

WINE.CO.ZA SHOP & CELLARDIRECT SERVICE LEVEL AGREEMENT

As a wine.co.za client (**Standard, Partner** or **Global Partner**), you have the opportunity to sell your wine through our **Online Shop** and/or also through our Plug-in Shop(**CellarDirect**) in your own website.

Should you use our **Shop** - you are not obliged to use our CellarDirect system but it is a quick and easy way to plug in an online shop into your website. No hassle.

We aim to deliver the **RIGHT Wine**(Vintage), at the **RIGHT Price**, to the **RIGHT Customer**, within 5 days of order received.

- The Easiest way for you to sell your wine.
- The Easiest way for your customers to buy your wine

OUR OFFER:

- wine.co.za CellarDirect system gives you, the wine producer, the ability to sell your wines directly to the consumer using the following services:
 - SHOP | Your Wines are listed in our Online Shop
 - CELLARDIRECT | We provide you with a plug-in Shop on your own website.
 - We provide you with some code for you to give your web developer
 - You implement a BUY WINE button on your website, linked to this code
 - It then goes to a shop branded to you, with the information fed through from us.
- WHY USE THE WINE.CO.ZA SHOP or CELLARDIRECT?
 - wine.co.za takes away all the hassle from you; we handle the order processing, payment, client liaison, delivery, after sales service and any other issues that might arise.
 - Should you use CellarDirect, your wine is automatically included in the wine.co.za shop. As we already have a huge readership, your product is made available to a very wide audience.
 - In essence, you'll have your own customers, buying from your own shop, while we handle all the back of house procedures.

HOW THE ORDER PROCESS WORKS:

- We receive all orders placed by your customers and process them within 24 hours.
- We process payment from the customer by either EFT, Credit Card or Account.
- We then place the order on you, per email, for example:
 - Please accept this as a confirmed order for 1 x Mixed Case Red 2010
- The order we receive, and in turn place on you, may come directly from your website (CellarDirect) It is therefore **imperative** that the vintages and the prices are up to date!
- You deliver to our offices/warehouse **within 48 hours**.
- The wines delivered to us MUST include your Invoice which MUST include our unique Order Number.
- We ensure we have received the wines as ordered and schedule them for delivery as soon as possible.
- We then send the customer a message with a waybill number to inform them that their wines have been shipped from our offices, and that it should be delivered to them within 2 to 3 working days.
- Once the wines have been delivered to the customer, we are informed by our courier system and we update our records and we send our/your customers a thank you note and give them the opportunity to rate our service and give feedback.
- We send you a monthly Sales Report. Please check this to ensure vintages/prices are correct.

WHAT WE EXPECT FROM YOU/YOUR DISTRIBUTOR:

- You supply us with your wine trade prices, cellar door prices as well as full tasting notes and bottle shots. Please send through to updates@wine.co.za with your Winery Name in the Subject.
- We take your trade price(excluding vat), add our mark-up (currently 25% + R55 per 6-bottle case for delivery, Credit Card fee of 5%, and Vat of 14%). *We reserve the right to change this pricing structure as we see fit.*
- You supply us annually with a selection of 6 bottles of your wines for tasting - delivered to our offices.
- Your wine to be delivered to our offices within 48 hours of us placing the order on you.
- The wines you deliver must be accompanied by your invoice and OUR unique Order Number
- For you to check your sales report on a monthly basis not only to monitor sales but more importantly to make sure that your vintages are correct and we are selling your wines at the right prices.
- To inform us timeously if you expect a vintage to run out or is unavailable, to ensure we make the changes in our Online Shop.

YOUR SHOP CONTACT PEOPLE AT WINE.CO.ZA: (our office hours are 8.30am to 5.00pm weekdays)

- Logistics/Orders: Letitia Barlow (shop@wine.co.za)
- Sales: Ruaan Spence (ruaan@wine.co.za)
- Accounts: Adele Dixon (accounts@wine.co.za)
- Delivery to: WINE.CO.ZA, 21 Kingfisher Park, Ou Paardevlei Road, (aka Kynoch Road), The Interchange, Somerset West. Tel: 021 851 2737 | shop@wine.co.za

SERVICE LEVEL AGREEMENT

Please sign the information below and email back to us to shop@wine.co.za or fax to 021 851 2735

Please tick which services you require: **SHOP:** **CELLARDIRECT:**

I agree to the service levels expected of me as specified above.

Winery: _____ **Date:** _____

Name: _____ **Signed by:** _____ (Responsible Person)

Telephone: _____ **Email:** _____

Orders to be placed on: WINERY: **or DISTRIBUTOR:** we will get the price list from them directly.

Distributor Name: _____ (if you want us to order directly from the distributor)

Minimum Order agreed to: **6 or 12 bottles** (please circle the one you are able to supply)

Order processing Contacts: Name: _____

Telephone: _____ **Email:** _____

Accounts Contacts: Name: _____

Telephone: _____ **Email:** _____