

Grape to glass:

Wine
shipping
made
simple



Wine shipping made simple

How to put wine into the hands of trade customers faster, more conveniently, and for less cost

Great wine is no accident. It takes months of cultivation, ideal weather, the perfect moment to harvest, weeks of fermentation, and months or years of maturation—but consumers rarely see the time, effort, and good luck that are poured into creating a single perfect bottle of wine. Still, they care about the results. In an online poll by Wine Spectator magazine, 91 percent of respondents said wine is very or somewhat important when they choose where to dine out. So for restaurants, hotels, resorts, and retail stores, wine matters. It gives them a way to delight their customers and keep them coming back for more.

But getting wine into the hands of trade customers isn't as simple as mailing any other type of package. Unfortunately, other carriers don't make it easy. Wine typically gets sent by less-than-direct routes, takes several days to arrive, costs too much to ship, and requires complicated and unnecessary

procedures. As a result, wineries pay far too much money for too little service, and trade customers can't get the wine as quickly and reliably as they need to. It's enough to leave a bad taste in everyone's mouth.

Fortunately, wine manufacturers shipping within California, Arizona, Nevada, and New Mexico have a way to get around all of these problems.





Many wineries do brisk business through on-site sales. But the ability to ship to trade customers opens up a whole new world of potential revenue. Unfortunately, it also opens up a world of complications. For example, many wine manufacturers don't have the facilities to keep inventory on-site and handle fulfillment in a cost-effective way. Plus, they lack the know-how and licensing to ship wine. Third-party warehouse and fulfillment services can help solve this problem—but not if they're using the wrong shipping carriers. National carriers drive up costs and slow down delivery times, and local delivery services push wine onto scheduled deliveries and offer no flexibility.

Enter GSO, a regional full-service competitor to UPS and FedEx serving California, Arizona, Nevada, and New Mexico. For more than 20 years, GSO has served these states with lower prices and faster deliveries than the national carriers—giving wine shippers a significant advantage. The company's extensive infrastructure provides shippers a direct overnight route to their trade customers, so customers never have to wait.

The GSO Direct-to-Trade wine program offers a wealth of benefits that national carriers can't compete with: unmatched speed, convenience, value, and service.

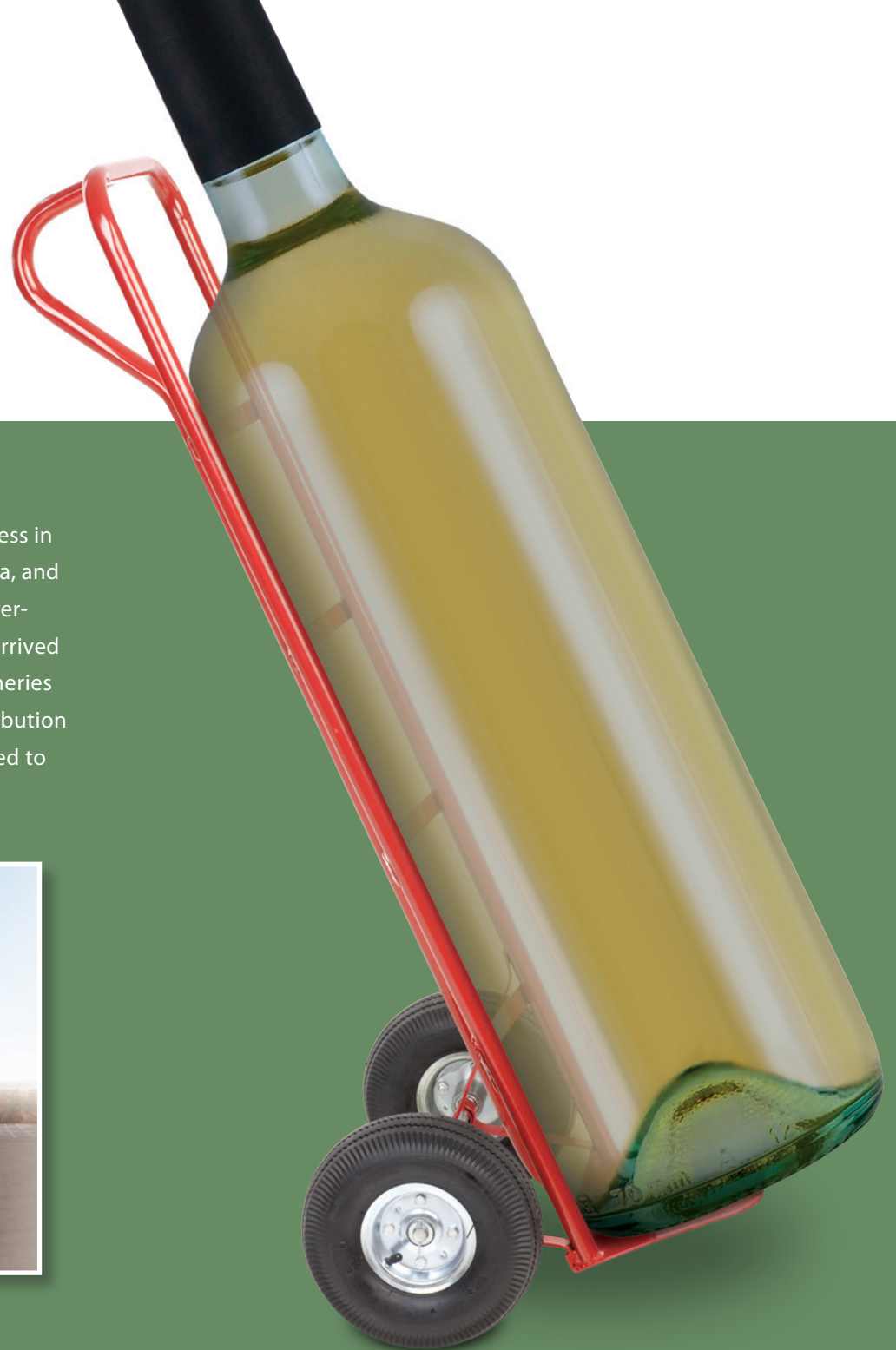
Heard Through the Grapevine

"With GSO's program, we have been able to compete with larger wineries while reducing costs and passing the savings on to our customers by offering them 50% better rates than if we were using a fulfillment center. The fact that we can ship wine in the original packaging has simplified the shipping process for us as well as our trade customers."

—Addison Rex, Operations Manager
at Deerfield Ranch Winery

Speed

GSO offers next-day ground delivery by 5 p.m. to any address in California and to the metropolitan areas of Arizona, Nevada, and New Mexico. That means a Napa Valley winery can ship overnight so a Los Angeles restaurant can be serving up just-arrived wine in time for dinner. This speed enables even small wineries to compete with bigger wineries that have extensive distribution chains. Priority overnight is also available if customers need to receive delivery in the morning.



Convenience

GSO provides a level of convenience that national carriers aren't nimble enough to provide:

- No repacking. National carriers require shippers to repack wine in special packaging, but GSO accepts full cases in original winery packaging. That saves shippers valuable time and money and prevents unnecessary packaging waste.
- Flexible pickup options. Call for a one-hour pickup window or establish a 30-minute daily window that works for your company.
- Late pickup. Have your shipments picked up in the late afternoon or early evening — and still arrive by the next day.
- Six days of delivery service. Ship on Friday, and your wine will arrive in time for Saturday night dinner.
- Simple package labeling. Preparing 6- or 12-bottle shipments is simple. Position them neck up, attach the shipping label and the orange GSO DTT label, add any special instructions, and you're done. GSO handles it from there.
- Point-of-delivery procedures. Each label offers space for special instructions. Need the wine delivered to a restaurant's back door? Does your customer have unusual operating hours? Include that information here.
- Online tracking. Know exactly where your shipment is and when it will arrive, and share that information with your customers.
- Easy integration. GSO is integrated with most point-of-sale software solutions made for the wine industry.



Value



With GSO, shipping overnight often costs less than multi-day shipping with the national carriers. Plus, with GSO's DTT 100-weight program, shipments are automatically discounted based on volume to the same address on the same day. So even if you send three cases in the morning and five cases in the afternoon, the billing system automatically applies the correct discounts.

For example, 40 lb case, Zone 2 = \$11.56 per case

100lbs (3 CASES)



25% DISCOUNT
\$8.67 per case

300lbs (9 CASES)



50% DISCOUNT
\$5.78 per case

1,000lbs (25 CASES)



70% DISCOUNT
\$3.47 per case

A Customer Story

A Northern California winery had lots of trade customers in the southern part of the state, and it needed the ability to ship them wine overnight. But because the winery shipped using national carriers, overnight shipping costs were prohibitively high. Yet trade customers represented 75% of the winery's customer base, so shipping costs had to come down. That was the only way to get customers the product they needed at a reasonable cost—and compete with bigger wineries.

Because the winery had nowhere to store and ship out inventory on-site, it engaged a third-party storage and transportation facility to manage inventory and fulfill orders. A simple integration linked up the facility's systems with GSO—and that's all that needed to happen. Now, when the winery receives trade orders, they automatically appear in the storage facility's shipping system. The winery ships nearly 100 packages throughout the state each day, and while shipping costs have dropped by 27%, Southern California trade sales have increased by 50%. We can all drink to that.



Service

Shippers often complain that they feel like just a number to the big national carriers—and they are, in fact, one of millions. Try arranging a flexible pickup schedule, including later pickup times, or point-of-delivery expectations with a national carrier, and you might not get very far. But GSO can scale down to individual customer needs.

GSO also simplifies the routine tasks of shipping. A service team dedicated to wine shippers answers questions and a customer-friendly portal lets customers create shipments, track packages, schedule pickups, create and share an address book, send and receive shipment confirmations, view detailed reports, and receive invoices.

Cultivate your wine business

It's not often in business that you can get a better product for a lower cost. But in this case, it's the real deal. Get more information on GSO's Direct-to-Trade wine shipping program and find out how faster shipping can help you better serve trade customers and grow your business.



About GSO

In business for more than 20 years, GSO serves every California address as well as selected regions of Nevada, Arizona, and New Mexico. Service types include GSO Priority, GSO Ground, and GSO Freight.

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