

Canadian Direct-To-Consumer Sales Performance Report

CANADIAN WINE GROWERS
SYMPOSIUM & AWARDS

JULY 11, 2022

WINE **DH** RECT

THE WINERY'S CHAMPION

ENOLYT  CS

Meet our speakers



Andrea Smalling
WINEDIRECT
Chief Marketing Officer



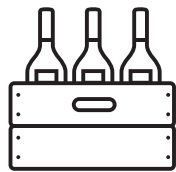
Cathy Huyghe
ENOLYTICS
Co-Founder & CEO

THE WINERY'S CHAMPION

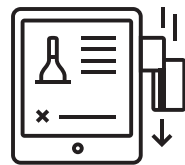
Let's sell wine on your terms.



WineDirect provides everything your winery needs to start, manage and grow your direct to consumer (DTC) business:



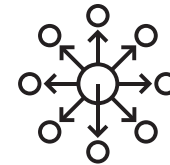
WINE CLUB



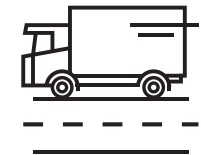
POINT OF SALE



ECOMMERCE



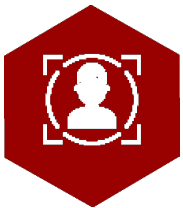
MARKETPLACE
DISTRIBUTION



FULFILLMENT

ACCELERATING GROWTH THROUGH THE POWER OF YOUR DATA

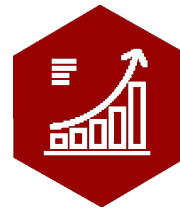
Enolytics extends the power of WineDirect through a user-friendly advanced analytics platform to accelerate the growth of your DTC business



SEGMENTATION



QUERY-BASED
REPORTING



FORECASTING



DATA CLEANSING



VIRTUAL ANALYST

Agenda

- Background & methodology
- Key findings from Canadian wineries data (2019 – 2021) paired with actionable applications for your winery
- Q&A

Background & Methodology

Why WineDirect + Enolytics?

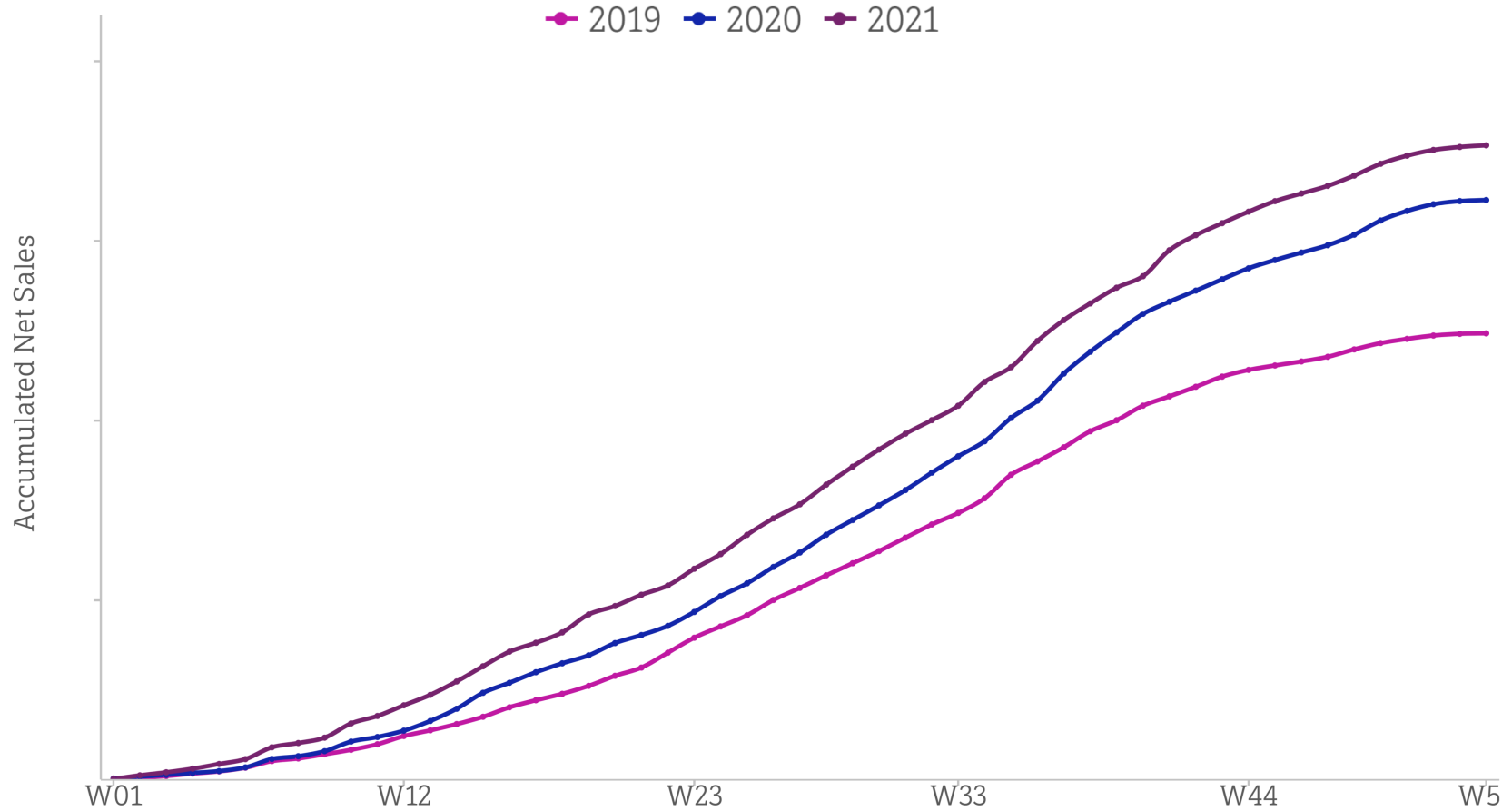
- WineDirect: Raw transactional data accumulated with learnings about consumer behavior and purchase patterns
- Enolytics: Technology to process and analyze data
- Together we can provide valuable, powerful insights to benefit the industry as we move forward



Canadian Direct-To-Consumer Sales Performance Report

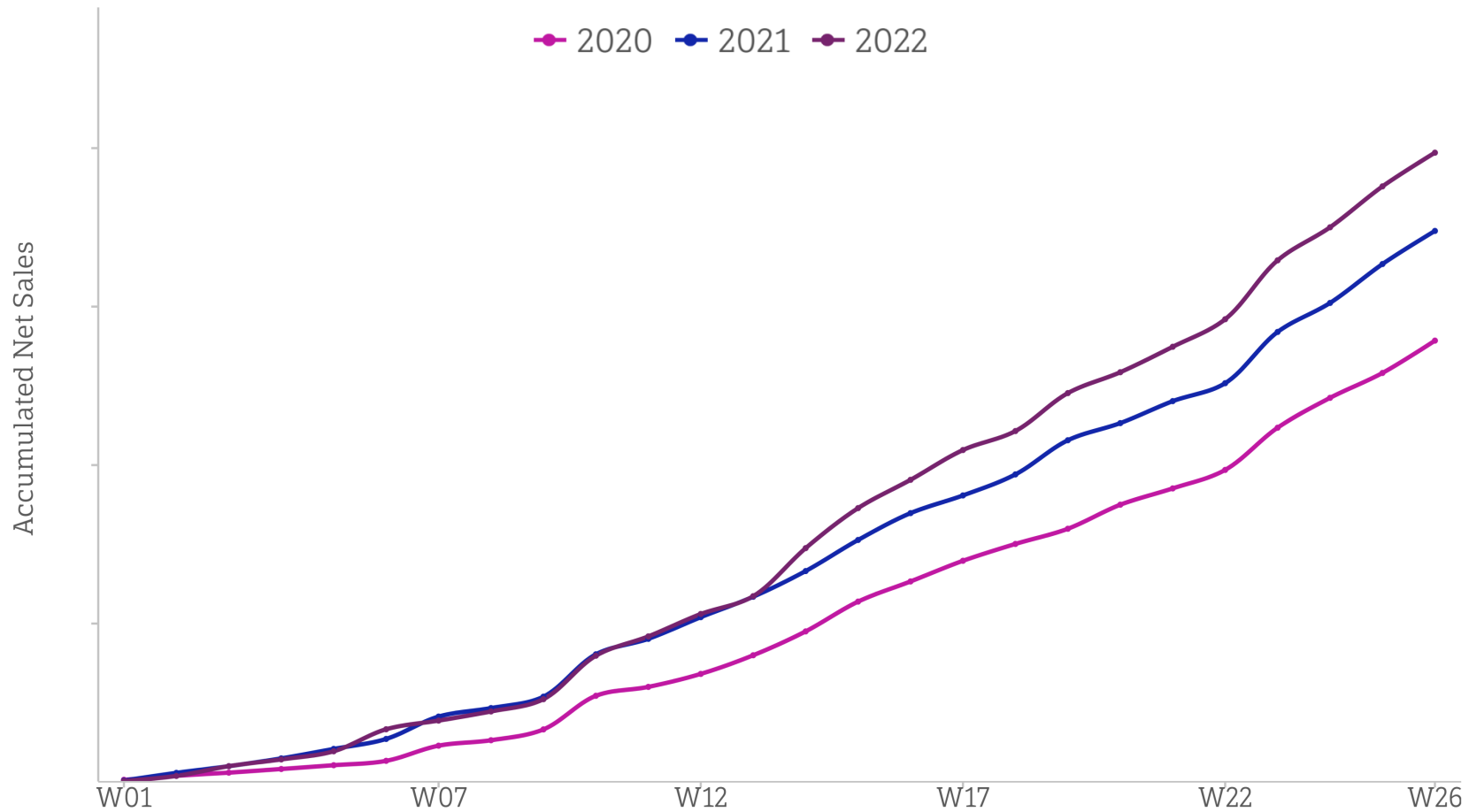
DTC Net Sales Growth Remains Strong

2019 – 2021, Cumulative Growth All Channels - Canada



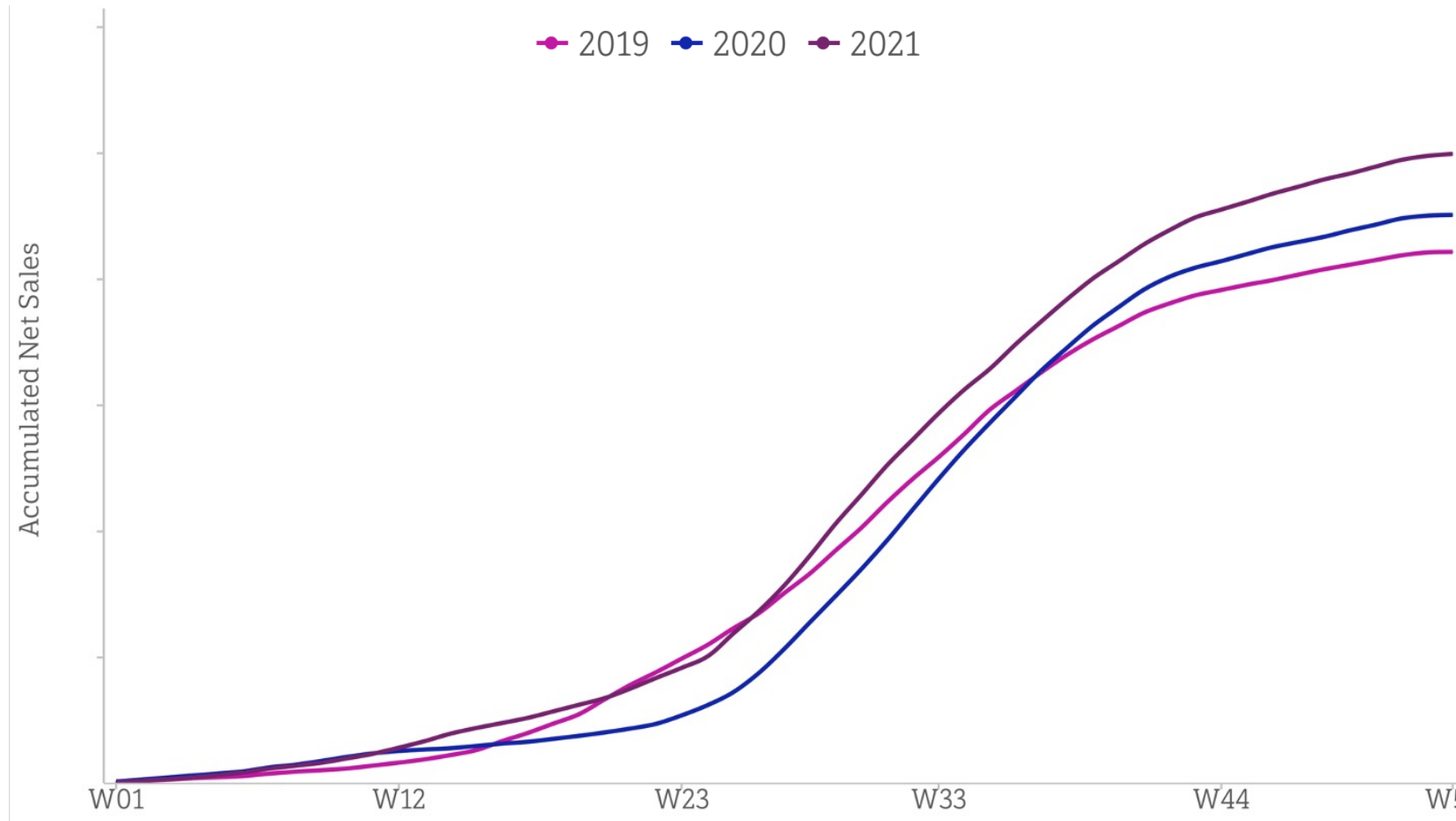
On track for continued DTC growth

2020 - 2022, Cumulative Growth All Channels (Q1-Q2) - Canada



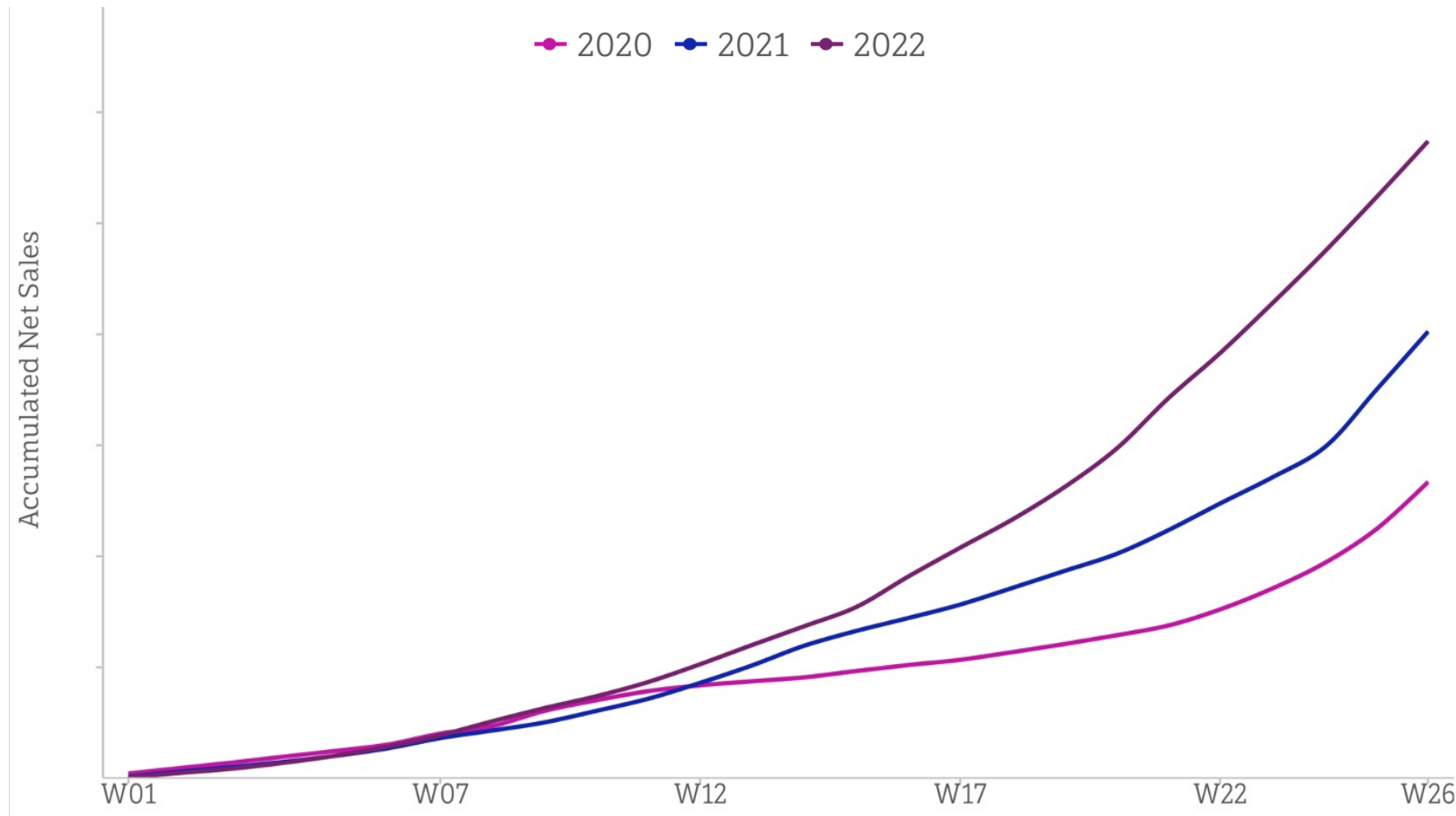
DTC Channel: Tasting Room

2019 - 2021, Cumulative Growth Tasting Room (Q1-Q4) - Canada



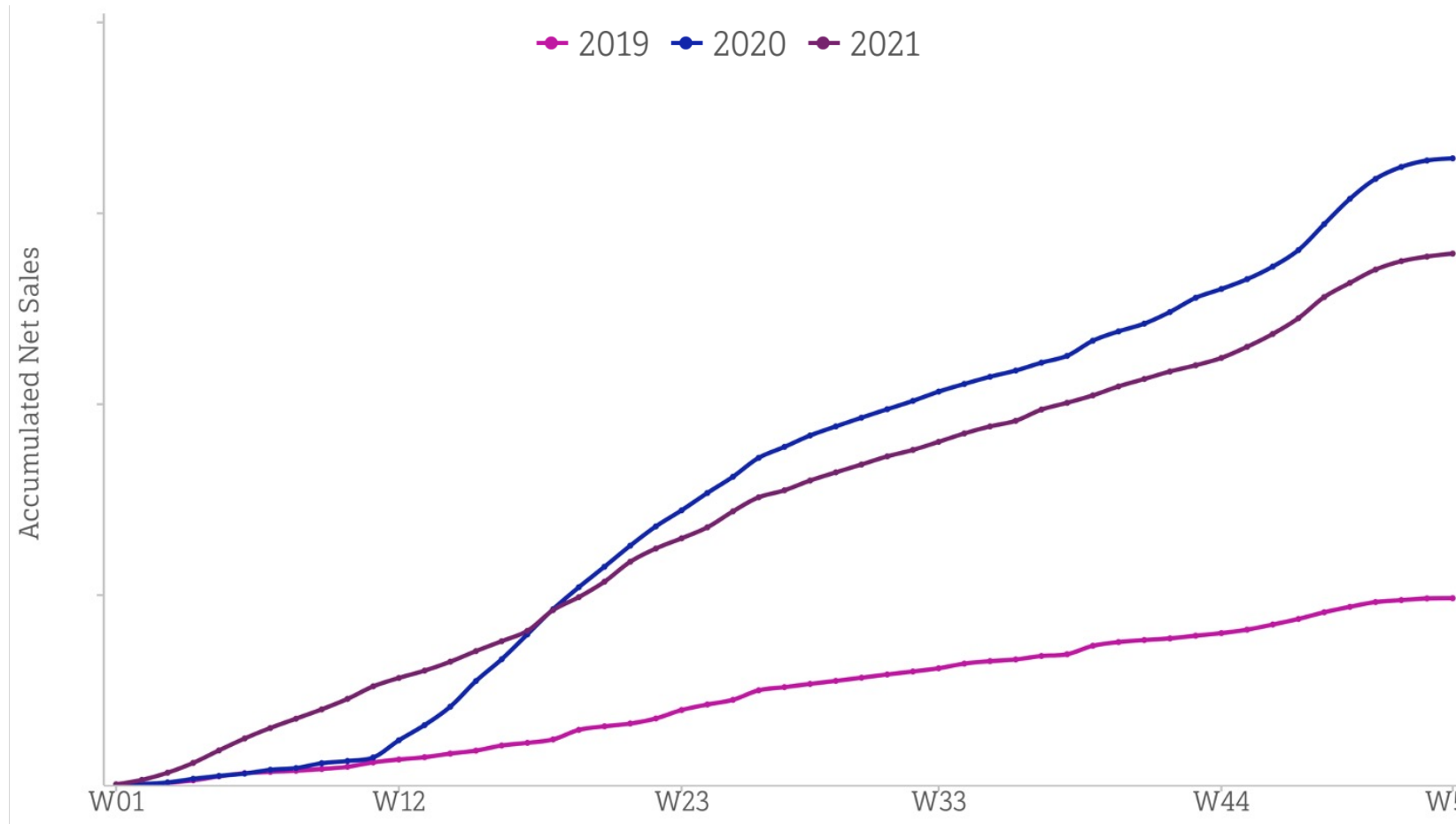
DTC Channel: Tasting Room

2020 - 2022, Cumulative Growth Tasting Room (Q1-Q2) - Canada



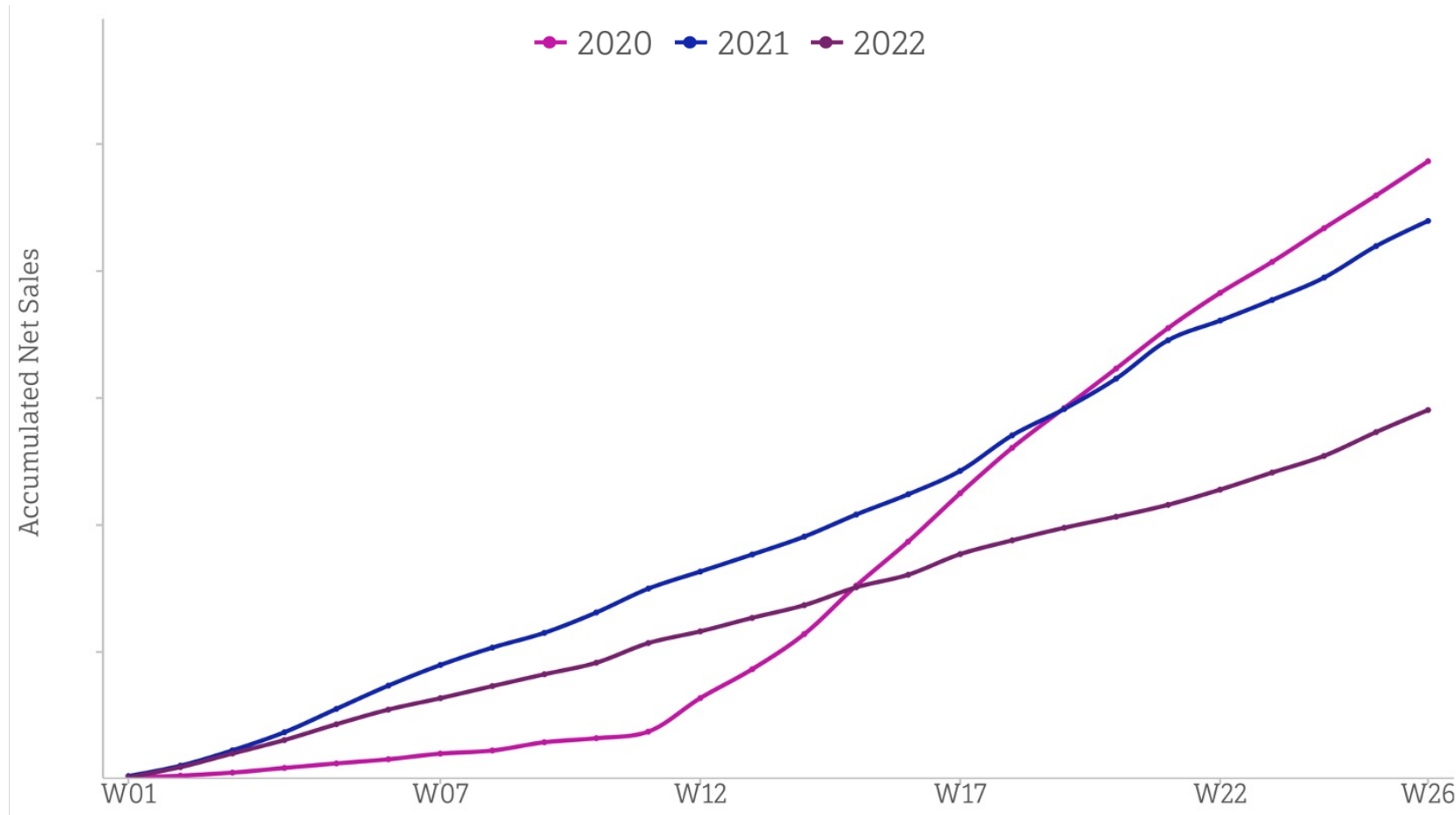
DTC Channel: Website

2019 - 2021, Cumulative Growth Website / Ecommerce (Q1-Q4) - Canada



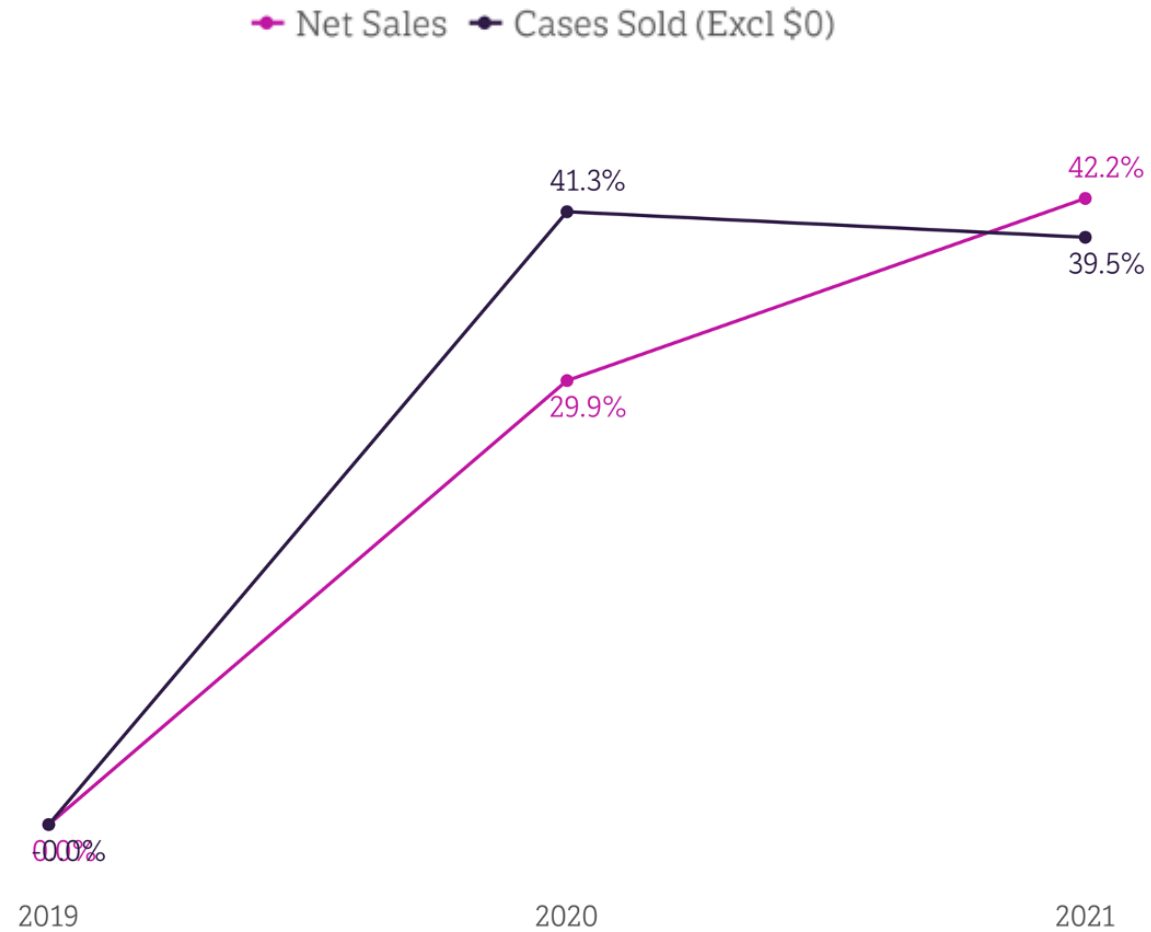
DTC Channel: Website

2020 - 2021, Cumulative Growth Website / Ecommerce (Q1-Q2) - Canada



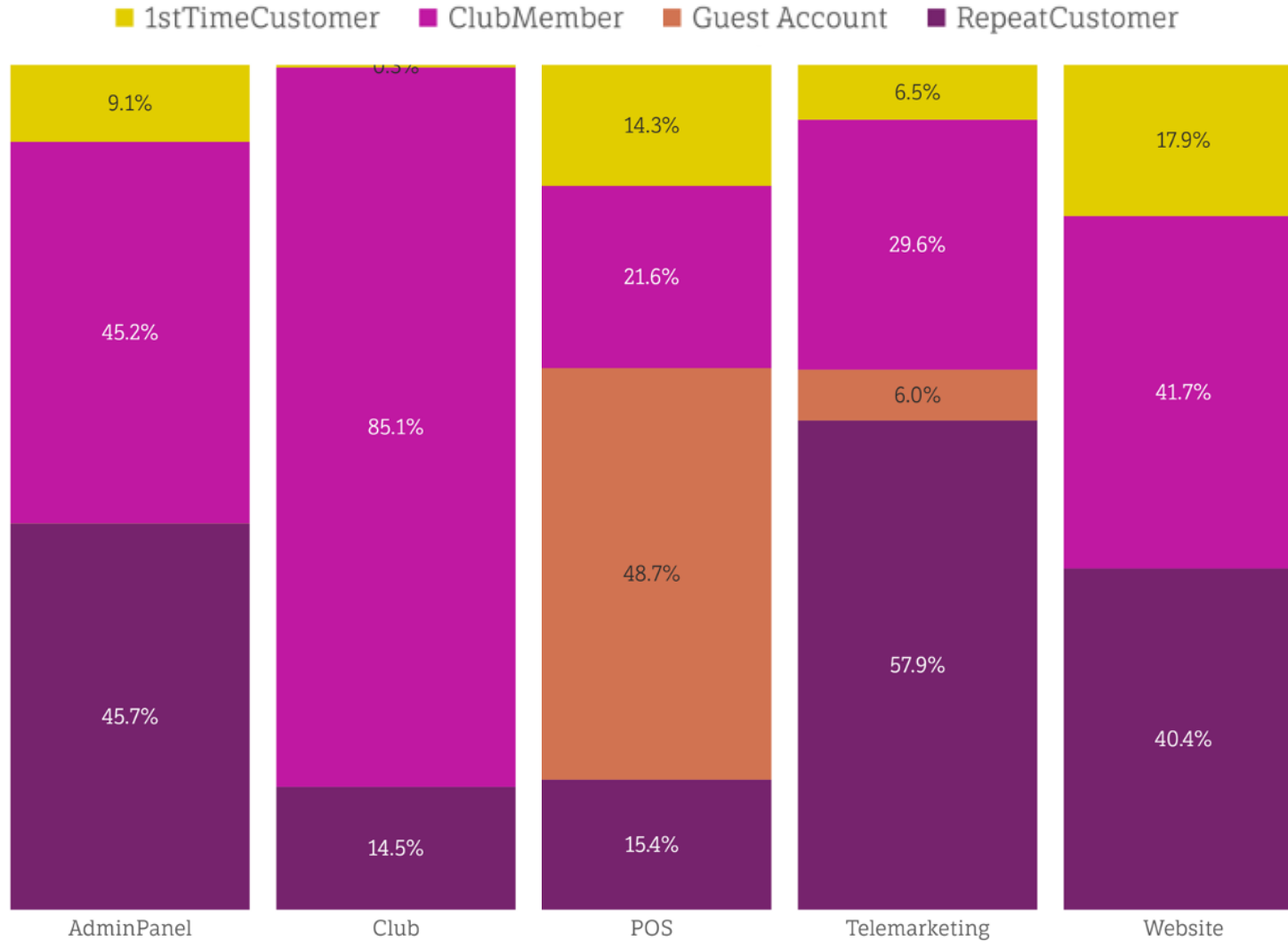
Growth in Net Sales Outpaces Cases Sold

Net Sales Growth Since 2019 - Canada



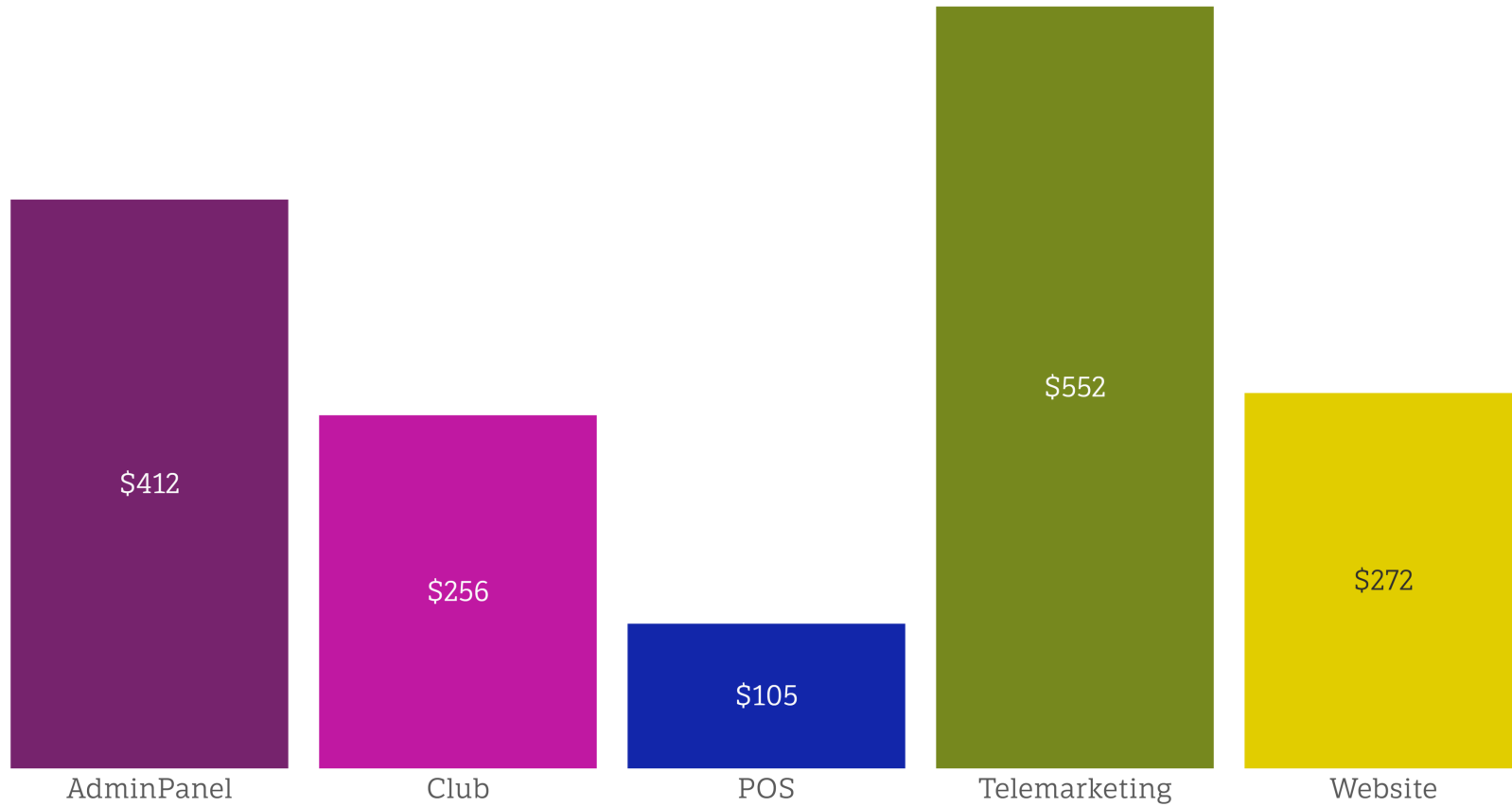
New Customers = New Opportunity

Channel Percentage of Net Sales, 2021 (Q1-Q4) - Canada



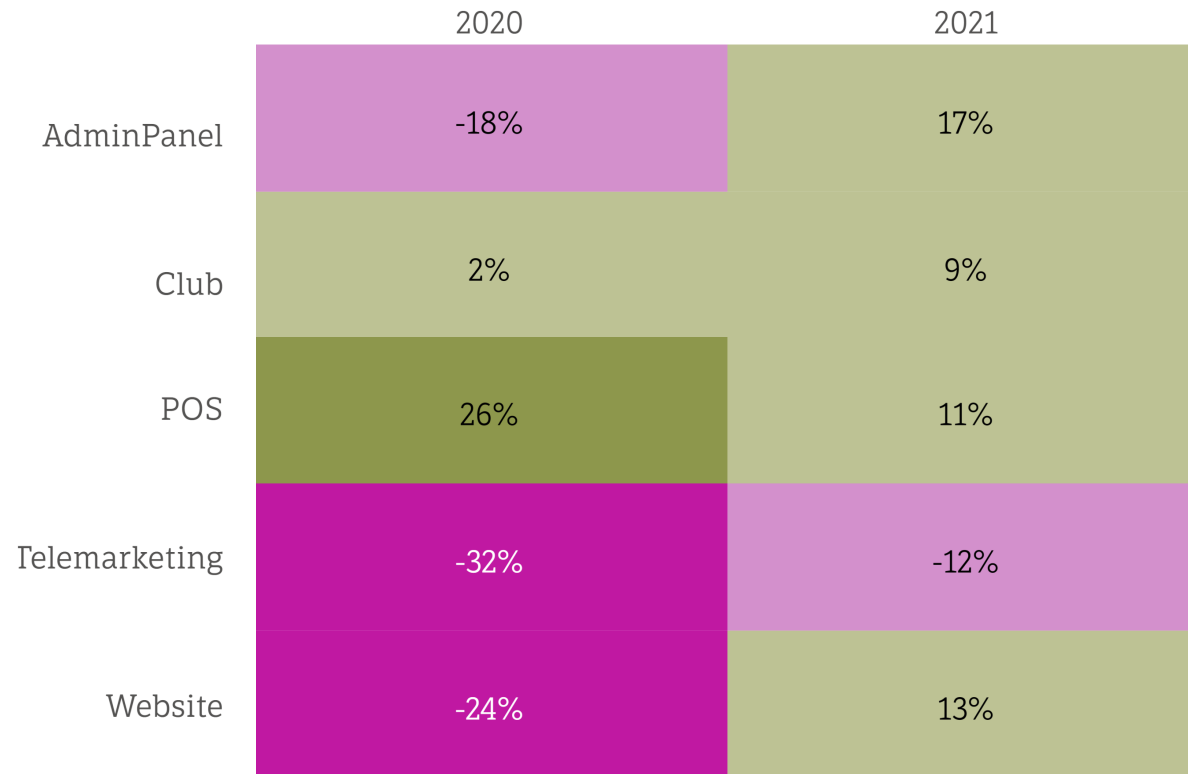
Understand how Each Channel Contributes to Overall Strategy

Average Order Value (AOV) by Channel (Q1 – Q4) – Canada (\$CAD)



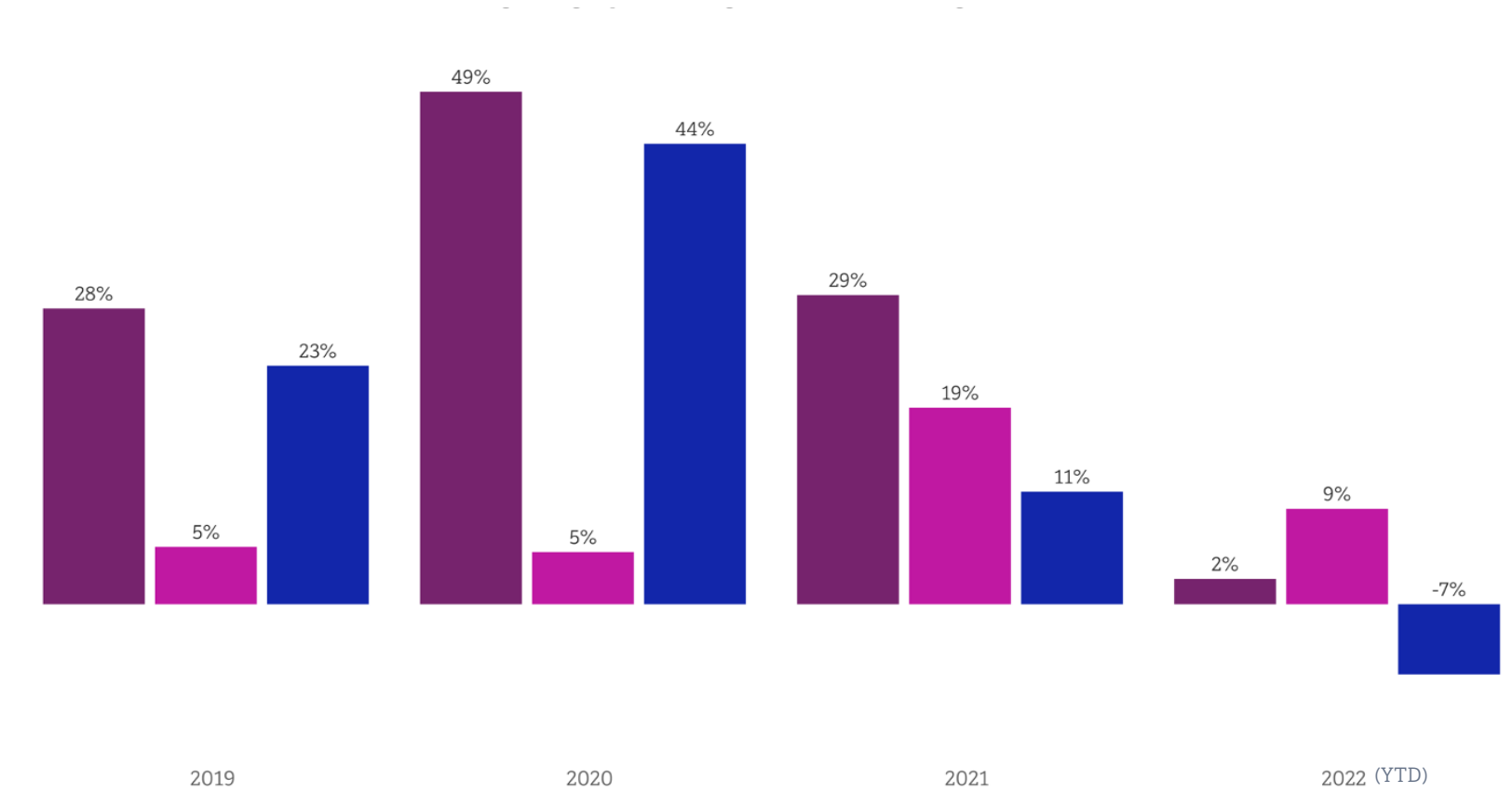
Websites are Driving Average Order Value Growth

Average Order Value (AOV) Annual Growth by Channel (Q1 – Q4) - Canada



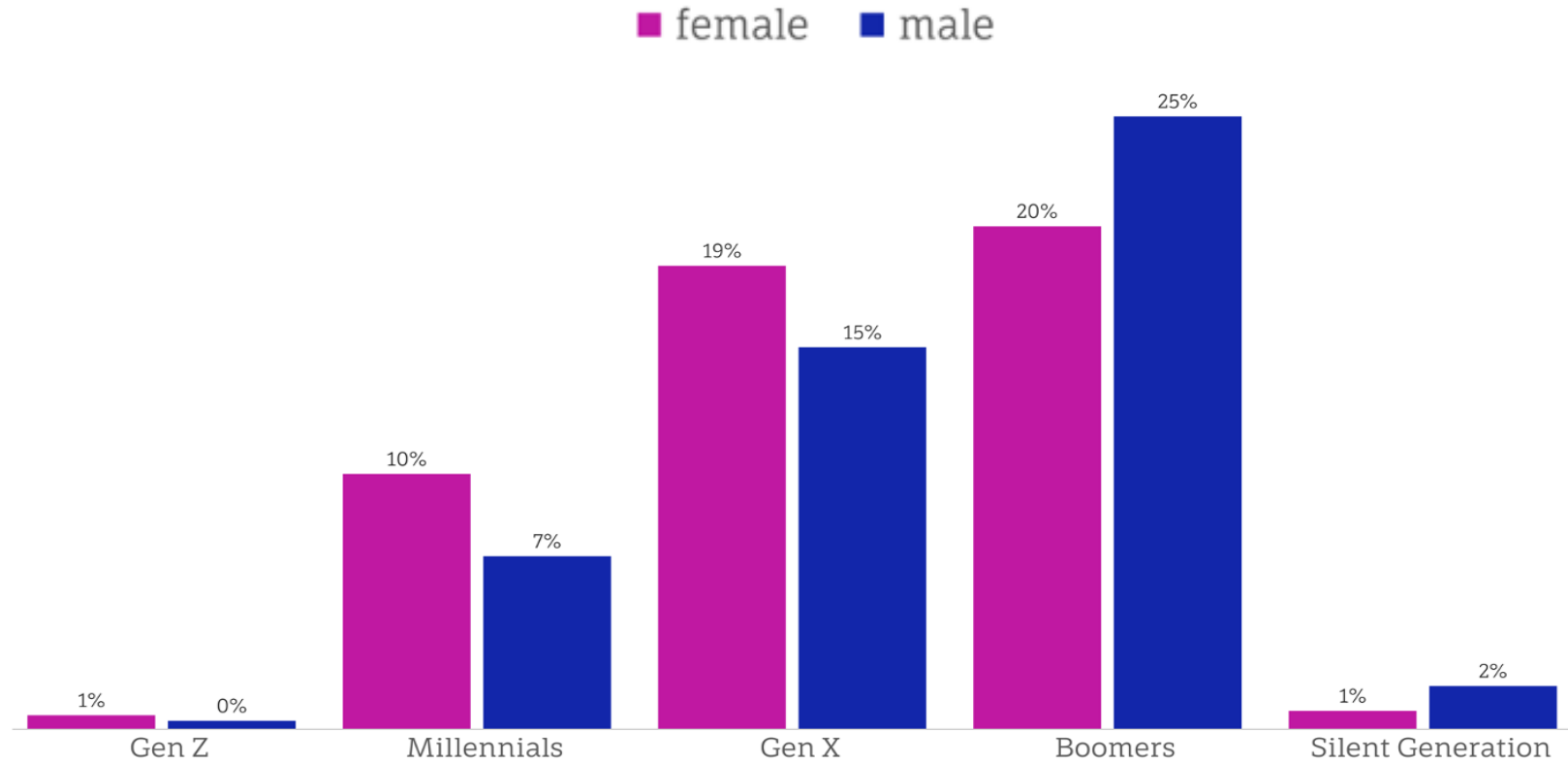
Nurture Your Wine Club

Wine Club Memberships Growth Rate Since 2019 (Q1-Q4) - Canada



Look to Women & Young Consumers for Future Growth

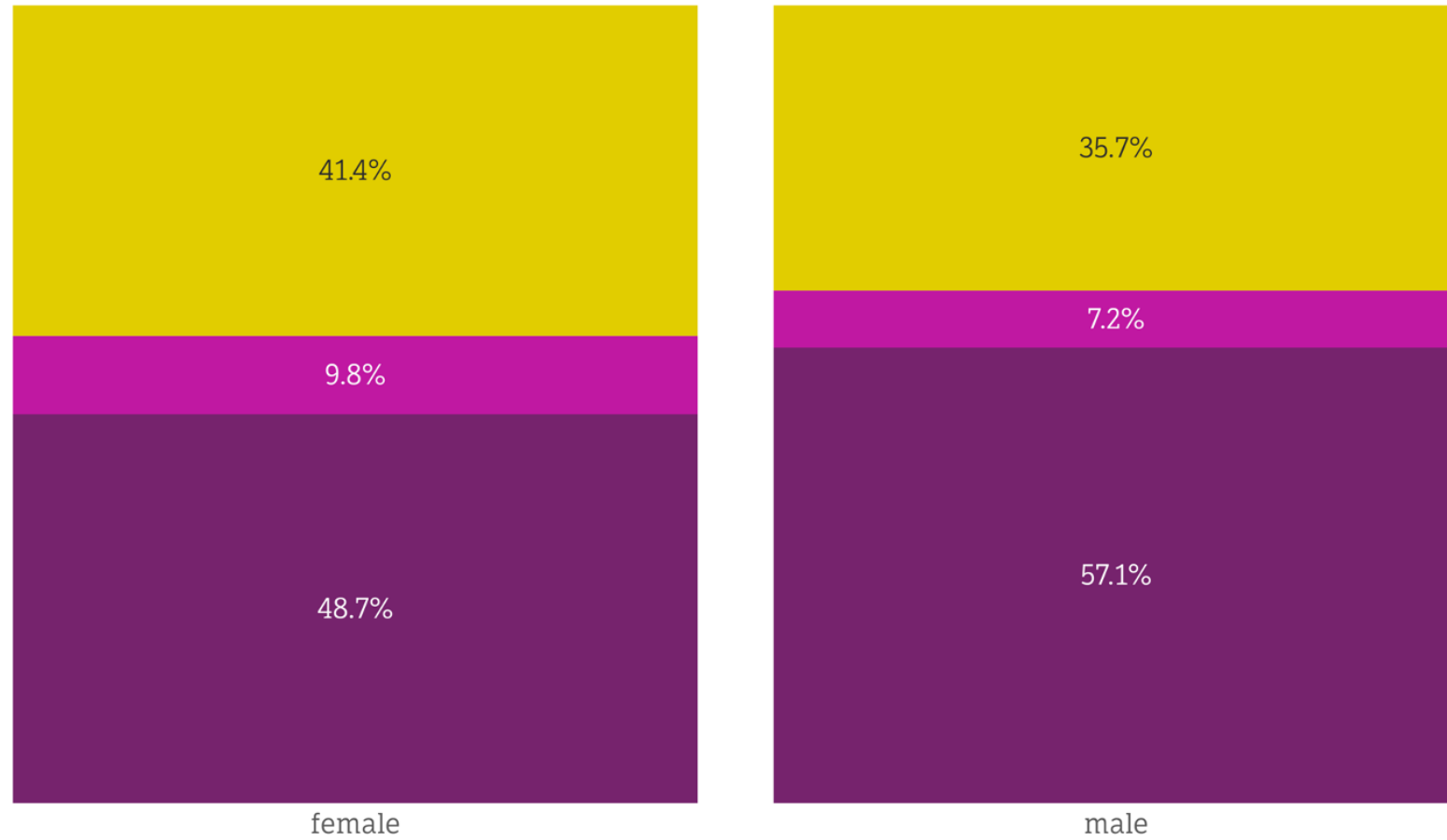
Gender & Generation by Percent of 2021 Net Sales (Q1-Q4) - Canada



Who buys what?

2021 Cases Sold by Wine Colour by Gender (Q1-Q4) - Canada

■ White ■ Rosé ■ Red



Q&A

PLEASE SUBMIT YOUR QUESTIONS VIA THE Q&A BOX IN ZOOM
RAISE YOUR HAND IF YOU'D LIKE TO ASK VERBALLY



Thank You!

MORE FREE RESOURCES AVAILABLE:

- WWW.WINEDIRECT.COM/RESOURCES
- WWW.ENOLYTICS.COM/ENOLYTICS101

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