How Profitable is Your Wine?

Tracking COGS & Profit

Meet the Presenters

Remy Sabiani
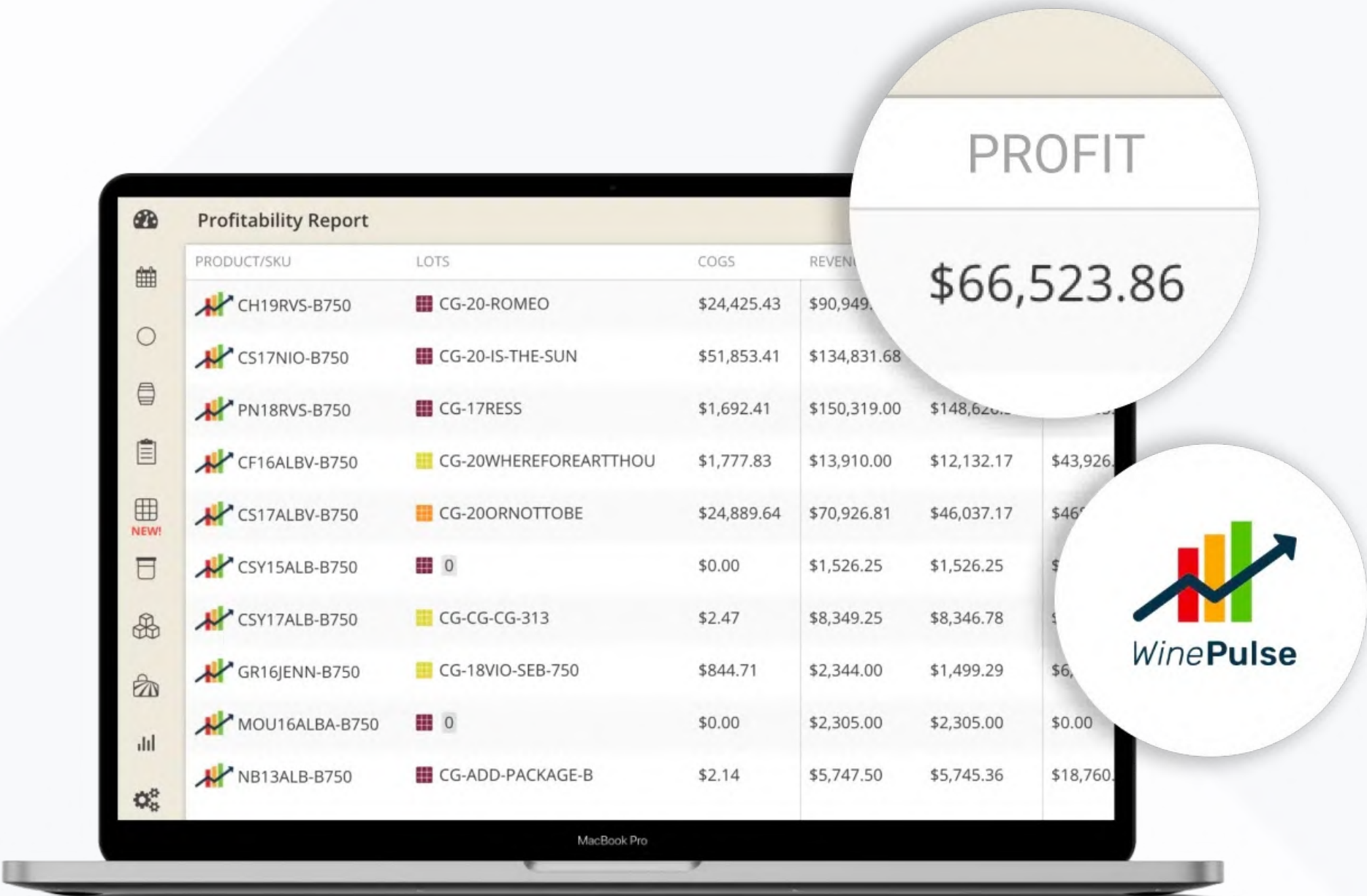
Owner & Founder
WinePulse

Kevin Williams

Director of Sales
InnoVint

Kevin Merritt

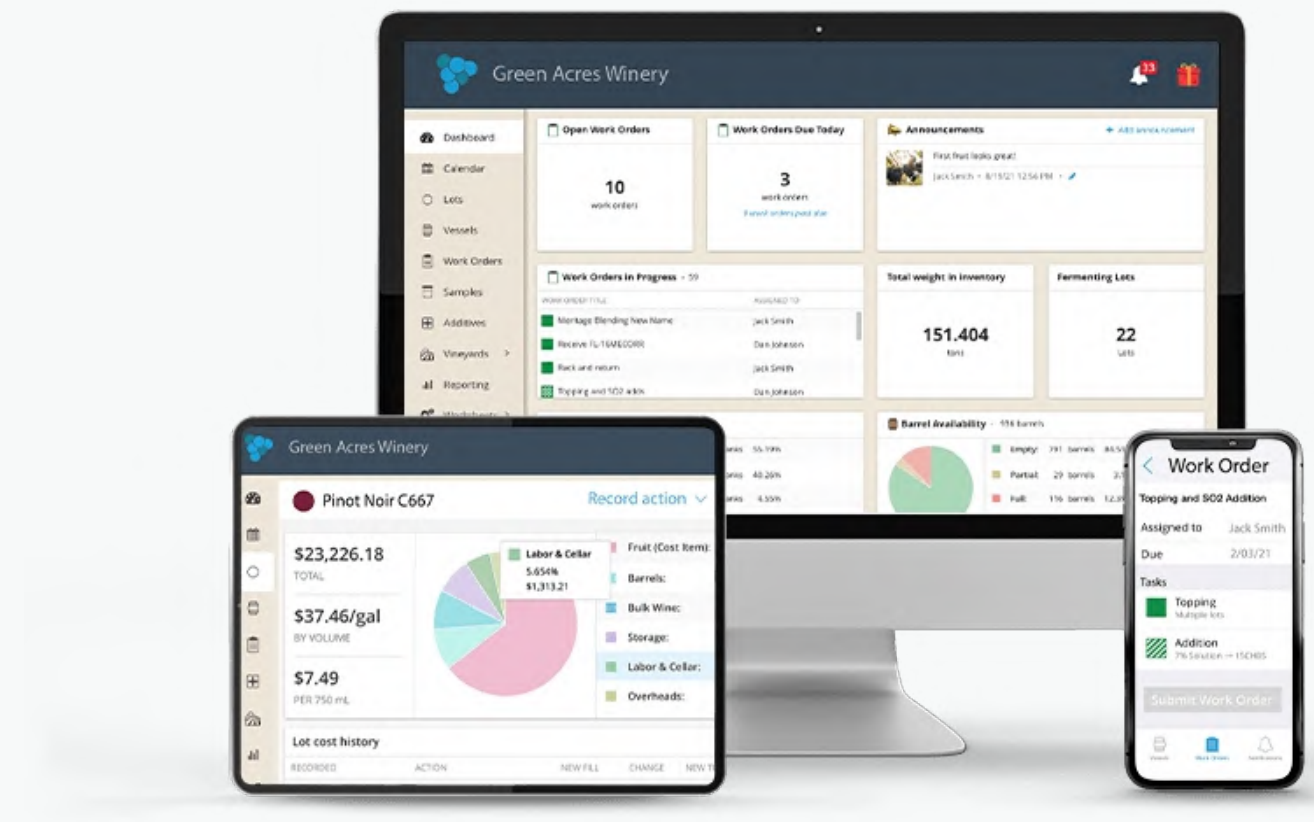*Chief Operating Officer*
InnoVint

Agenda

I. Introduction

- Why should wineries bother trying to track COGS, sales and profit by SKU?
- What is InnoVint?
- What is WinePulse?
- What problem does the InnoVint + WinePulse integration solve?

II. Demo

III. Q&A

How Much Is Each Wine Costing You To Make?

Tracking accurate winery cost of goods sold (COGS) is nearly impossible without software doing it for you, distributing and following costs as winemaking activity gets recorded.

WITH INNOVINT

With InnoVint, tracking COGS by SKU is almost effortless. InnoVint manages all your winemaking activity, so you finally have granular, real-time visibility into your actual production costs by lot, broken down by cost category.

Pitch

WinePulse
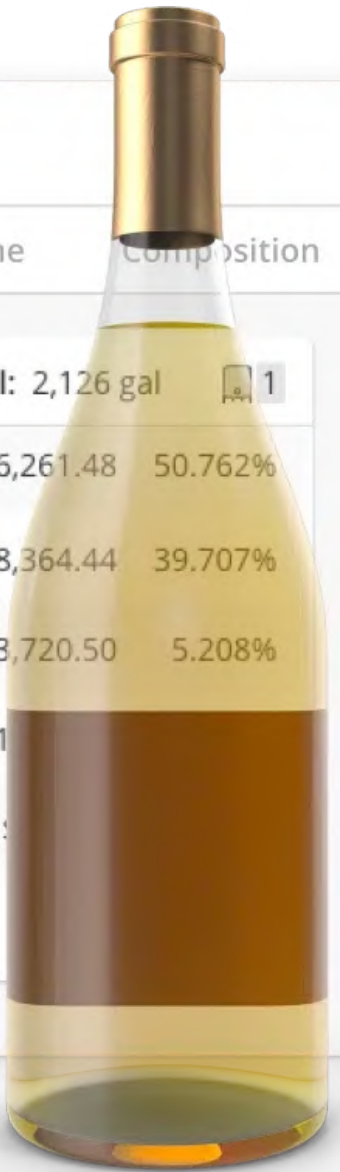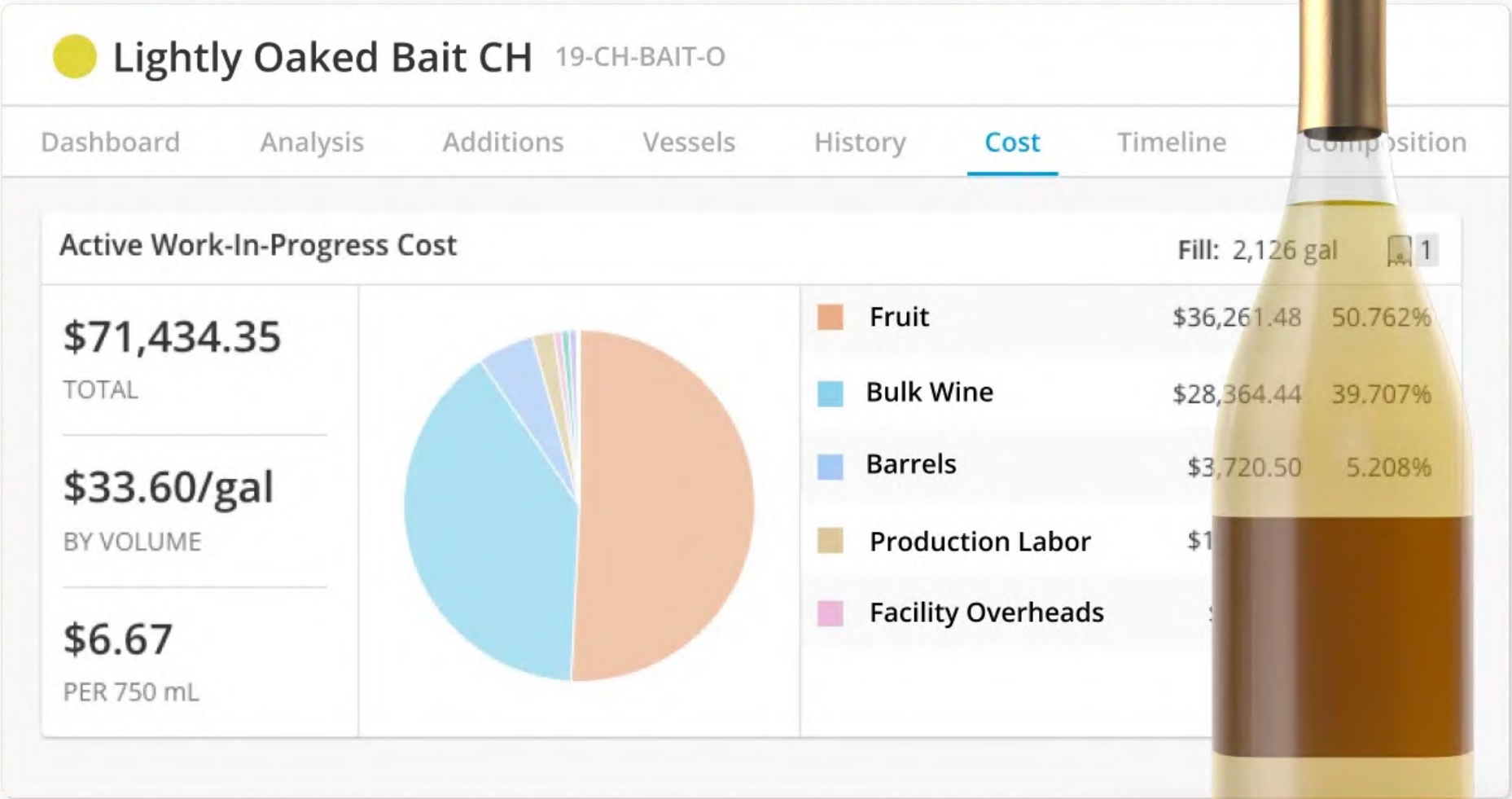
What Is InnoVint?

InnoVint

InnoVint is the world leader in
wine production management solutions.

Empowering global wine producers with
approachable, powerful technology to improve
quality, efficiency, and profitability

WinePulse
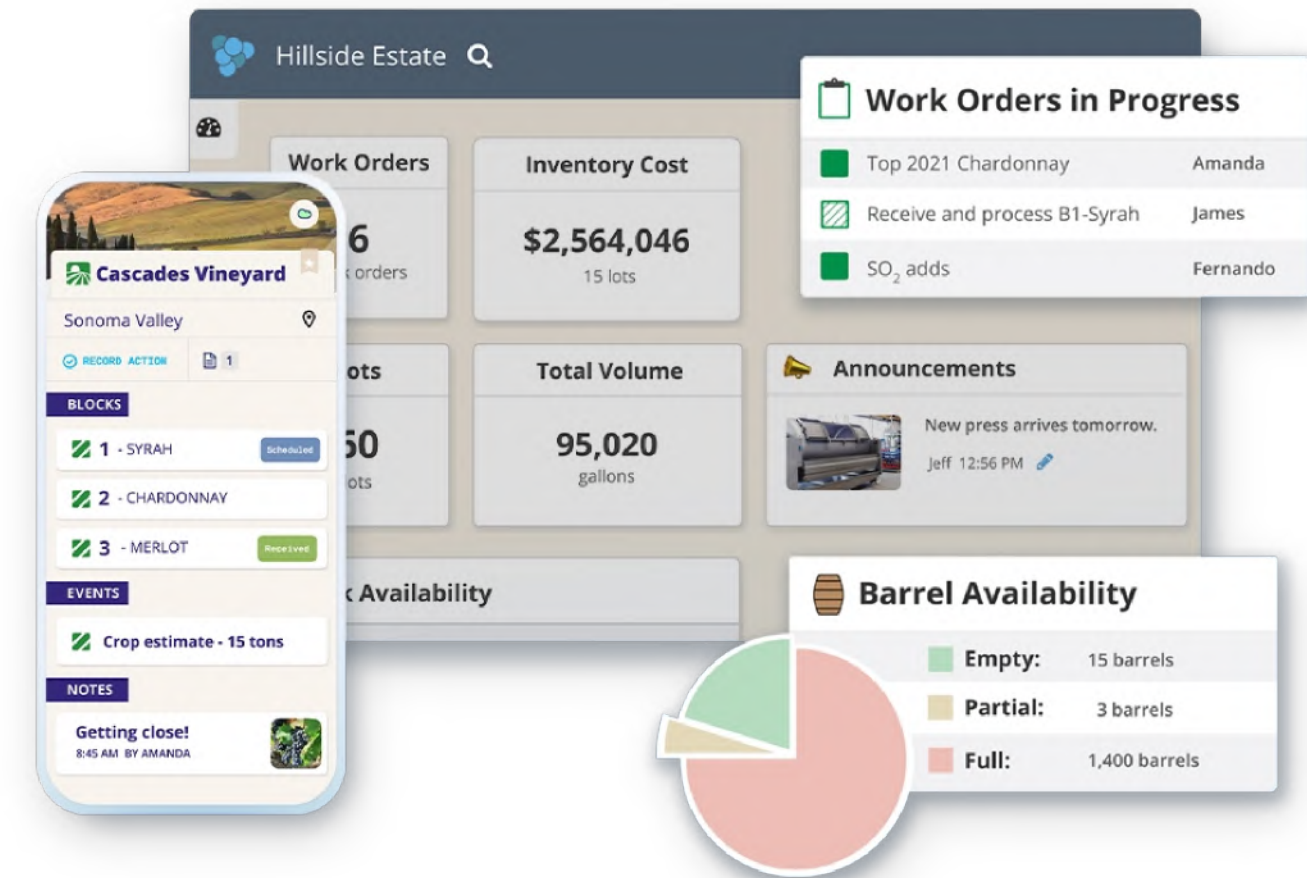
How does InnoVint track COGS?
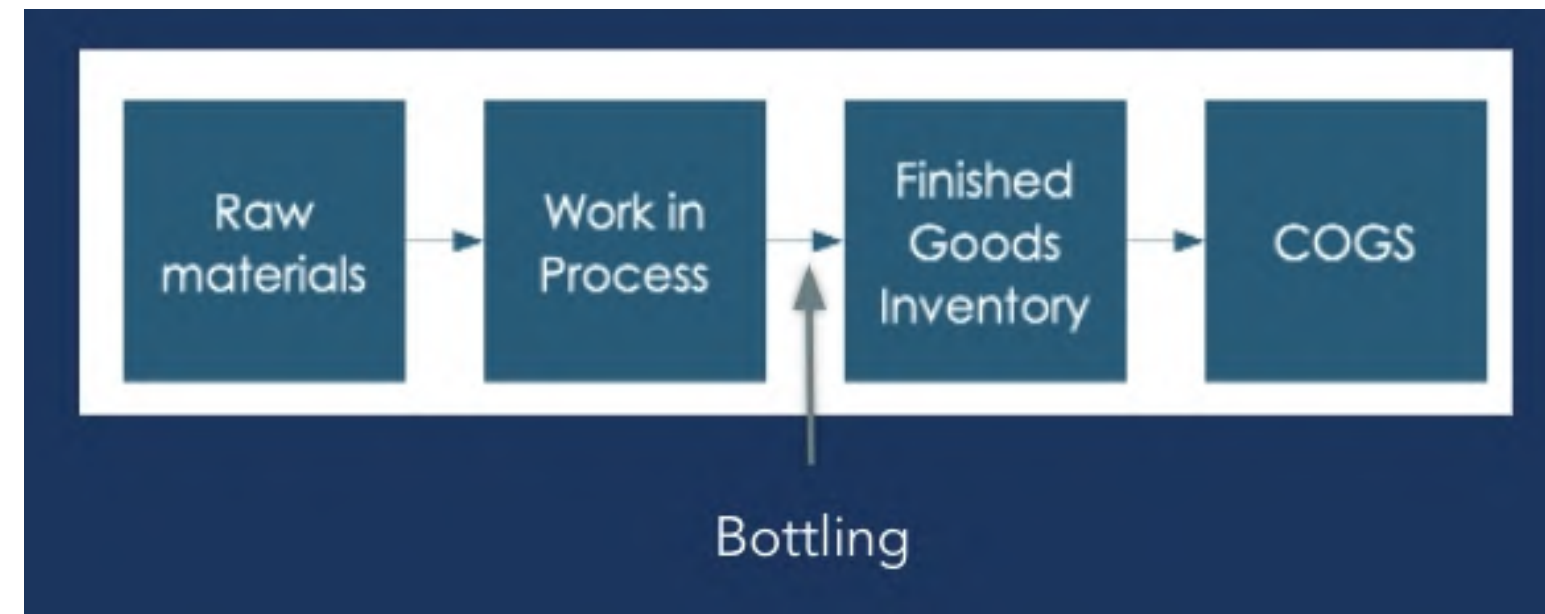
InnoVint

InnoVint's Winery COGS tracking takes your cost inputs and

tracks them through the life of the wine

- From raw material to finished goods -

Providing a clear picture of both your bulk and bottled wine COGS

Pitch

WinePulse

How Do You Track DtC Sales?

Valuable trends and information are hiding behind a wall of data

preventing your winery from effectively leveraging this data into actionable insights

Countless spreadsheets and rows of data

Manual timely updates

Limited insight into customer behaviour

Limited visibility into reports

Outdated metrics

Difficult sharing up-to-date reports

Difficult to sort and identify hidden trends and KPIs

Timely to sort through data

Manually calculated DTC metrics

Difficult to highlight customer performance
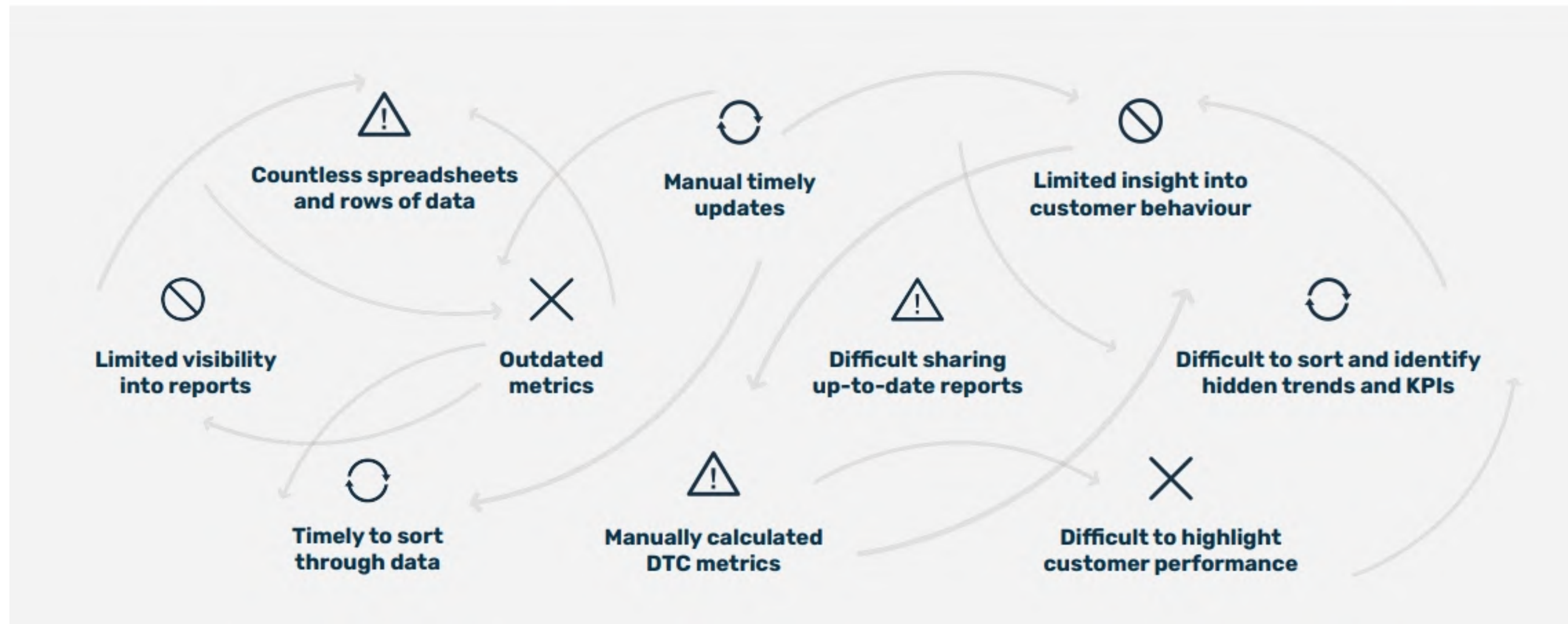
What Is WinePulse?

WinePulse connects to your POS system and gives you instant visibility into your DTC performance and metrics

Daily and automatically.

DTC Detailed Analysis
Track metrics & trends across all DTC channels.

DTC Goals
Enter your goals and track your progress across all channels and DTC metrics.

Peers Comparisons
Dashboards to compare your sales and DTC metrics against your peers.

Customer Analysis
Segment your customers based on their purchase history and identify customers at risk.

What Problem Does the InnoVint WinePulse Integration Solve?

Improved Profitability
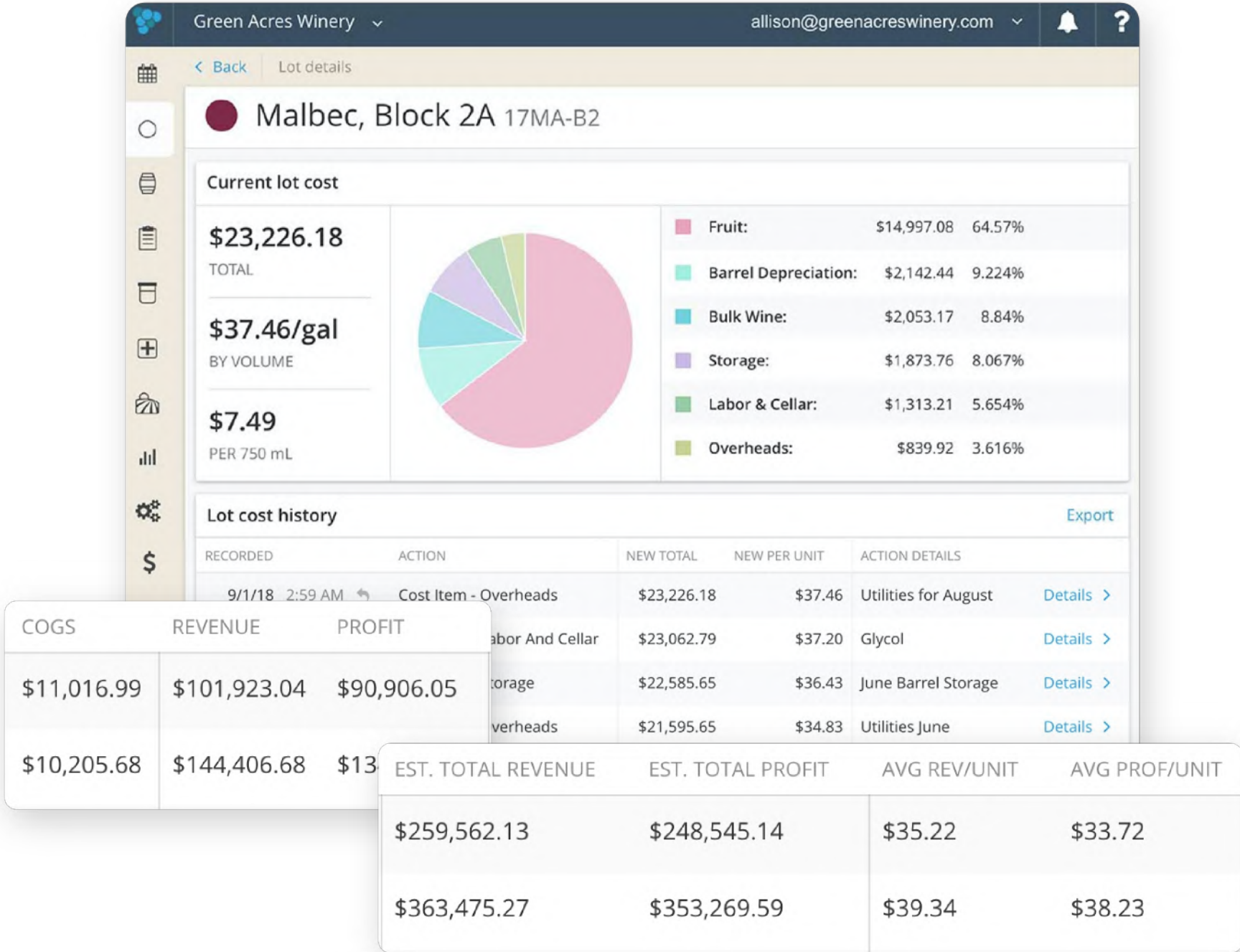
- ✓ Enables Full Cost Transparency

- ✓ Improving Blending Decision

- ✓ Understand True, Accurate Costs per each SKU

- ✓ Quantifies Sales Performance against COGS by SKU

- ✓ Improves Promotion and Discounting Decisions

- ✓ Improves Future Planning and Sourcing Decisions

WinePulse

Demo

InnoVint
Demo

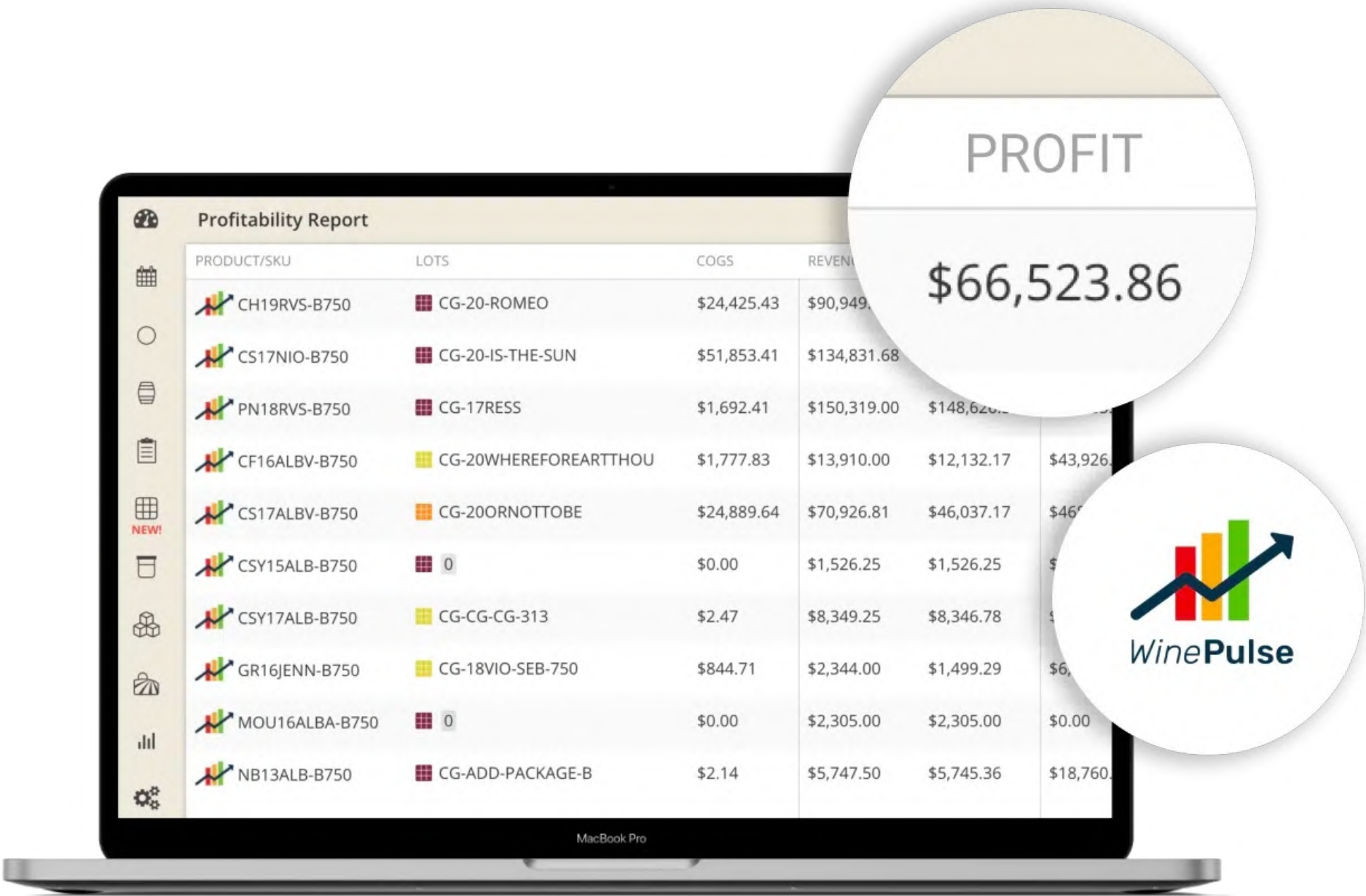# How Profitable is Each SKU of Wine You Produce?

With InnoVint's Winery COGS Tracking you can see how much it costs to produce each lot of wine.

With WinePulse you can see how much you sell of each SKU of wine through your each of your direct to consumer channels.
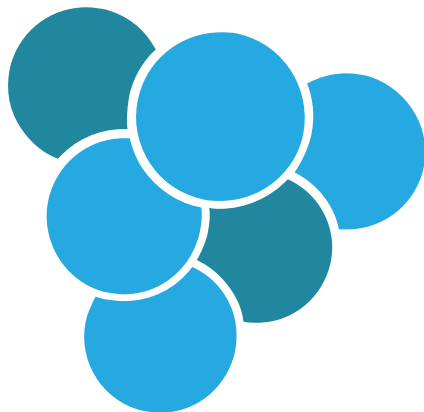
WITH INNOVINT & WINEPULSE

By integrating InnoVint and WinePulse you can see it all - COGS, DtC sales and PROFIT. How much profit are you generating on each SKU of wine? What are your most profitable wines? What are your least profitable ones?

PROFIT

$66,523.86

Profitability Report			
PRODUCT/SKU	LOTS	COGS	REVEN
CH19RVS-B750	CG-20-ROMEO	$24,425.43	$90,949.
CS17NIO-B750	CG-20-IS-THE-SUN	$51,853.41	$134,831.68
PN18RVS-B750	CG-17RESS	$1,692.41	$150,319.00 $148,62
CF16ALBV-B750	CG-20WHEREFOREARTTHOU	$1,777.83	$13,910.00 $12,132.17 $43,92
CS17ALBV-B750	CG-20ORNOTTOBE	$24,889.64	$70,926.81 $46,037.17 $46
CSY15ALB-B750	0	$0.00	$1,526.25 $1,526.25
CSY17ALB-B750	CG-CG-CG-313	$2.47	$8,349.25 $8,346.78
GR16JENN-B750	CG-18VIO-SEB-750	$844.71	$2,344.00 $1,499.29 $6
MOU16ALBA-B750	0	$0.00	$2,305.00 $2,305.00 $0.00
NB13ALB-B750	CG-ADD-PACKAGE-B	$2.14	$5,747.50 $5,745.36 $18,760.

MacBook Pro

WinePulse

Pitch

How Can You Get It?

1

GET INNOVINT

Activate InnoVint with
Winery COGS Tracking

2

GET WINEPULSE

Sign up for WinePulse

Exclusive Webinar Promotion:
20% off first year subscription!

3

ACTIVATE INTEGRATION

InnoVint <> WinePulse Integration
is FREE and easy to setup

Pitch

Q&A

InnoVint

Kevin Williams

(707) 483-0145

kevin.williams@innovint.us

WinePulse

Remy Sabiani

(805) 978-5815

remy@winepulse.com

Thank You!

WinePulse