*A Better Blend*

# How Brands Turn Disconnected Touchpoints Into Generational Customers?

WIX Commerce

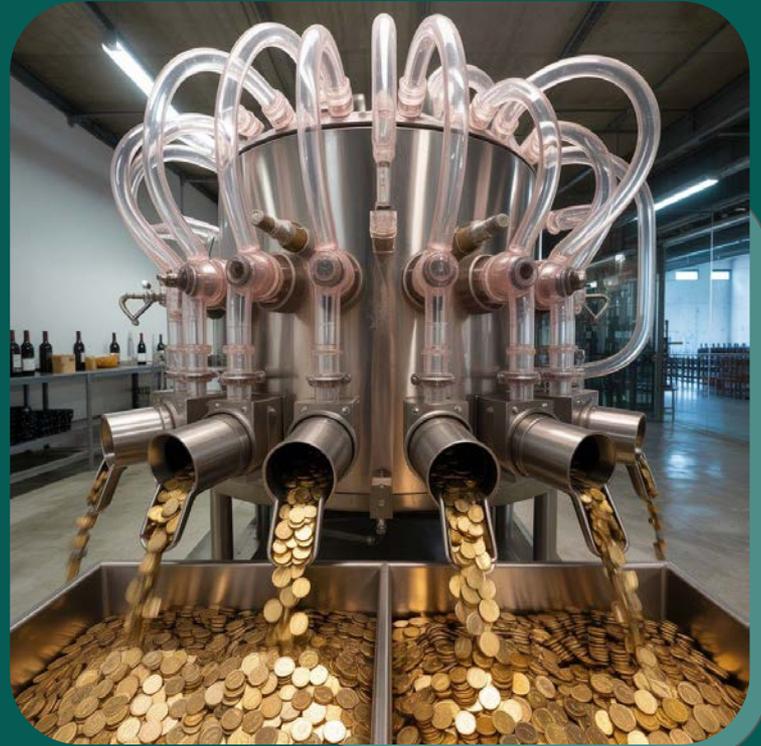DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

Make more money

Save more time

(1)

*How* to maximize your return on investment?
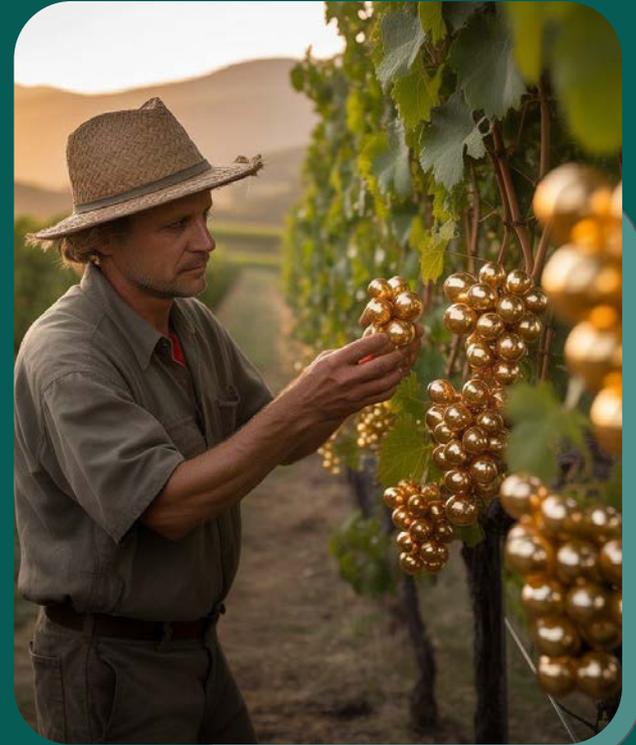
WIX Commerce

(2)

Which new revenue streams could you realistically add *next*?

# About Us

# Who we are



## NIR ORMAN

*Director of eCommerce*
*Engineering*

## LEON FRANCO

*eCommerce Agency*
*Partnerships Lead*

WIX Commerce

Where *any business,* community, or person can *create their dreams* online.

WIX Commerce

# WIX Commerce

Empowers anyone to *build*, *manage*, and *grow* a successful business

Founded in
**2006**

Annual revenue

$1.704B

(Dec 2024)

Founded in 2006

Founded in 2006

Annual revenue $1.704B

**~299M**
Registered users

Education

Food & Restaurants

Fashion & Accessories

Sport & Fitness

Beauty & Wellness

Home & Office

Business Professionals

Creative & Art

Travel & Accommodation

Tours & Activities

Science & Technology

Health

Founded in 2006

Annual revenue $1.704B

~299M users

# 1,400+
Wineries

JOSHUA COOPER WINES

NEW HALL
WINE ESTATE
EST. 1969

Don Leo
viñedos

BV
BURN VALLEY
VINEYARD

KAZUMI WINES
NAPA VALLEY

Decent

AQUILA'S NEST
VINEYARDS

ARNYCA

CASA SOLA

GREYFRIARS
VINEYARD

DC
DAVID'S
CELLARS

FAIRVIEW
CELLARS

EST. 2010
DANIEL'S
FAMILY VINEYARD & WINERY

# The modern winery sells
## *so much more* than wine

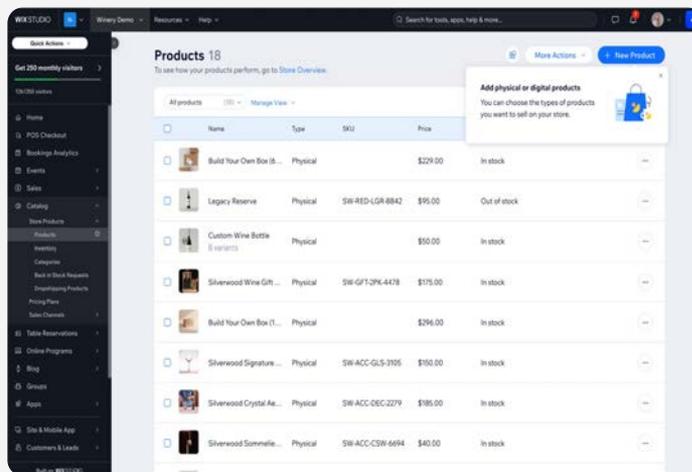# The modern winery is *more* than a winery

# The modern winery is *more* than a winery

Point Of Sale (POS)

Website Builder

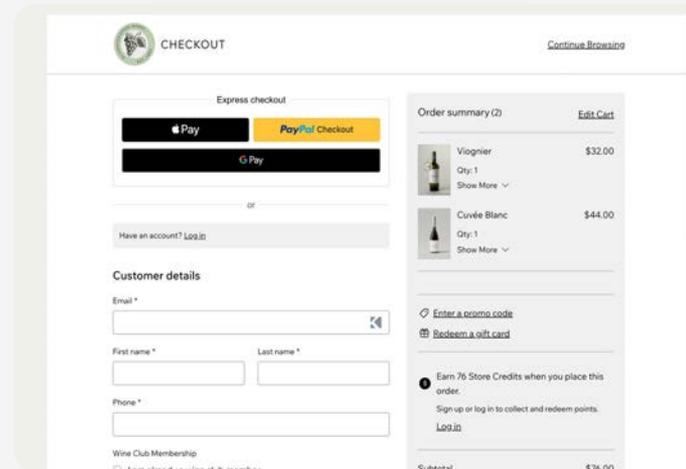Domain Hosting

eCommerce platform

Direct to Consumer
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## Point of Sale (POS)

**Total**
**$194.87**

## Website Builder

## eCommerce Platform

WIX Commerce

# The modern winery is *more* than a winery

**Point Of Sale (POS)**

**Website Builder**

**Domain Hosting**

**eCommerce platform**

**CRM**

**Order Management**

Orders

## Orders

+ Add New Order

Sales **$431.1** 0%   Orders **2** 0%   Avg. order value **$215.53** 0%     Today ⌄     Go to Analytics

| | Order | Date created ↓ | Customer | Payment | Fulfillment | Total | Items | Tags |
|---|---|---|---|---|---|---|---|---|
| ☐ | #10014 | Jan 15, 2026, 1:01 AM | Thomas Jimenez | Paid | Fulfilled | $381.06 | 2 ⌄ | |
| ☐ | #10013 | Jan 15, 2026, 12:58 AM | Christoffer Gammad… | Paid | Fulfilled | $50.00 | 1 ⌄ | |
| ☐ | #10012 NEW | Jan 15, 2026, 12:58 AM | Christoffer Gammad… | Unpaid | Unfulfilled | $50.00 | 1 ⌄ | |
| ☐ | #10011 NEW | Jan 7, 2026, 8:27 AM | Nir Orman | Paid | Unfulfilled | $44.00 | 1 ⌄ | |
| ☐ | #10010 NEW | Jan 7, 2026, 5:55 AM | Thomas Jimenez | Paid | Unfulfilled | $0.00 | 1 ⌄ | |
| ☐ | #10009 NEW | Dec 28, 2025, 7:48 AM | Nir Orman | Paid | Fulfilled | $225.00 | 1 ⌄ | |
| ☐ | #10008 NEW | Dec 28, 2025, 7:35 AM | Nir Orman | Unpaid | Unfulfilled | $418.50 | 15 ⌄ | b2b |
| ☐ | #10007 NEW | Dec 28, 2025, 7:29 AM | Nir Orman | Paid | Unfulfilled | $290.05 | 1 ⌄ | |

All items (14) ⌄   Manage View ⌄   ⊽ Filter   ⚙   🔍 Search...

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# The modern winery is *more* than a winery

Point Of Sale (POS)

Website Builder

Domain Hosting

eCommerce platform

CRM

Order Management

Analytics and Reporting

Analytics
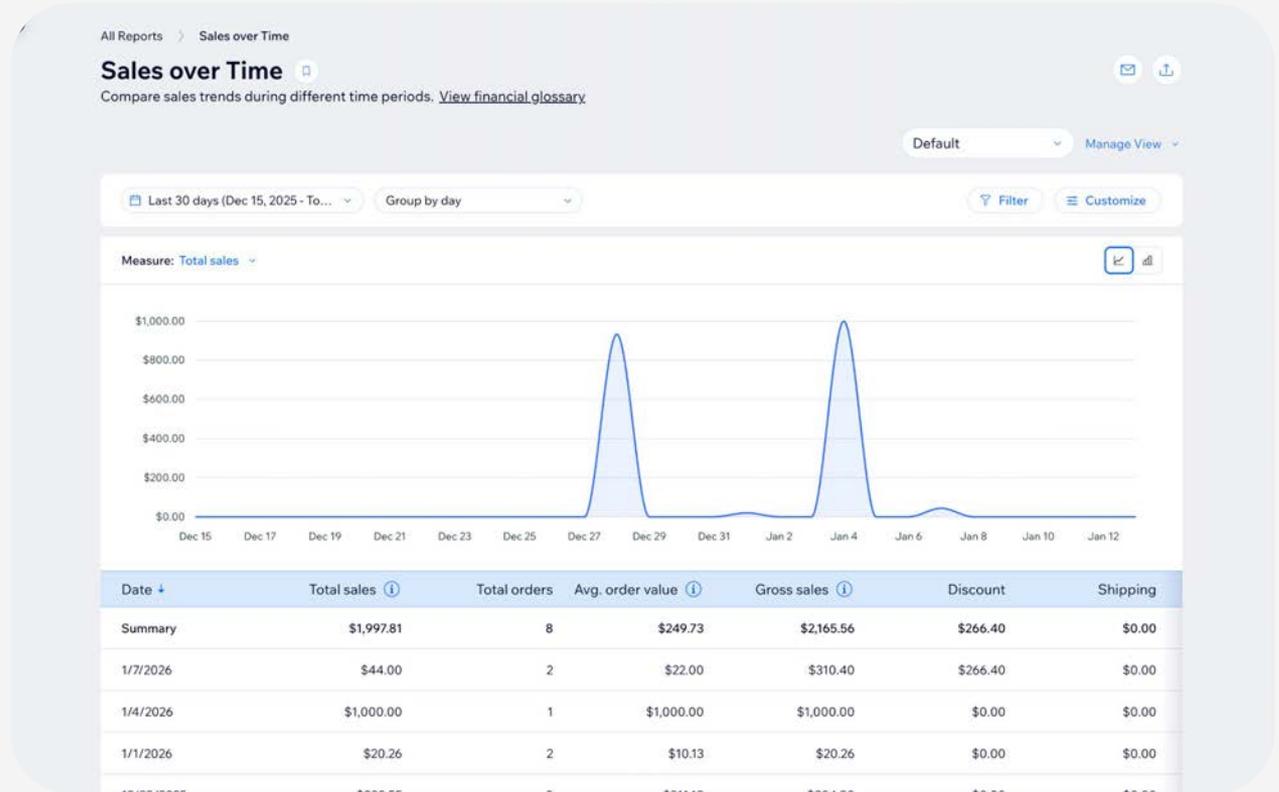


**WIX** Commerce

# The modern winery is *more* than a winery

Point Of Sale (POS)

Website Builder

Domain Hosting

eCommerce platform

CRM

Order Management

Analytics and Reporting

eMail marketing

Automations

## eMail Marketing

**Marketing Home**
Use these tools to drive traffic to your site and reach a wider audience.

Create New ⌄

**Keep your audience engaged**

**Social Media Marketing**
Schedule posts, analyze performance, and grow your presence on social media.

Promote on Social ›

**Email Marketing**
Stay in touch with your audience by sharing news, promotions, and events.

Send Emails ›

**Email Automations**
Improve retention by reminding customers of abandoned carts or back in stock products.

Create Automation ›

**Link in Bio**
Direct followers from Instagram and TikTok to your Wix site, products, blog posts, and more.

Create a Link in Bio ›

**Google Business Profile**
Get your business on the map so people can easily find it and the info they need.

Set Up Profile ›

**Coupons**
Boost sales by offering customers an incentive to purchase more.

Create Coupon ›

**SEO**
Optimize your site for search engines so more people can find it online.

Optimize Your Site ›

## Newsletters

Subscribe to our newsletter

×

EMAIL *

☐ Yes, subscribe me to your newsletter.

Submit

# The modern winery is *more* than a winery

Point Of Sale (POS)

Website Builder

Domain Hosting

eCommerce platform

CRM

Order Management

Analytics and Reporting

eMail marketing

Automations

Wine Club

Subscriptions

Tastings & Tours

Table reservations

Events

Ticketing

# The modern winery is *more* than a winery

Point Of Sale (POS)

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Events

Ticketing

Wholesale / B2B

Loyalty program

Gift card

Store credit

**Merlot**

From: $25.00

Product Code: WB-RED-MER-4729

| Qty | Price | Savings |
|-----|-------|---------|
| 1+ | $36.00 | - |
| 10+ | $30.00 | -17% |
| 20+ | $25.00 | -31% |

− 1 +    Add to Cart ($36.00)

Vintage: 2020

Origin of Grapes: Right Bank, Bordeaux, France

**Gift Card**

$25

You can't go wrong with a gift card. Choose an amount and write a personalized message to make this gift your own. Use it online or in store.

Amount

$25 $50 $100 $150 $200

Profile   Events   My Programs   Settings   Notifications   My Groups   My Rewards

**Rewards**

Check out all of the rewards that are available to you.

◎ 1,940

Total points earned

Learn how to earn more points

Flexible reward   ✓ Redeem at checkout

Redeem 10 points for a $1 discount on your order

10% off all events     Get coupon

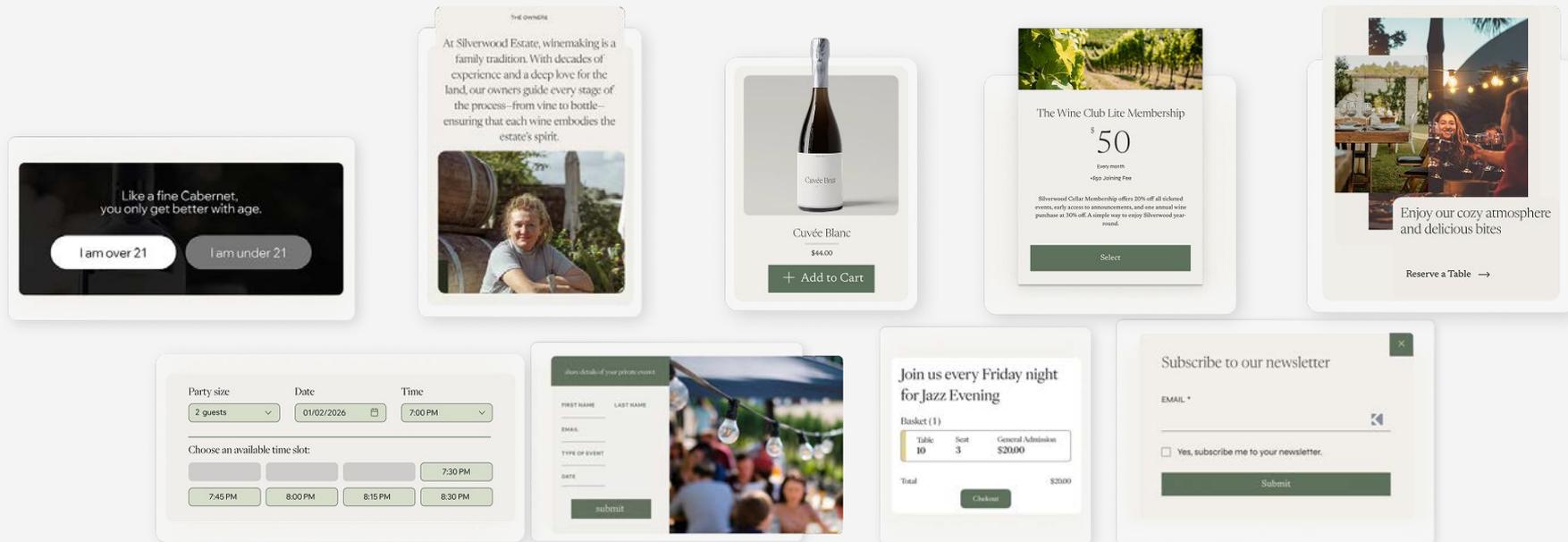10 points = 10% off for all tickets

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# The 3 Layers of a Modern Winery Business

Advanced

Beyond the basics

Bread & Butter

# The 3 Layers of a Modern Winery Business



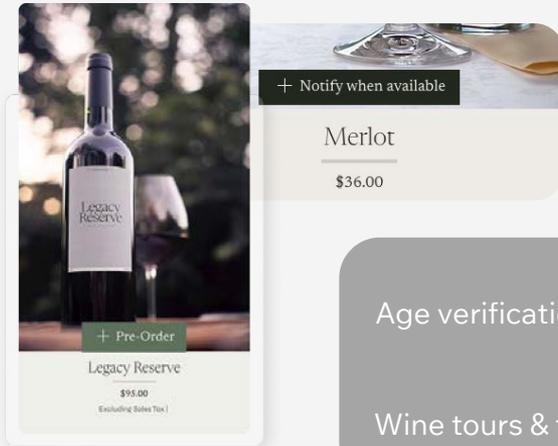Age verification · About us · Sell · Club Membership · Table Reservations

Wine tours & tastings · Private events · Ticketed events · Newsletter

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WINE SYMPOSIUM
FREE THE GRAPES

# The 3 Layers of a Modern Winery Business
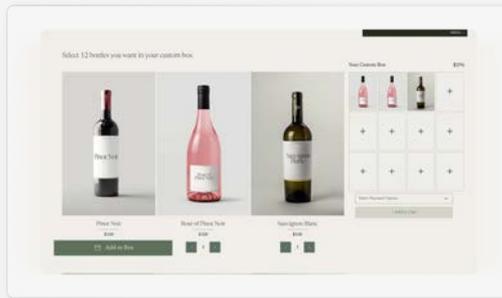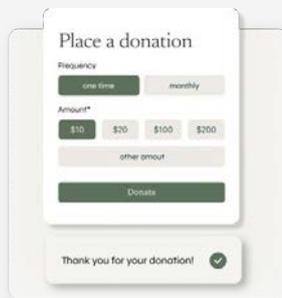
Gift Cards      Coupons & Discounts

Pre Order      Recommendations      Reviews

Age verification      About us      Sell      Club Membership      Table Reservations

Wine tours & tastings      Private events      Ticketed events      Newsletter

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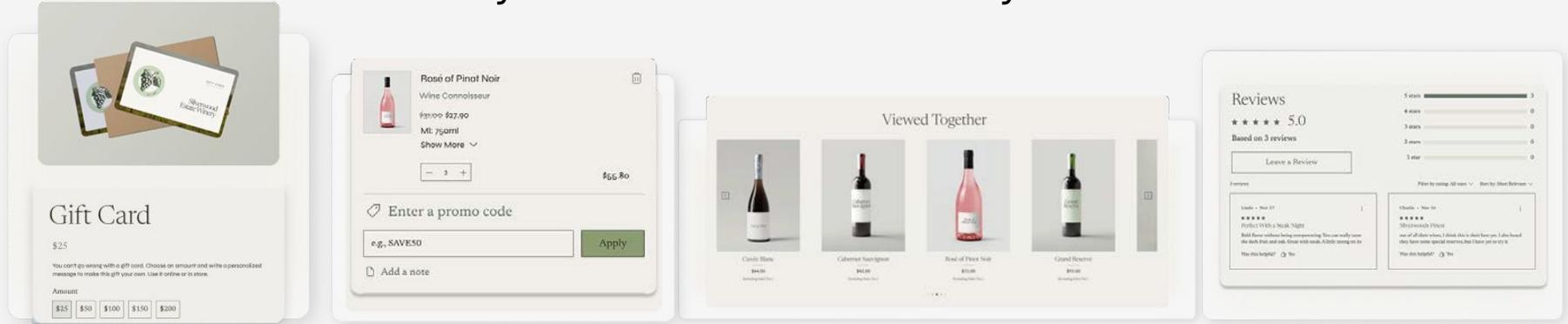
# The 3 Layers of a Modern Winery Business



**Online courses**      **Donations**

**Members Exclusive**      **Custom Labels**

**Custom Wine Box subscriptions**

**Gift Cards**      **Coupons & Discounts**

**Pre Order**      **Recommendations**      **Reviews**

**Age verification**      **About us**      **Sell**      **Club Membership**      **Table Reservations**

**Wine tours & tastings**      **Private events**      **Ticketed events**      **Newsletter**

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# Which revenue streams would you have in 2026?



Winery Income Streams: Monthly Revenue (Jan 2025

# Why should I care?
*Adding new revenue streams to your site creates growth*

| Transition | % of sites with Growth |
|---|---|
| 1 —> 2 Revenue stream | 68.7% |
| 1 —> 3 Revenue stream | 79.9% |
| 2 —> 3 Revenue stream | 63.9% |
| 2 —> 4 Revenue stream | 67.2% |
| 1 —> 4 Revenue stream | **100%** |

WIX Commerce

## My cart

### Order summary

**Build Your Own Box (12pc)**

$266.40

Every 3 Months

Duration: Auto-renew until canceled

Your Selection: 4x Sauvignon Blanc, 4x Rosé of Pinot Noir, 4x Pinot Noir

— 1 +

$266.40
every 3 months

| Subtotal | $1,010.40 |
|---|---|

**Cuvée Blanc**

$44.00

— 1 +

$44.00

| Delivery | FREE |
|---|---|

Israel

| Sales Tax | $0.00 |
|---|---|

**Silverwood Estate Winery Tour**

$150.00

January 10, 2026 9:00 AM

Show More ∨

$150.00

| Total | $1,010.40 |
|---|---|

Checkout

🔒 Secure Checkout

**Between the Barrels Wine Tasting**

$50.00

January 12, 2026 11:00 AM

Show More ∨

$50.00

**Gift Card**

$500.00

— 1 +

$500.00

JOIN THE CLUB

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# The 3 most common winery challenges

# 3 Main pain points
## for a typical *winery*

**Challenge #1**

**Challenge #2**

**Challenge #3**

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# 3 Main pain points
## for a typical *winery*

**Tax and Compliance**

DRINKS
Avalara

**Challenge #1**

**Challenge #2**

**Challenge #3**

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# 3 Main pain points
## for a typical *winery*

**Tax and Compliance**

**Challenge #1**

DONE

**Challenge #2**

**Challenge #3**

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What do all these *people* have in common?

It's just so hard to *differentiate* yourself from the rest

# How to *differentiate* yourself from others

# The impact of redesign



*Before*

*After*

→ **Orders**- Nov YoY Growth **+84%**

# The impact of redesign

*Before*



*After*



→ Average order value grew **+46%**

→ Revenue grew  **+57% compared to the previous year**

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# 3 Main pain points
## for a typical *winery*

**Tax and Compliance**

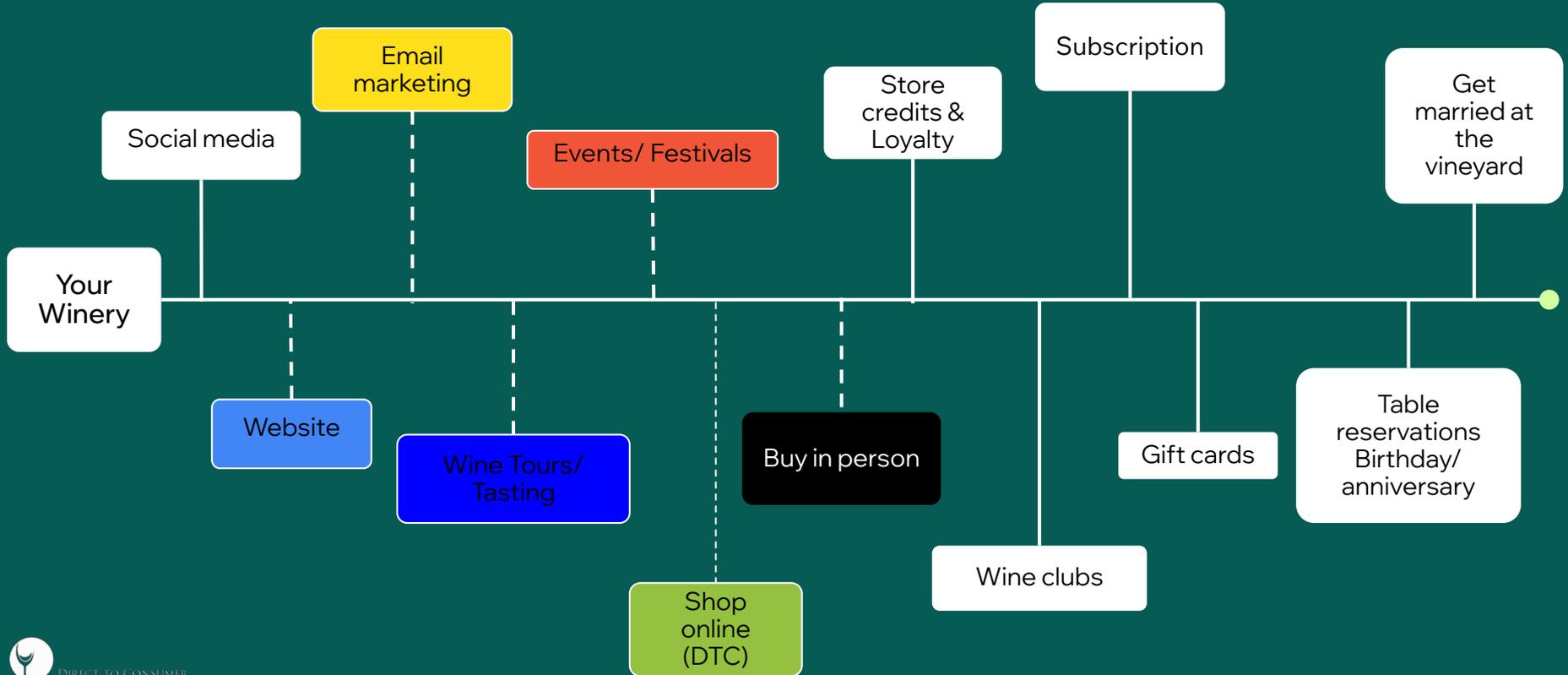**How to differentiate yourself from others**

**Challenge #1**

**Challenge #2**

**Challenge #3**

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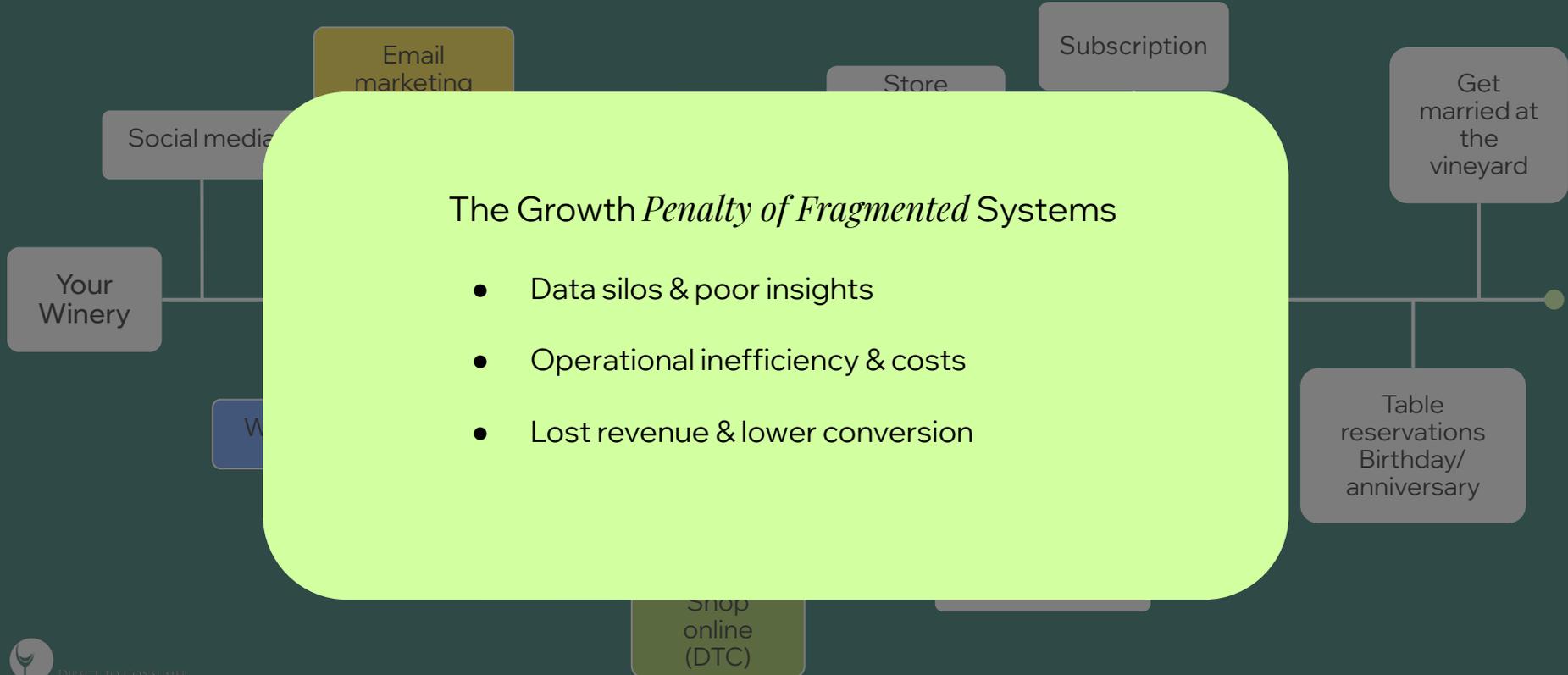
# The Winery Technology Landscape

## POS
WIX

## Website builder
WIX

## Subscriptions
WIX

## Domain hosting
WIX

## Wine Clubs
WIX

## Ecom Platforms
WIX

## Wine Tours/Tastings
WIX

## Table Reservations
WIX

## Events
WIX

## Gift Cards
WIX

## Loyalty
WIX

## Email Marketing
WIX

WIX Commerce

# Disconnected journeys lead to revenue loss.
# How much is this costing you?

To optimize ROI -Unify systems

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# ROI calculator - business case

➔ Selling 5k cases per year

➔ Average bottle price: $50

➔ Yearly revenue: ~$3M

## Revenue distribution



- 30% Wine club
- 28% Wholesale
- 22% Tasting Room
- 10% Online DTC
- 5% Tours
- 5% Events

SILVERWOOD ESTATE WINERY

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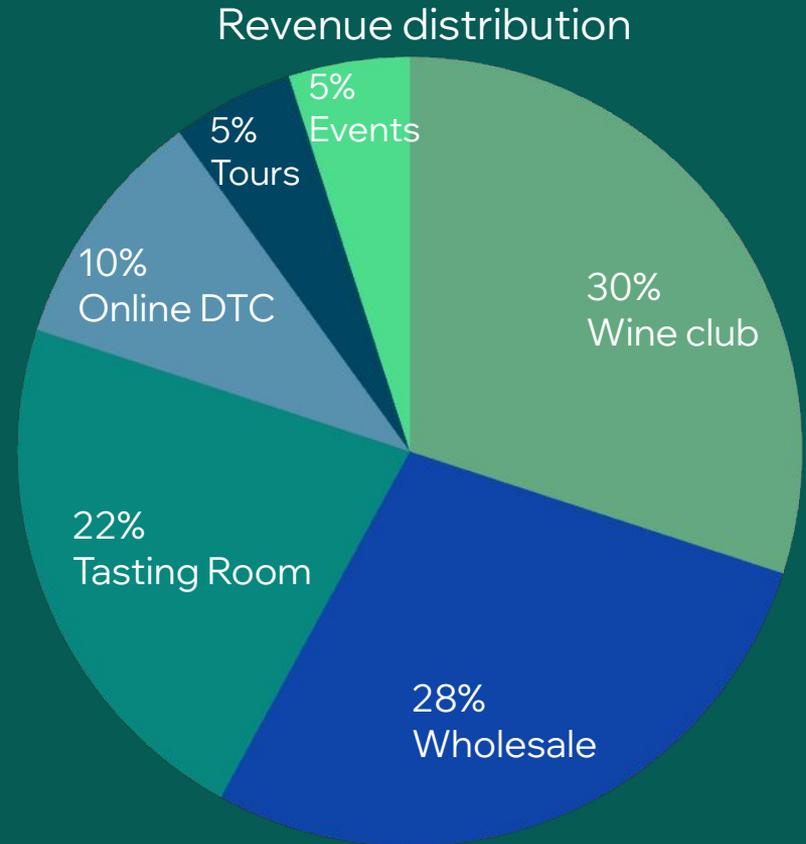
# ROI calculator - business case

| Non Wix | | | | |
|---|---|---|---|---|
| Software | Premium (monthly) | Transaction Fee | Processing Fee | Estimated Total (year) |
| eComm | $399 | 1% | 2.9% | $16,500 |
| Wine Club | $0 | 1.85%+75 ¢ | 2.9% | $60,000 |
| Reservations | $340 | 2% | 2.9% | $27,600 |
| Events | $80 | 0% | 2.9% | $2,000 |
| POS | $149 | 0% | 2.4% + 15 ¢ | $20,000 |
| Email+SMS Marketing | ~$250 | 0% | 0% | |
| TOTAL YEARLY COSTS | | | | $126,000 |

| Wix | |
|---|---|
| Wix Premium | Wix Processing Fee |
| | 2.7% + 30 ¢ |
| All inclusive $159 | 2.7% + 30 ¢ |
| | 2.7% + 30 ¢ |
| 0% transaction fees | 2.7% + 30 ¢ |
| Prices for $1M+ in annual online revenue | 2.6% |
| | $29 |
| | $90,000 |

*Your numbers are different?*

ROI Winery Calculator

# Are all your dots connected?

Your Winery

Social media

Email marketing

Store credits & Loyalty

Gift cards

Shop online

Table reservations Birthday/ anniversary

Wine clubs

Website

Events/ Festival

Wine Tours/ Tasting reservations

Buy in person

Subscriptions

Get married at the vineyard

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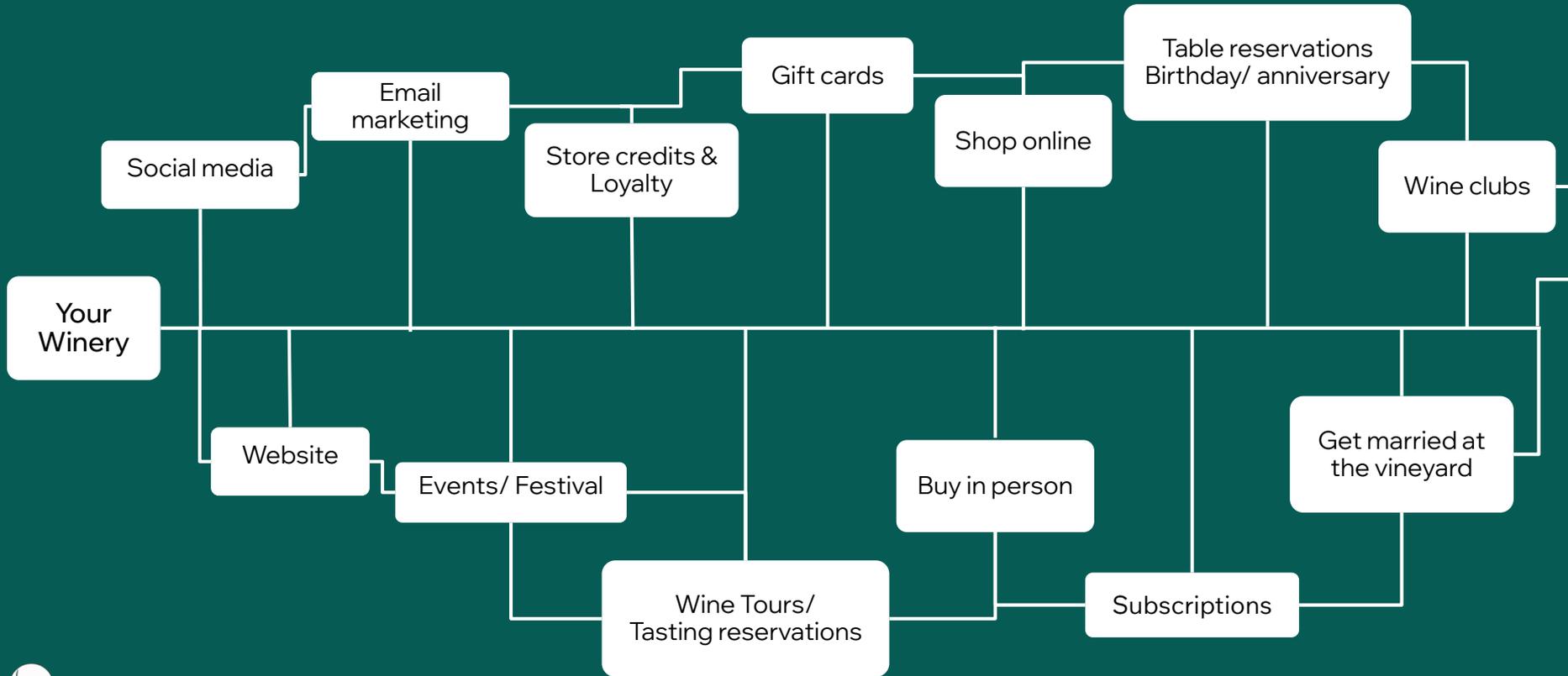
# Are all your dots connected?

**WIX** Commerce

- Your Winery
- Social media
- Email marketing
- Store credits & Loyalty
- Gift cards
- Shop online
- Table reservations Birthday/ anniversary
- Wine clubs
- Website
- Events/ Festival
- Wine Tours/ Tasting reservations
- Buy in person
- Subscriptions
- Get married at the vineyard

# WIX Commerce

Your multi tool, powering every revenue stream

# 3 Main pain points
## for a typical *winery*

**Tax and Compliance**

**Challenge #1**

**How to differentiate yourself from others**

**Challenge #2**

**Fragmented systems**

**Challenge #3**

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# Your powerful business manager

## Edit the site

### Manage the business
→ Edit Order
→ Create manual order
→ Manage multiple inventory locations

### Manage financials
→ Invoices
→ Receipts
→ Refunds
→ Paylinks

### Manage customers
→ Contacts
→ Loyalty
→ B2B pricing

### Automate everything
→ Email marketing
→ Back in stock notifications
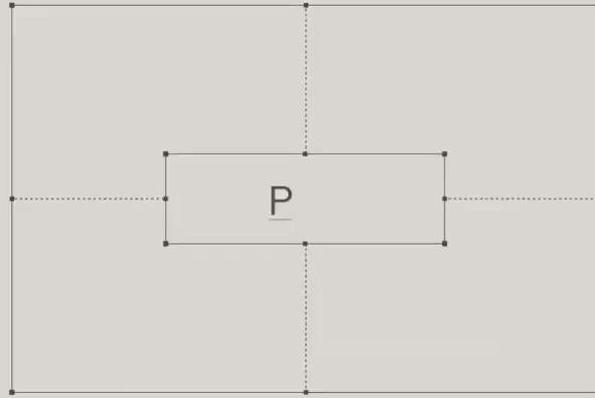→ Abandoned cart emails

### Web Concerns
→ Accessibility
→ Privacy
→ Security
→ SEO

### Sell in person
→ Multi Location
→ Mobile card reader
→ Hand held device
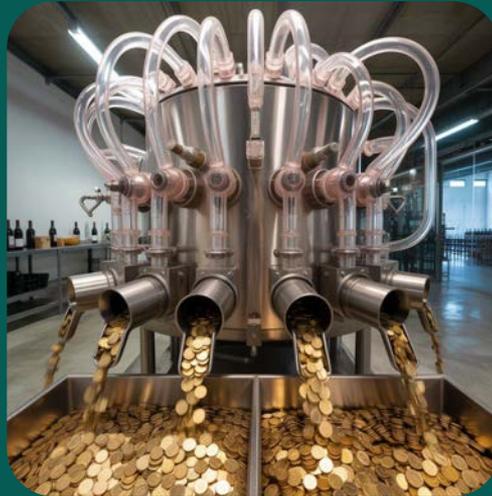→ Retail POS + cash drawer

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P

You've built a great business.

# Summary

**Consolidate your entire operation into a single platform**



**Enable new revenue streams**



**Maximize ROI**

# Visit booth #2
# at the main foyer

## Come get your website transformed with a live POS demos



linkedin.com/in/nir-orman

linkedin.com/in/leon-franco

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