

WINE.CO.ZA

WINERY WEBSITE DEVELOPMENT SERVICE AGREEMENT

WINE.CO.ZA agrees to develop websites for its **Partner & Global Partner** clients only with a once-off setup cost of **R7 000 ex vat up front**. As long as the winery is a Partner or Global Partner listing, the website will remain active and be maintained by WINE.CO.ZA. Any **design/development** changes after implementation will incur an **hourly cost of R425** (ex vat), but the winery will be quoted up front.

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1. INDEMNITY

We publish information as you supply it.

We go to great lengths to ensure the content we publish is of a high standard, but we cannot take responsibility for any data/info which you have supplied to us for publication which is incorrect, defamatory or grammatically incorrect.

2. SETUP OF THE WEBSITE – what is the process?

Process

- Winery to sign the Contract for Partner or Global partner listing and agrees to WINE.CO.ZA developing the website.
- WINE.CO.ZA to make contact with Winery in order to arrange discussion around look & feel of website with our developer. Winery & WINE.CO.ZA to agree on a layout/structure & type of Shop to be used. (Option 1 or 2—see below)
- Winery to create CD with high-res images & documents in text format, including bottleshots and enough imagery for the top section of the websites' flash photos.
- Winery to include artwork, brand imagery and the like on the CD, as we are not designers, but can implement a corporate image within the structure that we develop. We need clear guidelines as to colour, font, background etc.
- CD to be delivered to WINE.CO.ZA's offices at 21 Kingfisher Park, Kynoch Road, The Interchange, Somerset West; clearly marked with the Winery name, and for attention : Website development.
- Our developer will assess the workload and give feedback to the winery as to the expected completion date. He will also be in touch during this time to get approval from the winery.
- We would like to ensure that we identify the full needs of the winery upfront in order to minimise major changes at a later stage.

3. UPDATES/MAINTENANCE of content/dynamic data – what is the process?

WINE.CO.ZA undertakes to update the data and publish it in both the listing & the website, viz Wines, News, About Us, Events, Gallery, Map(GPS google maps & directions) & more.

Process for additions/updates

- Winery sends an email to our Content Team to updates@WINE.CO.ZA with the content to be changed. As much detail as possible to be included as to when & where.
- WINE.CO.ZA sends an automatic confirmation email to the winery immediately on receipt of the email.
- WINE.CO.ZA's Content team will assess the work to be done and inform the winery as to times and completion dates.
- WINE.CO.ZA's Content team will start work and should be done within 48 hours depending on the volume & complexity of the work.
- WINE.CO.ZA's Content team to let the winery know when finished and will ask the winery to check that it is correct according to specifications.
- WINE.CO.ZA generally makes short changes within an hour or 2, and if you have an urgent change to be done, please follow up on your email with a phone call to our Content Team at 021 851 2737.

4. UPDATES to structure of the website – what is the process?

Most of these requests can be accommodated within the annual Partner or Global Partner listing fee, but should we find that the request requires a lot of the web developer's time – we will inform you and quote you up front before we start any work. This will be charged out at an hourly fee. We make every effort to ensure that this is not necessary as we build in flexibility up front.

Process

- Contact Judy Brower(judy@wine.co.za) to assess the complexity & volume of the work.

5. SETUP OF WEBSITE – STRUCTURE & FORMAT - WHAT DOES IT INCLUDE?

STRUCTURE/FORMAT/LIMITATIONS OF WEBSITE DEVELOPMENT

We are able to do considerable customisation of websites, but are still limited by our template structure and it is important for the winery to understand these limitations before signing up. There is a template to which we adhere, but there are many areas of freedom which we encourage you to take advantage of:

- **Colour/background/watermark:** This can be whatever you supply and we will give input to the layout thereof.
- **Font:** We can use any font, but it makes sense to use something which is easy to read and also available on all web browsers.
- **Main Photos:** Main pics flashing across the top: These can be big landscape pics or we can make a collage of 3 pics or whatever you require to appear at the top of your website. These appear randomly throughout the site. We cannot ensure that a particular photo appears on a particular page.
- **Photo per detailed page:** You can allocate one or more portrait shaped photos to be the main image for individual pages, and this will appear on the top left of the page (underneath the main image/s) You can choose more than one if you like.

HOME Page definites:

- **Logo:** Can appear on the top, side, on the photo, worked in to the images.
- **Intro:** Winery to supply WINE.CO.ZA text to appear as an introduction to your winery.
- **Menu:**
Menu items to be defined by the winery. Think carefully to minimise any future changes.
Menu to be either at :
 - ABOVE
 - BELOW
 - LEFT of images at the of the site
 The Menu items themselves currently do not have a drop-down menu feature

HOME PAGE additional options:

You can select any or all of the following to appear on your Home Page:

- **News:** the latest News item. We will ensure that every article which mentions your winery is linked to your listing & website, unless you inform us otherwise.
- **Diary/Events –**
the next Event; OR
the next 3 Events
if we have an event which you may not have submitted but includes your winery, we will link it to your winery listing & website.
- **Newsflash:** the latest Newsflash linked to your winery will appear for 2 weeks after publication.
- **Latest Release of wine:** If you would like your latest release of wine appearing, this is

possible, only if you supply us with the release date of the wine.

- **Latest Video:** Any Video that you have submitted to us or we have taken of you will be listed in the video library, but should you want it on your Home Page – it can also appear. We do not host videos – they need to be uploaded to YouTube, Zoopy or similar by you before we publish a link to them in your listing & website.
- **Photo Albums:** We can showcase the latest photo album on the home page, and also allocate it to any detailed page within your website, but you need to give clear instruction as to where you want it to appear. Every photo album you send us will automatically appear in your Gallery/Photo Albums as a default anyway.
- **Latest Blog Entry** (if we host it) – or link to blog. We provide a Blog Space on WINE.CO.ZA. The benefit of this is that you are able to contribute entries with Text, Photos or Video and these can then be published dynamically on your website. We cannot publish entries in your website dynamically from your external blogspace, only from a blogspace within WINE.CO.ZA
- **Facebook** links – detailed or just a link or both
- **Twitter** links – latest tweets or just a link or both

CONSTANT BLOCK – either LEFT or RIGHT – compulsory on every page.

We have allocated a standard block on the left or right-hand side of every page in your website which you can use to highlight whatever feature you like... ie SHOP, Newsletters, Subscribe, Wine Club etc and will link to the page within your site or without, depending on your requirements. Please let us know what you would like in this area.

WINES

The way we list wines is as follows:

WINES

RANGE OF WINES

WINE LIST

INDIVIDUAL WINE

If you have a Range of wines, we can first go to a page listing the Ranges of wines – which includes a pic and description of each Range.

Then, when clicking on a Range, it will then go to a list with a thumbnail of each bottle shot and a short description which appears in the Tasting Notes.

The structure of this data is also pre-defined, but makes sense; ie Tasting Notes, Blending Info, Accolades, About the Harvest, In the Cellar, other Vintages (we keep older archived wines info). We will provide you with our minimum requirements.

Each wine page can be printed as is, and also has PDF print options as well as Social Media links.

If you sell your wines online—we currently do NOT have a **BUY WINE** button on the individual Wine, but usually will have a **BUY WINE BUTTON** in the left block of every page and/or on the Menu as you prefer.

Pages displayed within the site

If a page has pages within it – then the first page displayed will be a list of thumbnails with a short description. When clicking on any of the entries, it will then go to the full detailed page. See examples attached.

MOBI SITE

We include a basic mobi site, which has your logo and main menu items available.

SHOP – we have 2 Shop offerings:

- **Winery manages the orders** – we list YOUR prices on the site. Consumer can choose mixed cases and delivery can be anywhere in the world unless you specify otherwise.
 - Consumer selects wines
 - On Checkout – Consumer will be asked for information which WINE.CO.ZA will gather, put into an email and send it directly to your MAIN email address.
 - Consumer receives confirmation email of order from wine.co.za
 - You handle the consumer and do the payment processing and delivery
 - For an example, see www.kenforresterwines.com

- **WINE.CO.ZA manages the orders** –FOR SOUTH AFRICAN DELIVERY ONLY - we list OUR prices including delivery. We pay you trade price plus 10%. (See CellarDirect documentation for more detail).
 The shop is integrated into the website, looks like the winery’s shop and only when the consumer has finally placed the order does WINE.CO.ZA take over
 - WINE.CO.ZA sends the consumer an automated confirmation email.
 - WINE.CO.ZA sends the consumer a manual email with more detail about the order
 - WINE.CO.ZA then processes the payment – either Credit Card, Direct Deposit or On Account.
 - WINE.CO.ZA then places the order with the winery/distributor and communicates directly with the consumer.
 - Winery to deliver the wine & preferably the invoice as well, to our warehouse in Somerset West within 72 hours of us placing the order with you. You need to be able to deliver a minimum of 6 bottles at a time.
 - We ship within 24 hours of receiving all wines for that order - anywhere in South Africa.
 - We make payment for the wine to the winery based on normal accounting practises, and the extra 10% that we pay will be done about 30 days after receipt of your invoice.
 - Should we purchase from a distributor, the 10% will be paid to the winery directly.
 - We report to you monthly on sales made through your website.
 - For examples, see www.rakaWINE.CO.ZA or www.raats.co.za

6. UPTIMES

WINE.CO.ZA makes every effort to ensure that your website will be live and accessible 100% of the time. Should we need to make any changes which will result in any downtime, we will inform you in advance to minimise disruptions.

7. WHAT ARE WE NOT ABLE TO IMPLEMENT?

Other than sticking to the template structure of display of the information, there are a few other areas which you need to be aware of:

- Individual URLs for each page of the site are not easily accessible, but you can hover your mouse over the menu item and the URL can be copied or use the Social Media link buttons to share the page.
- The Wine can not have a BUY WINE button on each individual wine.
- The order of information in the WINE page cannot be different from our structure.
- We currently do not give the winery access to update information, except the blog space.

8. PAYMENT TERMS

The amount of R7 000 ex vat will be invoiced when you sign up with us, and is to be paid once the website is approved by the winery.

9. RESPONSE TIMES ON WEBSITE

WINE.CO.ZA endeavours to ensure a sub-second response time, but of course this depends on the individual connectivity of each visitor.

10. DOMAIN NAME RENEWAL

Should the winery want WINE.CO.ZA to do the annual renewal of the domain name /URL/s used for the website, we can do that. There will be no charge for the first renewal, but for the 2nd and subsequent URLs you will be charged. These URLs to be communicated to us on the Booking Form.

11. REPORTS ON VISITORSHIP STATS

WINE.CO.ZA will send an automatic email to the allocated person at the winery to receive the monthly statistics on visitorship for the previous month.

12. MAILING LIST MANAGEMENT & NEWSLETTERS

Wine.co.za is able to manage your Mailing list, allow Consumers to become a member online, and can also create and send out Newsletters on your behalf to your mailing list. These features can be displayed on your website which we manage.

Cost incurred below are in addition to the website setup and maintenance cost.

- **Mailing Lists**
 - **We can host your mailing list – and you have access to add/change**
R550 to manage your mailing list (free for Global Partners)
- **Electronic Newsletters/Flyers/Invites – set up/design and maintenance**
 - Newsletter set up : R1950– once-off (or R1500 for Global Partners)
 - eFlyers/Invitations – R425 per hour, R425 per hour for subsequent changes
 - Cost per email for sending out newsletter to your database/mailling list (see below)
- **Mailshots/sending out your newsletters/flyers to your mailing list – with embedded images**

○ 0000 - 1500 emails : 40c each	1501 - 2500 emails : 35c each
○ 2501 - 3500 emails : 30c each	3501 - 4500 emails : 25c each
○ 4501 and more : 20c each	

13. TERMINATION OF WEBSITE

The website will be terminated under the following circumstances:

- **Winery downgrades its listing with WINE.CO.ZA** to Standard or Free at annual renewal time.
 - As a Standard listing, the URL will then go directly to the listing on WINE.CO.ZA.
 - As a Free listing – the URL will then point directly to the Free listing on WINE.CO.ZA.
- **Winery gives notification to WINE.CO.ZA that it intends to move its website to another service provider.** WINE.CO.ZA undertakes to give the winery client an electronic copy of their data, but the content will also remain in WINE.CO.ZA's database.
 - If WINE.CO.ZA looks after the Domain Name on the winery's behalf, WINE.CO.ZA will hand that over to the winery to handle.

14. FORM TO BE COMPLETED BY WINERY BEFORE WINE.CO.ZA STARTS ANY DEVELOPMENT

Please complete & fax back to 021 851 2735

We would like you to spend time with our developer to plan the look/feel/design of the website, but if you can complete the form below before we start – it will certainly help speed up the process. Please specify or circle YES/NO for the relevant areas you want for your website

WINERY/ BRAND NAME:	Please specify or circle where necessary	For wine.co.za use only
GENERAL INFO		
Colour of background		
Font		
Main Photos		
Photo per detailed page supplied		
HOME PAGE OPTIONS		
Logo: where to place: Above photos? In middle? On left? In photos? On right?		
Introduction: Where to place on page – middle or across the top (just below the photos)		
Main Menu Items	Above Photos Below Photos Left-hand side	
News Latest News Item:	YES / NO	
Newsflash Latest Newsflash:	YES / NO	
Diary/Events Upcoming Event: Next 3 Events:	YES / NO YES / NO	
Latest Releases of Wine to appear?	YES / NO	
Latest Video	YES / NO	
Most recent Photo Album	YES / NO	
Blogspace required?	YES / NO	
Latest Blog Entry (<i>only if wine.co.za hosts BLOG</i>)	YES / NO	
Facebook links	Where to appear?	
Facebook Detail to be displayed	YES /NO Where to appear?	
Twitter link	Where to appear?	
Latest Tweets	YES/NO Where to appear?	
SHOP	Winery Manages Orders Wine.co.za Manages Orders	
CONSTANT BLOCK:		
RIGHT / LEFT OF PAGE		
Please specify the items to appear; eg BUY OUR WINE, SUBSCRIBE TO OUR NEWSLETTER, FACEBOOK, TWITTER, LATEST TWEETS, WINE CLUB, MENU ITEMS etc...		
NAME & CONTACT DETAILS OF PERSON AT WINERY RESPONSIBLE FOR MANAGING WEBSITE:		
SIGNATURE & DATE:		