

## Consolidated Wines Online Retail Program – UK Service Summary

### Online Exclusivity

In order to participate in this programme, we require online exclusivity in the UK for the brand. Exceptions to this can be discussed where previous online supply arrangement exist.

### Consignment Stock

We will store and manage up to 140 x 9 litre or equivalent cases in the UK under bond on consignment and will provide monthly reports on sales. Invoices for these sales will be settled 30 days from the end of the month of sale. From year 3 bespoke stock holding algorithms will apply.

Shipping rates are £3.50 per 9L case payable as per the table below. Stock remains the property of the winery who are free to use it during the term of and in terms of the contract.

### Marketing support

Monthly marketing support fee is linked to the tiers in the table and is valid for the initial 2-year contract. These fees are calculated and are payable quarterly in advance.

### Service Overview

	Silver	Gold	Platinum
Initial term marketing support	£1.95	£2.85	POA
Number of wines	Up to 4	6 - 7	8+*
Sales Channels			
K and L Wines Website	X	X	X
API and or near live Data Feed			
<ul style="list-style-type: none"> <li>Vivino</li> </ul>	X	X	X
<ul style="list-style-type: none"> <li>Google Shopping</li> </ul>	X	X	X
<ul style="list-style-type: none"> <li>Drinks &amp; Co</li> </ul>	X	X	X
Amazon		X	X
Amazon Prime and Gifting market		X	X
Online Republic of Ireland sales fulfilment *		X	X
Additional channel support**			X
Own Website fulfilment (Woo Commerce, BigCommerce, Shopify and EKM platforms supported)			X
Trade listing opportunities **	X	X	X
Newsletter	X	X	X
Private Client promotions		X	X
Social Media	X	X	X
Paid social media and online and Amazon advertising		X	X
Live tastings			X
UK Wine Club support			X
Digital Marketing Strategy – dedicated resource			X
Channel sales reports			X
Free UK stock storage ***		X	X
Winery private stock storage reserve accounts			X
Free Shipping to the UK			X

\* Temporarily on hold due to BREXIT (includes Free Shipping for orders over £150.00) \*\*subject to agreement

\*\*\* Stock limits do not apply to Platinum – Gold minimum stock depletion algorithm may apply