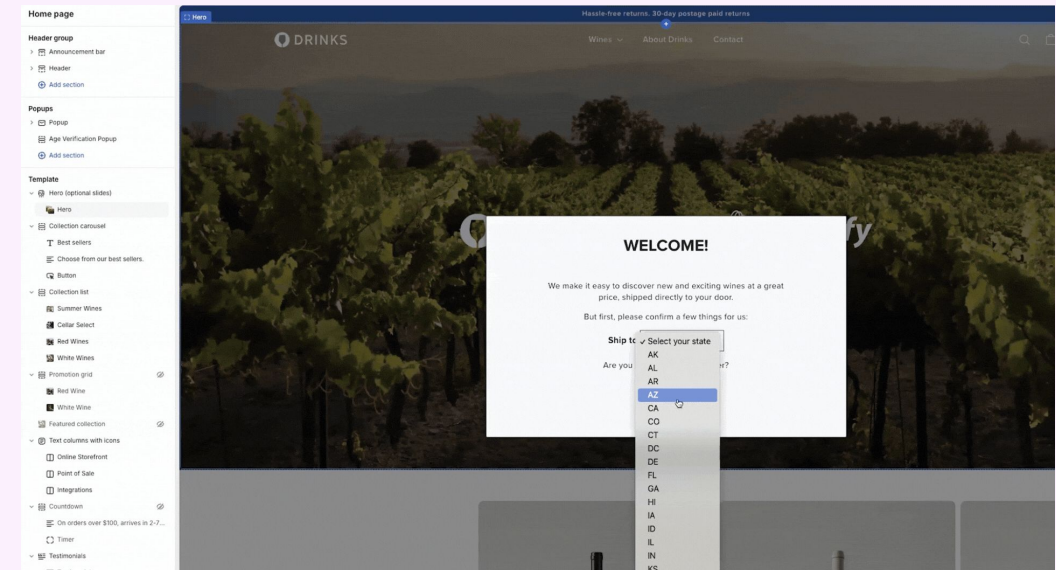
Run your wine club and fulfilment on auto pilot

Automate discounts based on customer behavior

Automate churn mitigation for club members

Integrate Transactional & Interaction Touchpoints

POS, Digital Ordering, Wine Club, eCommerce Site all catching and converting customer and transaction data to drive and fuel personalization



2. Keep it fresh without costs or code

Reduce management costs by >30% and time to screen exponentially

Unification

One operating systems allows for ease of use, flexibility, customization, and a reduction in development fees

Robust reporting

Best in class custom reporting and analytic

Wine club analytics and channel attribution metrics are easily accessible and infinitely customizable

Theme editor

Easily make no code changes to your website for seasonal branding, new product launches and sales

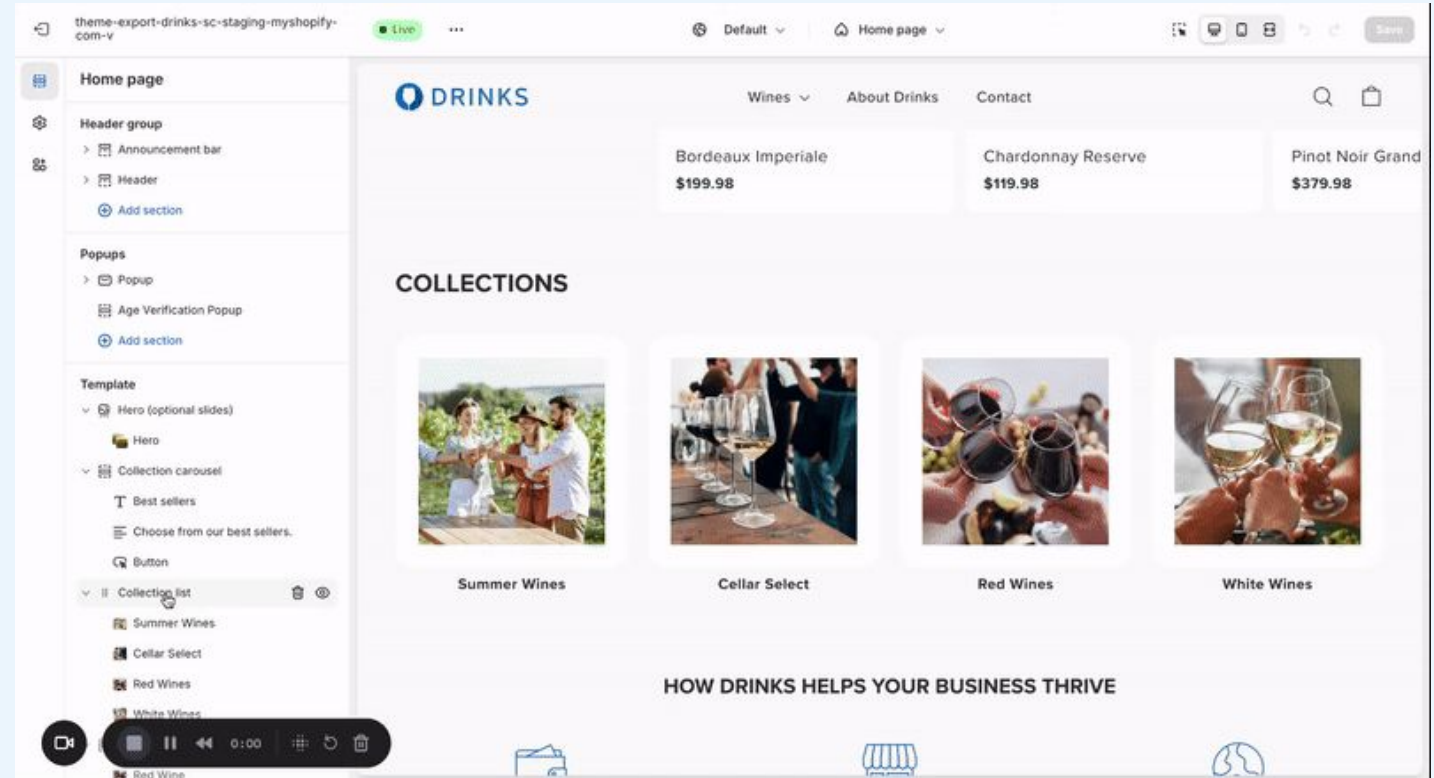
Forget about hosting fees, manual updates and security patches

App installation

No code app installation and customization

Seamless data sharing between apps (Wine club/Email)

Shopify Payments supports 100+ currencies and multiple payment methods.



3. Turbo-charge your conversion engines

Increase Conversion rates 35-50% Decrease cart abandonment 20-30%

Reduce friction

Implement one-click checkout for e-comm purchases and wine club sign-ups

Increase Payment Options & Flexibility

Shopify Payments supports 100+ currencies and multiple payment methods.

Offer more choice

Modern consumers want control over how often and how much wine they receive

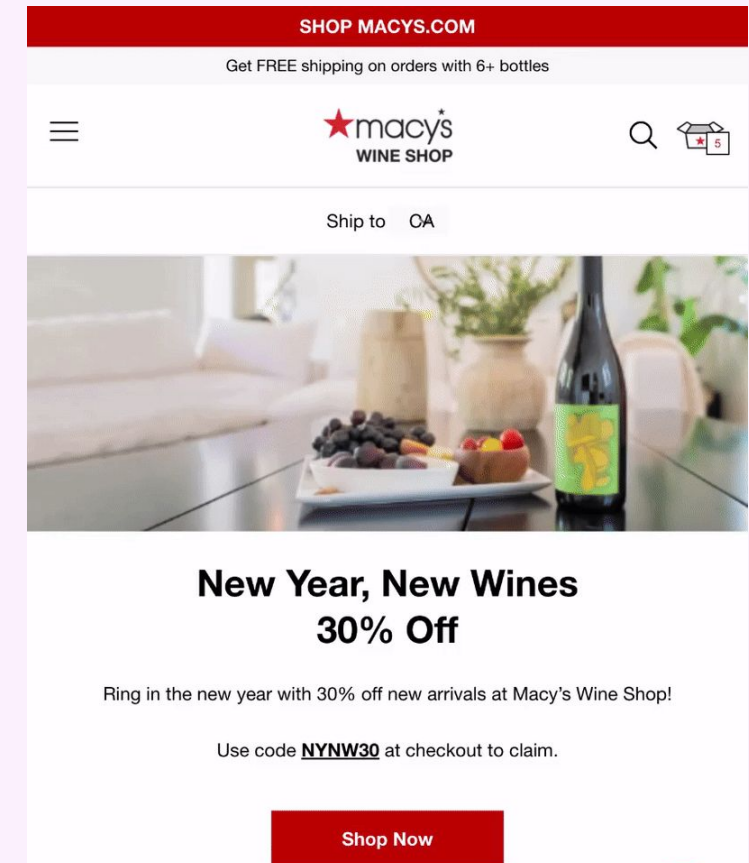
Traditional Wine clubs, build a box, subscribe and save are all possible on one store

Optimized Checkout Experience

One-page checkout increases conversion rates by up to 35-50%..

Compliance & Shipping 3.0

Real-time, dynamic tax, compliance and logistics.



4. Upgrade your wine club

Bank future shopping intent today - get them subscribing

Subscriptions

Offer your customers more choice

Traditional Wine Club, Subscriptions and Build-a-Box

Pause and restart

Cross and upsell in the customer portal

Deepen Preferences

Enable total customisation

AI-recommendations

Turn past purchases into virtual cellars

Member only benefits

More flexible and rapid delivery options

Money can't buy experiences

Automated loyalty and recognition (they aren't the same)

1 Select plan 2 Build your box



Istine Chianti Classico 2021

Istine • 750ml

\$30

− 2 +



San Lurnis Malvasia Pet Nat 2019

San Lurnis

\$28

− 3 +



Selvadolce Bianco Pigato Vermentino 2022

Tenuta Selvadolce

\$43

− 1 +

5. Upgrade to deliver Web 3 Digital Experiences

You must do video well, and your site must deliver it well

Rich Content Matters

Product pages with video = 80% or higher conversion rates

Average order value typically increases by 20-30% when customers engage with rich content

Design Phygital Experiences

Launch monthly virtual tastings with pre-shipped wine samples

Create short educational videos about winemaking and tasting

Develop interactive wine pairing guides for mobile

Host live-streamed vineyard tours with winemaker Q&A

Mobile Optimize Content

Over 50% of video views occur on mobile devices

Optimise loading speed to prevent abandonment

Clear call to action in content

Don't wait until the end to ask for the order



6. Automate Data, AI Insights first

AI is the future and it's easy to incorporate today

Automate Alerting

Cart abandonment
Page breakage
Compliance & Tax failures

Automate Purchase Pattern

Set up automated purchase pattern analysis

Heat Map

Customer journey analysis

AI-first, Deep Insights

Built-in analytics boost direct-to-consumer sales and customer insights.

Segments & Cohorts

Build cohorts to predict ordering and design offers

Predict Reordering

Implement predictive reordering based on customer history
Monitor real-time inventory against sales trends



7. Turn service into sales & scale with AI

Customer service costs reduced by 25-35%

Bots that Sell & Serve

Proactive product suggestions generate 5-15% additional sales

Up-selling and cross-selling success rates of 10-20%

Increased repeat purchase rates of 15-25% due to improved customer experience

Scale Answers to Anything

Deploy AI chatbot for common wine questions

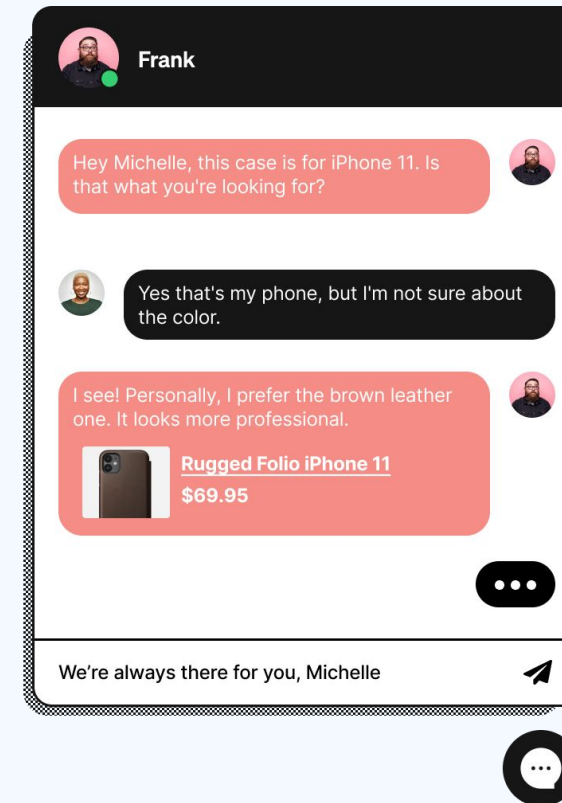
Virtual Som driving pairings

Automate Updates

Enable text message order tracking updates

Create automated shipping delay notifications

Implement wine club renewal reminders



8. Wine Anywhere. Wine Everywhere.

Expanding the four-tier distribution system unlocks growth

Brand Partnerships

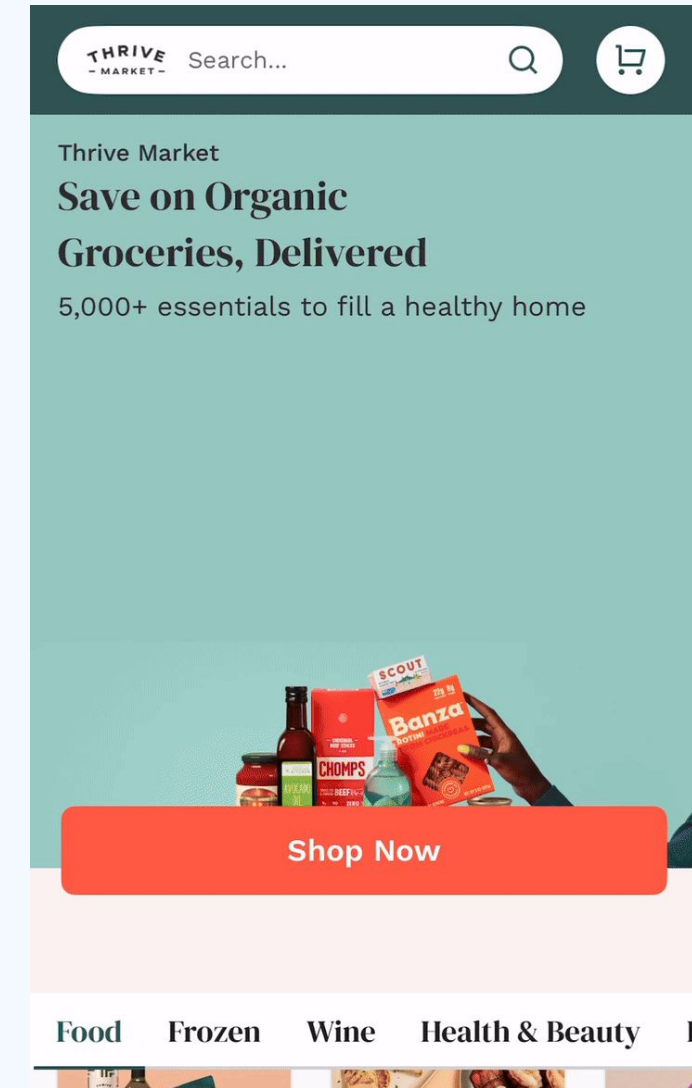
Easily create brand partnerships and allow your wine to be sold on your brand partners' site

Create Platform Partnerships

Tap new platforms to extend your reach to **any eCommerce site**

Tap new distribution

Get your wine on more virtual shelves and easily build distribution with complimentary eCommerce sites (meal kits, gifting, grocery)



Let's Chat

Q&A Now.... DRINKS later!



THANK YOU

DTC Wine Symposium 2025

 **DRINKS** x Shopify

Patrick Pazos

Brandon Amoroso 



DRINKS Assure

Unlocking the Global leader in eComm for W

I always add slides like this at the end - not right to present but include them in the deck for distribution... this is why I always say up front where to get the slides...

Native to Shopify

Natively integrated into Shopify’s checkout and backend admin for ease of use and scalability.

Real-Time Compliance

Volume limits, dry zip codes, required state messaging (i.e. Prop 65 warnings in California), and more with 1-click.

Real-Time Taxes

Sales tax, excise, the way specific

SKU Availability

Set SKU specific state-by-state availability and prevent items that are not compliant from being added to cart.

No-Code Customization

No need to touch a single line of code, the DRINKS App is managed entirely within the Shopify admin. Messaging and styling are completely flexible.

Detailed Reportings

Detailed report generation for state tax filings – aggregate volume by state and state summary reports , including sales, credits, and returns.

Total Flexibility

All settings are customizable to meet your business model and licensing regulatory framework.

Unlock Growth with Shopify

Scale of Innovation and R&D

Shopify invested 1.3 Billion in R&D in 2024

Shopify's size means they are creating eComm trends and chasing them

Shopify has a 28% eomm market share in the US with over 4.4M stores operating globally

Robust Ecosystem

Over 9,700 apps enabling no code customization and features for wineries

There are over 3.6M people working in the Shopify ecosystem, generating over 12.5B in revenue

Optimized Checkout Experience

One-page checkout increases conversion rates by up to 36% on desktop and 78% on mobile.

Shopify Payments supports 2M+ brands and extends their customers to your accelerated checkout

Cross-Benefits for Wineries

Integrates with winery tools like DRINKS for compliance and logistics.

Built-in analytics boost direct-to-consumer sales and customer insights.

