ONLINEMARKETINGSYSTEM

Powered by Wines Vines Analytics

What is Winery OMS?

The Wines & Vines Online Marketing System (OMS) is the industry standard marketing application. Powered by the wine and grape industry's leading database, the web-based tool is designed for professionals to:

- **Improve marketing effectiveness & efficiency**
- **Manage customers and sales territories**
- **Identify and contact new customers**

The OMS enables users to create and save searches using multiple selection criteria to get highly targeted results. Search results easily output into advanced report types, including multi-line index reports, mailing labels and downloadable data exports. Reports include winery name, contact personnel (title and function), winery address, telephone number, email, bonded or virtual winery status, brands and winery case production. Searches can be updated with new criteria and multiple searches can be grouped for single output.

Benefits of Web-based Applications

Since the Wines & Vines OMS is a web-based application, it offers a multitude of benefits over traditional software:

- **Easy access and no installation** - The OMS can be accessed from any computer using a standard web browser, and there is nothing to install on your computer.

- **Automatic updates** - As a web application, the OMS is continually upgraded to the latest version, with the latest data at no additional cost. There is nothing to download or store on your computer or server.

- **Affordable pricing** - Online delivery means that you can get the benefits of this powerful application for less than standard software. Pricing is scalable to meet your business size.

- **Compatibility** – as a web-based application, the OMS is compatible with all major operating systems and browsers.

Two OMS Levels

The Wines & Vines OMS has two versions available, OMS-Advanced and OMS-Basic. OMS-Advanced provides a number of powerful enhancements, tools and frequency updates. Please see page 2 and 3 to discover the full benefits of each version.

Table of Contents

Winery Data Available

ONLINE MARKETING SYSTEM (OMS)-ADVANCED $750/Qtr* (includes all below, plus):

*First payment of $1,250, total first year $3,500 (One year minimum service after start date)

(downloadable data)

- **Winery parent/child hierarchy linkage**
  - Create searches based on related enterprises, winery companies, bonded & virtual wineries, and brands
  - Determine the best point of entry for your company's sales and marketing strategy
- **Specific production level**
  - Search by specific case production numbers instead of ranges
  - Reports generated include exact case production figures
- **Export by function**
  - Target prospects and manage data selections using export by function
  - Powerful filters and selection tools enable access to best possible contacts
- **Updated monthly**
  - See new wineries as they are added to database
  - Access key personnel changes and new contact information
  - Stay updated on winery production changes
- **Expanded search & reporting**
  - Top U.S. Wine Companies
  - Average bottle price
  - New wineries to OMS
  - Varietals produced
  - Sparkling wine (yes/no)
  - Wine club (yes/no)
  - Custom crush (yes/no)
  - Vineyard (yes/no)
  - Sell grapes (yes/no)

ONLINE MARKETING SYSTEM (OMS)-BASIC $1,800/Year (includes all below, plus):

(downloadable data)

- Multiline index report including contacts
- Control report totals by state from above
- Mailing labels
- Personnel with function (function shows how key decisions are made)
- Above data provided in print or electronic format
- Annual update with deliverability elements updated monthly

DIRECTORY SUBSCRIBER $95 (includes all below, plus):

(screen view only)

- Mailing address
- Bonded winery number
- Email
- Personnel with title
- Case production (by range)
- Additional brands
- Vineyard acreage
- Annual update with deliverability elements monthly

FREE ONLINE

(screen view only)

- Location address
- State/region
- Annual update

ONLINEMARKETINGSYSTEM
Powered by Wines Vines Analytics

	OMS-Advanced $750/quarter*	OMS-Basic $1,800/year	Directory Subscriber $95	Free Online $0
UPDATE FREQUENCY				
Deliverability updates	Monthly	Monthly	Monthly	Monthly
Full update	Monthly	Annual	Annual	Annual
SEARCH TYPES				
Vineyard (yes/no)	✔			
Custom crush (yes/no)	✔			
Sell grapes (yes/no)	✔			
Sparkling wine (yes/no)	✔			
Wine Club (yes/no)	✔			
New wineries to OMS	✔			
Export Contact by function	✔			
Winery parent/child linkage	✔			
Average bottle price (actual & range)	✔			
Winery production level (actual)	✔			
Top U.S. Wine Companies	✔			
Varietals produced	✔	✔		
Winery production level (by range)	✔	✔		
Bonded or virtual winery type	✔	✔		
Personnel with function	✔	✔		
Tasting room (yes/no)	✔	✔		
Geo—County	✔	✔		
Geo—Zip code by range	✔	✔		
Geo—Wine region	✔	✔		
Geo—State	✔	✔		
Winery name or Brand	✔	✔	✔	✔
REPORTS INCLUDE				
REPORT AVAILABILITY	Download	Download	Screen View*	Screen View**
Territory management - 3 levels	✔			
Winery parent/child linkage	✔			
Average bottle price (actual & range)	✔			
Sparkling wine (yes/no)	✔			
Winery production level (actual)	✔			
Top U.S. Wine Companies	✔			
Varietals produced	✔	✔		
Winery production level (by range)	✔	✔		
Multi-line index report	✔	✔		
Bonded or virtual winery type	✔	✔		
Personnel contacts with function	✔	✔		
Personnel contacts with title	✔	✔	✔	
Personnel contacts with email	✔	✔		
Tasting room in operation	✔	✔	✔	
Additional brands	✔	✔	✔	
Mailing address	✔	✔	✔	
Location address	✔	✔	✔	✔
Winery with state/email/phone	✔	✔	✔	✔ (no email)
ADDITIONAL BENEFITS				
Create and save searches	✔	✔		
Update saved searches	✔	✔		
Group multiple searches for output	✔	✔		
Export to mailing labels and delimited files	✔	✔		
Web-based software application	✔	✔		

*First payment of $1,250, total first year $3,500

ONLINEMARKETINGSYSTEM
Powered by Wines Vines Analytics

**For "Free Online" and "Directory Subscriber" levels, reports are screen-view only.

(866) 453-9701 • winesandvines.com/oms

Search By . . .

3 valuable ways to help you make selections to get your message to the recipients best suited for your products and services.

1. **Annual wine production** – Wineries are stratified by their annual case production volume allowing selections based on size. Users wanting to limit a promotion to specific sized entities have this option. OMS-Advanced customers can search and export data by case production in both actual and range values. The production ranges are grouped as follows:

|				
Large	500,000+ cases		**Very Small**	1,000 to 4,999 cases
Medium	50,000 to 499,999 cases		**Limited Production**	< 1,000 cases
Small	5,000 to 49,999 cases			

2. **Search and select recipients by function** – Selecting recipients on their reported function allows you to capture all contacts performing seven different functions, regardless of their title. This is a more inclusive approach to selecting personnel. Our experience shows that lead winemakers my have title of Owner or Vice President. Searching on function ensures that all key contacts are included in your mailing. The functions available for search and selection are:

President/Owner/General Management **(POG)**   Vineyard Management **(VM)**   Sales/Marketing **(S)**
Winemaking **(WM)**   Cellarmaster/Production **(CP)**   Purchasing/Finance **(PF)**
Tasting Room **(TR)**   Human Resources (**HR**)

3. **State/region search** – Within the highest volume wine-producing states, we have defined winemaking regions. Based on location zip codes and counties, we have grouped hundreds of wineries into these wine regions. Searches can pull by this key descriptor.

State & Region	Counties
California - Central Coast	Monterey, SLO, Santa Cruz, San Benito, Santa Barbara
California - Central Valley	Kern, Merced, Fresno, Madera, Tulare, Kings, Stanislas, San Joaquin, Sacramento, Yolo
California - North Coast	Mendocino, Lake, Napa, Sonoma
California - Southern California	LA, Orange, Riverside, San Bernardino, San Diego, Ventura
California - Sierra Foothills	Yuba, Nevada, Placer, El Dorado, Amador, Calaveras, Tuolumne, Mariposa
New York - Long Island	Nassau, Suffolk
New York - Finger Lakes	Cayuga, Livingston, Ontario, Schuyler, Seneca, Steuben, Tompkins, Yates
New York - Hudson Valley	Dutchess, Greene, Orange, Saratoga, Ulster, Westchester
Oregon - Southern Oregon	Douglas, Jackson, Josephine, Soutier
Oregon - Willamette Valley	Benton, Clackamas, Lane, Marion, Multnomah, Polk, Washington, Yamhill
Washington - Columbia Valley	Benton, Clark, Franklin, Grant, Klickitat, Okanogan, Walla Walla
Washington - Yakima Valley	Yakima

States with Defined Winemaking Regions
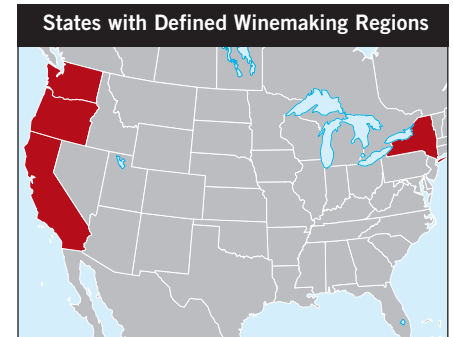
Additional Key Features

Discover the flexibility and power of our online searchable access to wineries:

• Create, save and update favorite/frequent searches with different/new criteria
• Ability to group multiple searches for single output
• Download capability
• Output results as index reports or mailing labels
• Management summary reports by state

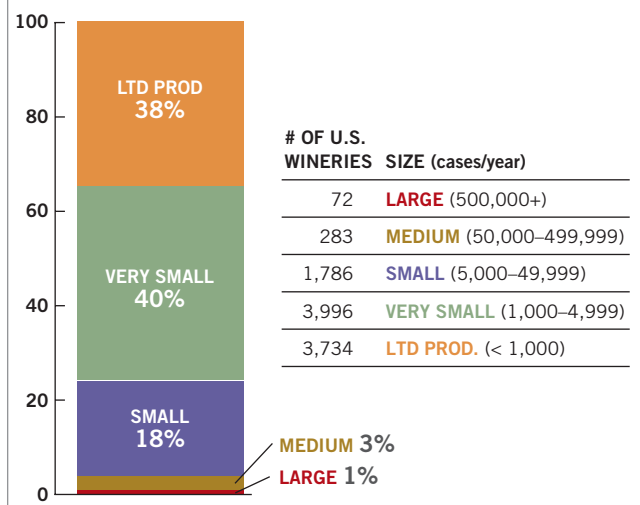## Number of Bonded, Virtual and Total U.S. Wineries (January 2016 by Total)

State	Bonded	Virtual	Totals	State	Bonded	Virtual	Totals
Alabama	19		19	Nevada	4	2	6
Alaska	4		4	New Hampshire	29		29
Arizona	61	21	82	New Jersey	55	1	56
Arkansas	18		18	New Mexico	52		52
California	3,038	1,163	4,201	New York	354	31	385
Colorado	111	4	115	North Carolina	130	12	142
Connecticut	41		41	North Dakota	12	1	13
Delaware	5		5	Ohio	193	1	194
Florida	54	1	55	Oklahoma	53	6	59
Georgia	52	2	54	Oregon	450	262	712
Hawaii	4		4	Pennsylvania	222	7	229
Idaho	47	4	51	Rhode Island	11		11
Illinois	99	11	110	South Carolina	14	4	18
Indiana	83	2	85	South Dakota	22		22
Iowa	100		100	Tennessee	50	4	54
Kansas	38		38	Texas	239	48	287
Kentucky	62	2	64	Utah	11		11
Louisiana	9		9	Vermont	27	1	28
Maine	32		32	Virginia	240	29	269
Maryland	75	4	79	Washington	682	65	747
Massachusetts	48	2	50	West Virginia	23		23
Michigan	143	13	156	Wisconsin	101	5	106
Minnesota	64	3	67	Wyoming	5		5
Mississippi	4		4	**Total US**	**7,370**	**1,717**	**9,087**
Missouri	134	5	139	Canada			692
Montana	15	1	16	Mexico			89
Nebraska	31		31	**Total US, Canada, Mexico**			**9,868**

Source: Wines Vines Analytics, Jan. 2017. All wineries available to OMS customers.

Winery Annual Case Production by Range

 # OF WINERIES BY PRODUCTION RANGE

# OF U.S. WINERIES	SIZE (cases/year)
72	**LARGE** (500,000+)
283	**MEDIUM** (50,000–499,999)
1,786	**SMALL** (5,000–49,999)
3,996	**VERY SMALL** (1,000–4,999)
3,734	**LTD PROD.** (< 1,000)

Methodology

Throughout the year, wineries are contacted by mail, email and phone. New wineries are identified utilizing proprietary methods: cross-referencing databases, association memberships and other resources. Existing wineries are completely updated annually. Updates are available to clients annually or monthly, depending on service level.

Virtual Winery

A virtual winery is a winery without its own TTB bonded premises [no bonded winery number (BWN)], produces at least one brand, has its own winemaker and management and has a unique physical location. We are the only organization that fully tracks and records virtual winery data.

Winery Counts

The winery count includes all active bonded wineries and all virtual wineries; additional bonded production or storage locations under same management are not considered as unique wineries and are not included.

ONLINEMARKETINGSYSTEM
Powered by Wines Vines Analytics
(866) 453-9701 • winesandvines.com/oms

011717