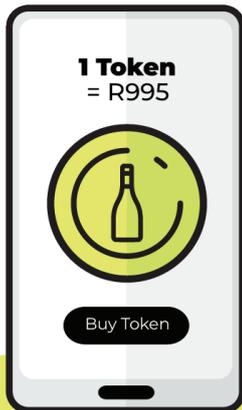




Market - Grow your brand



Use our **Token** system to guarantee publication, or use our **Token Bundle** and/or **Annual Contracts** for extra exposure & best value offers.

- > Our simple Token system makes publication accessible to all; **1 Token @R995 = 1 Item Published.**
- > **1 Item Published = News Article**, or **Wine Fact Sheet**, or **Diary Event**, or **Tourism** entry (Eat, Sleep, Do, Taste), or **Photo Album**, or **Video**

Token Options

Great flexible options for PR companies, Suppliers, Small businesses, Associations, Wine Routes, Awards businesses

Pay As You Go
@ R995
Valid 3 years

Token-5 Bundle
@ R4 750
Valid 3 years

Token-10 Bundle
@ R8 500
Valid 3 years

> Use **Tokens** to publish or bump up your content

	Tokens needed
1 Published Item News, Wine , Event, Tourism info, Photo Album or Video	1
Featured News (1 Day) Published + 1 day Featured in News & Newsfeeds (NO Social Media Post)	2
Featured News (3 Days + Social Media Post) Published + 3 days Featured in News & Newsfeeds + 1 x Social Media Post	3
Boost Your News / Launch a Wine Published + 3 days Featured in News & Newsfeeds + 1 x Social Media Post + 2 weeks Banner Advert	5
Featured Diary Event (2 Weeks) Published + 2 weeks Featured in Diary & weekly Diaryfeed + 1 x Social Media Post	2
Boost Your Diary Event Published + 2 weeks Featured in Diary & weekly Diaryfeed + 2 x Social Media Posts + 2 weeks Banner Advert	4
Banner Advert (1 Week) Image to be supplied - 1170 x 190px (min 2k impressions)	2
Spotlight Pages We create a branded 'news room' for your content	1



Market - Grow your brand

Reach the extensive & influential global wine community.
200k+ unique monthly wine lovers.

Annual Listing Contracts

Guaranteed unlimited publication & proactive sourcing of content

*Extra Gold Exposure :

Banners, Featured Content, Social Media

Partner Listing

R 25 500 p.a. OR
R 2 550 p.m.

Gold Listing

R 47 700 p.a. OR
R 4 770 p.m.

+ Extra Exposure*
++Impressions: 180k+ p.a.

Wordpress Website Development (Full Site)

Must be either Partner or Gold listing. Includes dynamically fed wine.co.za info.

from R 21 000
once-off

Wordpress Website Development (1-Pager)

For small wineries with one or two wines

from R 5 500
once-off

Website Hosting

Annual hosting fees and Wordpress updates (Ts & Cs apply)

R 2 200 p.a.

Classified Ads (Featured)

R 520 - 1 week



Engage - Talk to your customers

Guest Wifi - Hardware and Mailers (Set Up and Management)

Grow your subscriber base for better long-term profitability for DTC Sales

from R 1 650 p.m.

Emailer Creation

Let us help you design and manage your communications to your customers

Set Up

from R 1 790

Ongoing

R 995 / hr
design fee

Sending

R 0.32 / email address



Sell - Sell your wine

CellarDirect - Online Store Set Up		from R 3 750
CellarDirect - Service Fee We manage your online store, specials, wine club + mailing list integration		15% monthly commission
CellarDirect - Warehousing / Pick & Pack Reduce delivery time to your customer - and your admin hassles	Warehousing	Picking & Packing
	110 x 6-bottle cases R 300 / pallet p.m.	R 10 per waybill
CellarDirect Sales Accelerator - Boost your Sales Increase your sales with our dynamic Direct to Customer sales service		R 2 650 p.m.



DTC
Academy



Learn - Train your staff

DTC Academy - Wine Sales Advisor Level 1 – (1 day) Introductory wine course designed to build confidence in new or inexperienced staff, enabling them to deliver a positive guest experience in sales and service environments.	R 1 900 per candidate
DTC Academy - Wine Sales Advisor Level 2 – (1 day) For employees with basic wine and service experience. Expands knowledge of South African and international wine styles. Improving upselling, food pairing, and guest experience.	R 1 900 per candidate
DTC Academy - Wine Sales Advisor Level 3 – (1 day) A sales-focused course for experienced wine professionals to enhance selling skills, boost sales, and create a memorable, high-impact "Wow! factor" guest experience.	R 1 900 per candidate
DTC Academy – Wine Sales Professional Certificate – (3 days) Wine Sales Advisor 1, 2 and 3, delivered over 3 days – including an enhanced theory and wine assessment exam. For employers building high-performing teams.	R 5 700 per candidate
DTC Academy – Wine Sales Professional Certificate – (Exam) Candidates who have taken Wine Sales Advisor at level 1, 2 and 3 separately are invited to sit the enhanced exam to receive their DTC Academy lapel pin. (conditions apply)	R 500 per candidate
DTC Academy – The South African Wine Certificate – (2 days) A course for those in the South African wine industry, expanding regional knowledge to support informed communication and enhance the guest experience.	R 4 750 per candidate