



Michael Osborn, Founder
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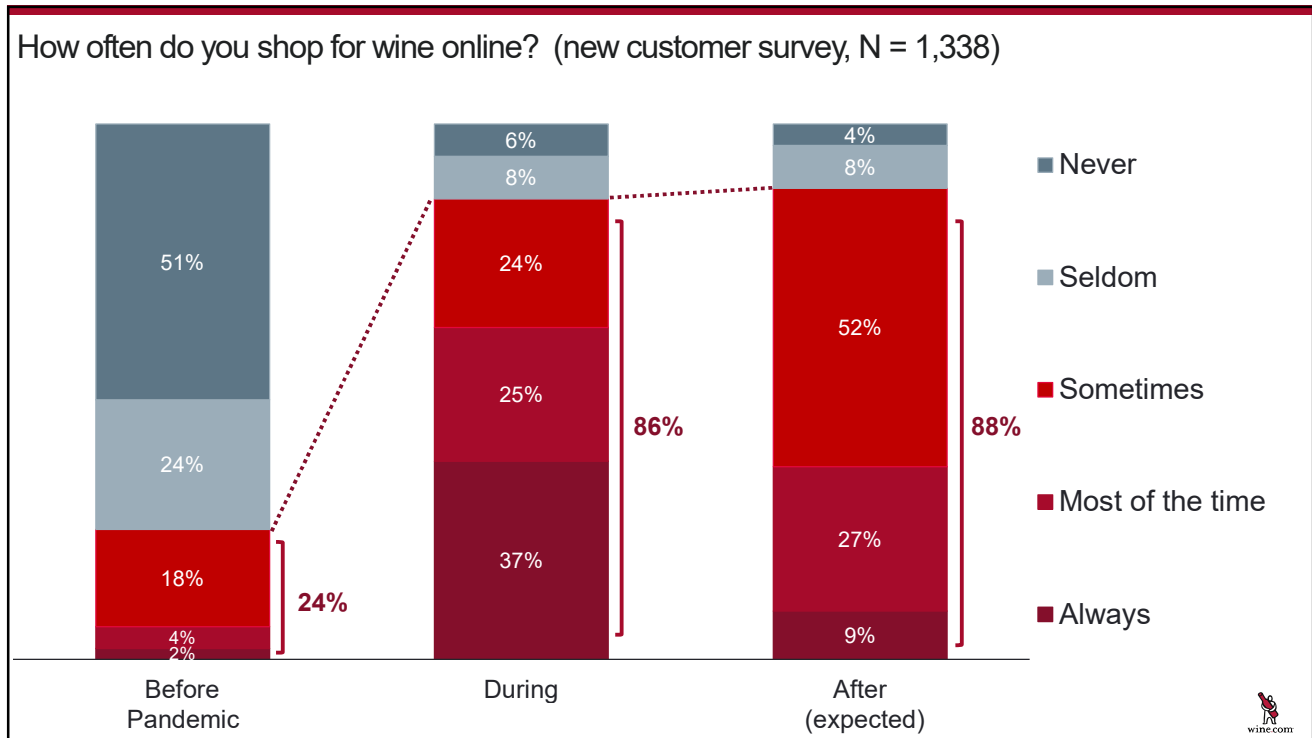
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COVID Response

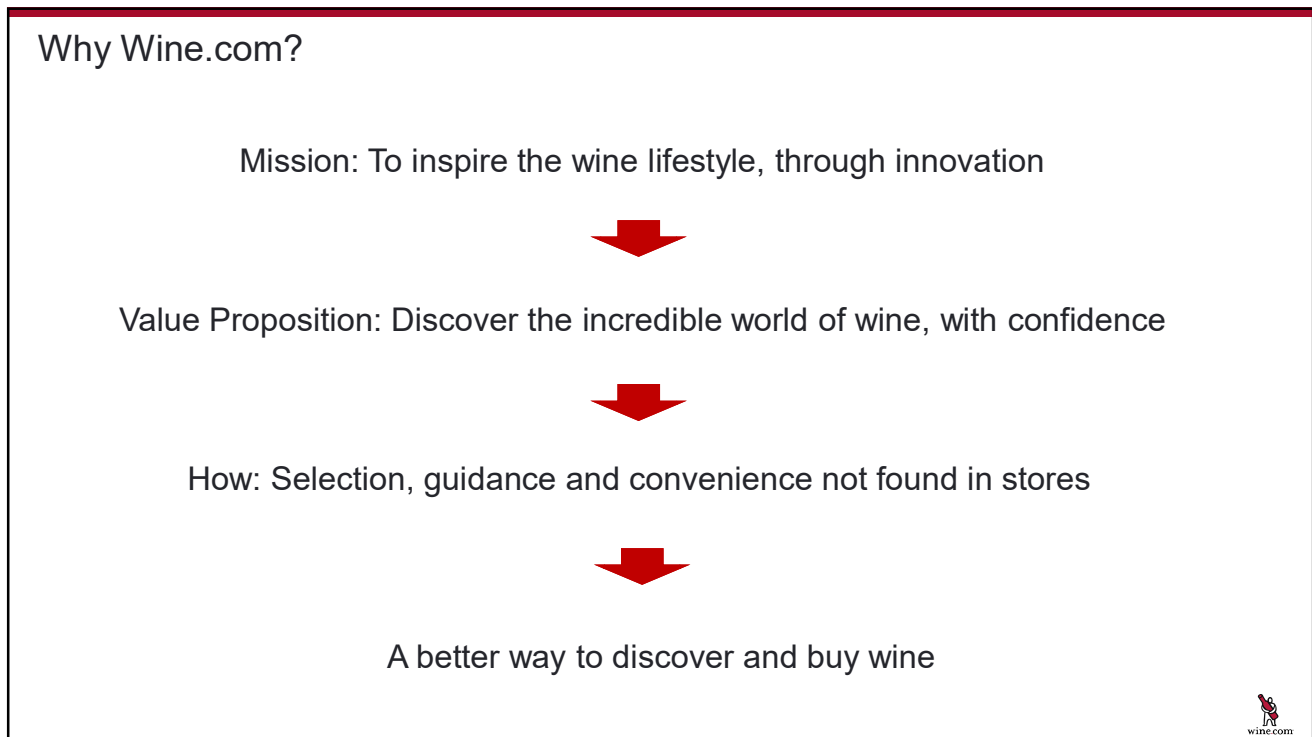
- Hired 500 people into operations, customer service, live chat somms since March 15
- 7 day shifts with social distancing, cleaning & safety protocols
- Tripled marketing investment – Google, Facebook, Instagram, Youtube



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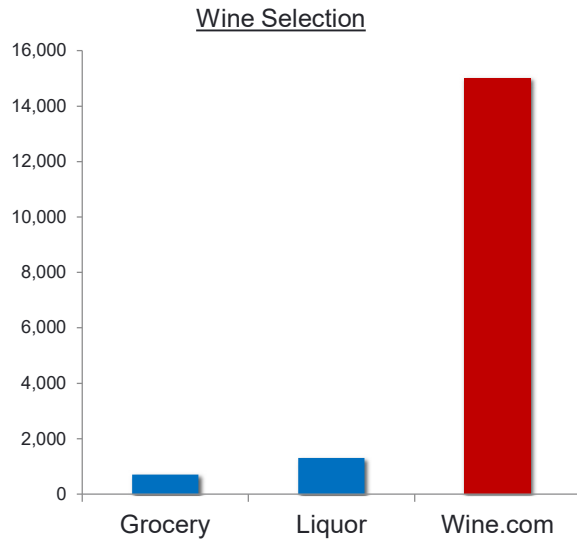


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Selection: access the world's largest and most interesting wine store...



- 10-20 times bigger than your local stores
- 3X value/bottle (\$30+), 45% rated 90 points or higher
- Powered by virtual inventory model and 20-year winery partnerships
- Impossible to replicate in brick & mortar



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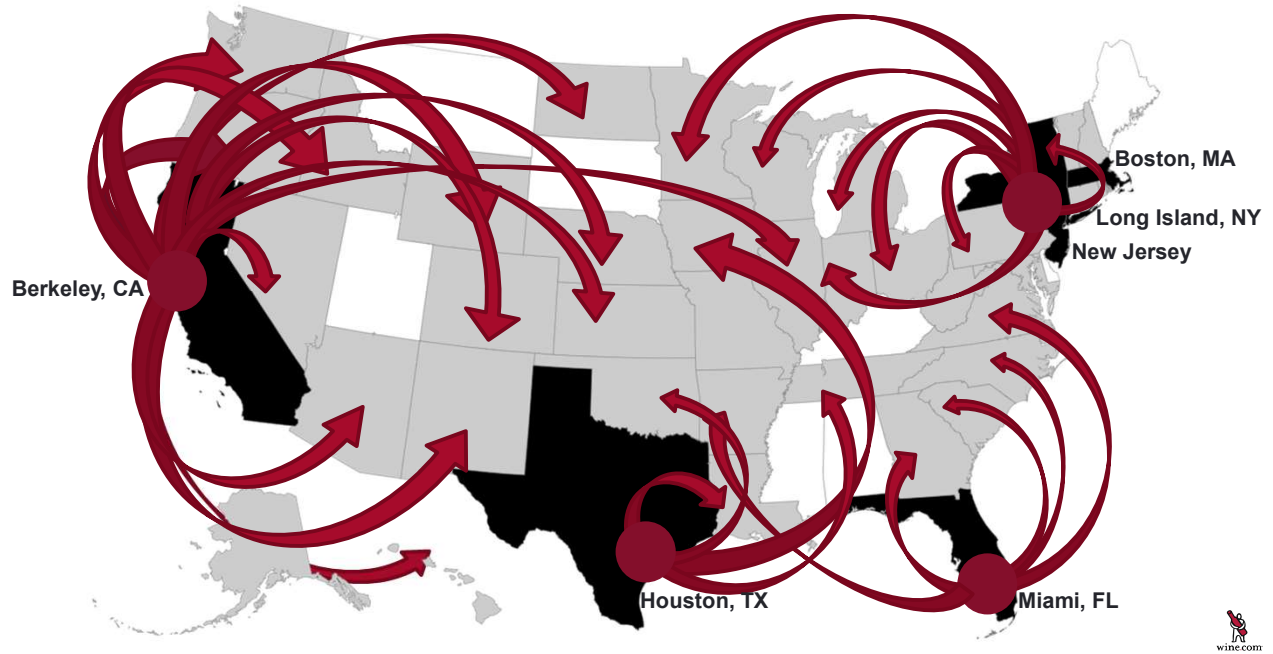
Guidance: learn the story behind your wine...

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Guidance: get personal service from our live chat wine experts...

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We're national: Serving 42 states (+D.C.) from six licensed warehouses



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Our Long Tail Assortment Remains Key to our Growth

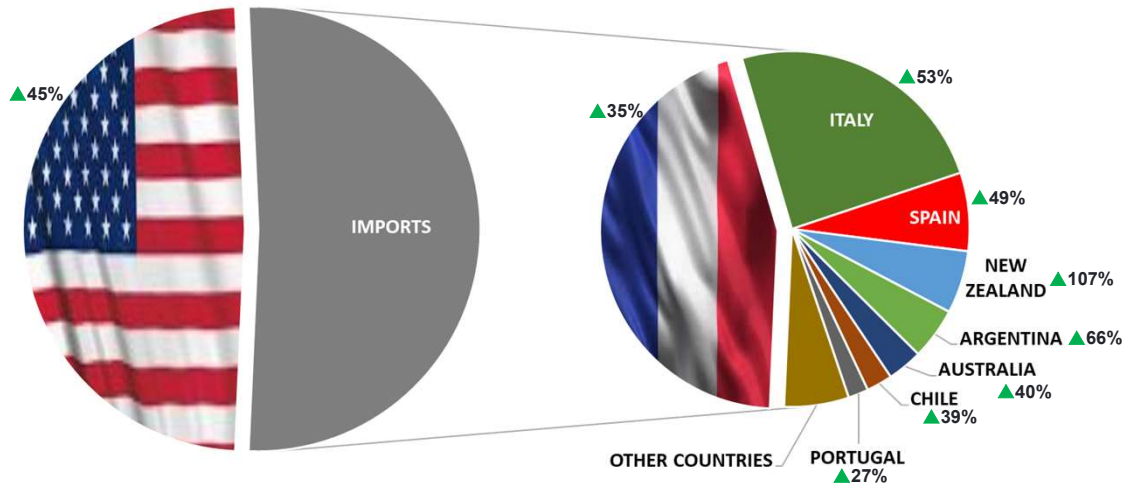
Trailing 12 months:

- Unique wine labels sold : 47,489
- Average Selling Price: \$26.98
- 96 varieties...
from Aglianico to Zweigelt
- 28 countries and 441 wine regions...
from Abruzzo to Yountville
- 100% brands, no private labels



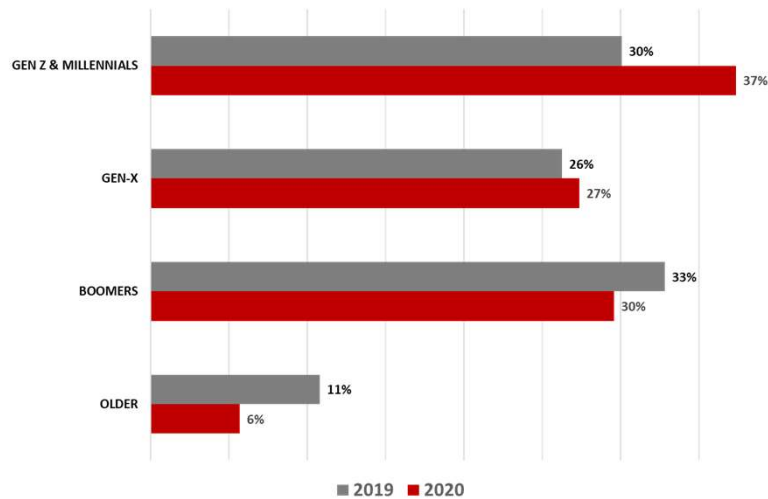
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Wine.com Consumers Prefer Imported Wines (51%/49%)



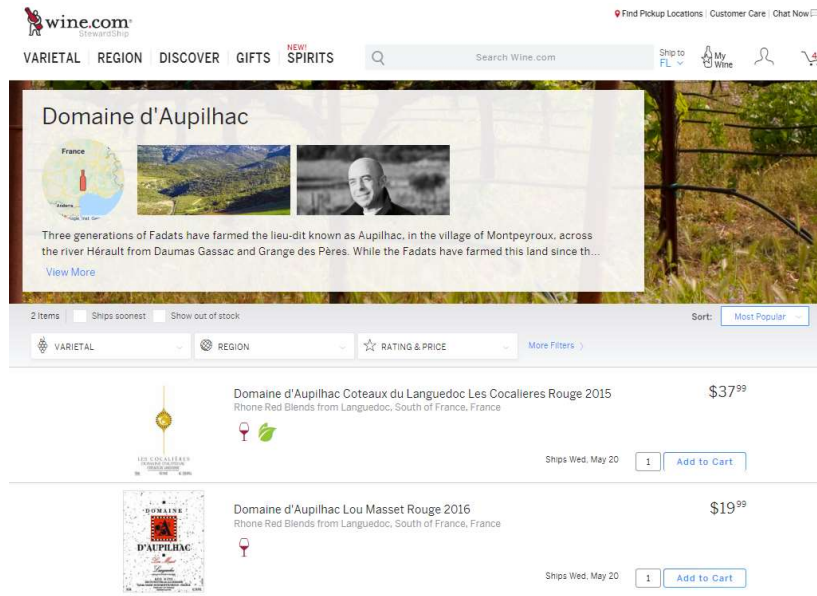
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Young Consumers Discovering Wine.com in Record Numbers



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What can you do now? Review & Update Your Product & Brand Content
Send updates to content@wine.com



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Experiences: Live tastings are obviously paused



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Live Streamed Tastings, with the opportunity for consumers to purchase and enjoy with guest winemakers & owners

- Franco-American Pinot Noir: Jean-Charles Boisset
- America's Favorite Winery: Kendall Jackson
- Hampton Water: Jon Bon Jovi & Gerard Bertrand
- Tour of Italy: Gaia Gaja, Alessandro Bindocci and Antonio Capaldo
- Domaines Barons de Rothschild Around the World with Saskia Rothschild
- Living Legends: John Legend and Jean-Charles Boisset present LVE Wines
- Mother's Day Special with Vanderpump Wines
- Antinori's World of Wine
- Santa Barbara Wines: The Next Wave
- Michel Chapoutier & Gerard Bertrand Biodynamic Winemaking
- Mary J. Blige with her release of Italian wines
- Many more planned

www.wine.com/experiences



www.youtube.com/winedotcom



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View on our YouTube Channel tomorrow, Brunello is featured!

BRUNELLO SUPERSTARS

Taste and learn about [Brunello di Montalcino](#), the long-lived red from Italy. Join acclaimed winemakers as you take a tour through this special region and learn about the different styles of this famed wine.

Lamberto Frescobaldi
[Frescobaldi](#) - President

Alessandra Angelini
[Caparzo](#) - Owner

Bernardino Sani
[Argiano](#) - Winemaker & CEO

Thursday, October 8
4:00-4:45pm PST / 7:00-7:45pm EST



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