



Wine Market Kiosk

Benefits

Benefits of Wine Market Kiosk:

Wine Market Kiosk provides retailers, wine producers, and distributors with state of the art technology to enhance the consumer decision making process and drive consumer loyalty and repeat business.

- :: Trusted wine reviews, descriptions and pairings provided by the award winning WinesandRecipes.com™ group give your customer confidence to make the purchase decision plus offers a high hit rate for reviews for your wine inventory.
- :: Easy to use Novice and Advanced Search capabilities including bar code scanner provides immediate results to your customers.
- :: An enterprise-class solution that can service any retailer, from Independent Grocers to Tier 1 national chains.
- :: Modular application design allows retailers to select the functions that best suit their needs.
- :: Ported for NCR, IBM, mCosm and others allows the retailer to leverage existing buying relationships with their hardware provider.
- :: POS and PLU systems integration provides automated item lookup and price display on the kiosk.
- :: Web interface for retailer to add descriptions, reviews or special category designations such as "Wine of the Month" enables retail self-service control.
- :: Store-Branded option for custom look and feel supports the retailer's brand image.
- :: Usage reporting capabilities provides management information on customer interaction behaviors.
- :: Remotely managed through internet connection reduces maintenance costs.

Retailer Benefits:

Wine Market Kiosk provides the retailer with a Point of Selection merchandising tool to drive cross-sales and increase average ticket size.

- :: Cross-selling capability between wine and complimentary cheeses to increase basket size and profitability.
- :: Ability to display featured wines, in store specials, or store selections in search results to affect consumer purchase behavior.
- :: Supports store expert with capability to write and display proprietary tasting notes to promote certain brands.
- :: Independent reviews from multiple sources including winemaker notes increases wines with informational content.
- :: Cheese descriptions and wine pairings provided by recognized experts inspire add-on revenues and profits.
- :: Banner space supports vendor sponsorship revenue to offset cost of ownership.
- :: Assisted selling kiosks may reduce staff operating costs.
- :: Kiosks enhance proven store loyalty and repeat business.
- :: Monthly updates reduce reliance on maintaining paper shelf talkers.

Surveys Show:

- :: Forty-five percent of shoppers said that an interactive touch screen with product information on the wall or shelf next to merchandise displays would most likely encourage them to shop at specific retailers. (IBM)
- :: Shoppers spend 81% more when wine is in the basket. (E&J Gallo)
- :: Studies on kiosk use indicate that the costs are paid back in increased sales and customer loyalty. Kiosks in retail demonstrate 6-8% increase in incremental sales. (Summit Research Associates)
- :: Kiosk in North American retail locations will rise 69% by 2007. (Summit Research Associates)
- :: Project Genome™ demonstrated that 20% of wine buyers are likely to seek advice and consider reviews important in decision making.
- :: An additional 23% of wine buyers are overwhelmed by wine selection and want wine buying simplified (Project Genome™)

Consumer Benefits:

Wine Market Kiosk helps consumers to improve their buying experience by providing wine information from trusted review sources and suggesting expertly matched information to demystify cheese and recipe pairing.

- :: Trusted information source at the "point of selection" helps the Consumer to make an informed decision while increasing confidence in their purchase.
- :: Assists consumers in wine selection matched to the consumers choice of planned meal, resulting in increased confidence in the purchase.
- :: Provides recipe and cheese matching recommendations based on wine selection – offering ideas to enhance the consumer's experience.
- :: Supports the consumer planning for an entire wine experience for any occasion.

Surveys Show:

- :: Twenty-three percent of the wine consumers are overwhelmed by the number of choices available in the market and need help in making wine selection and pairing it with food. (Constellation Brands Project GenomeSM)
- :: Forty-Four percent of the shoppers who tried a kiosk found it extremely or very valuable.

Winery Benefits

Wine Market Kiosk provides best opportunity for Wine Producers to influence the consumer's choice during the decision making choice at the point of selection.

- :: Ability to display sponsored brands in search results
- :: Helps to establish and maintain brand awareness
- :: Banner advertising during kiosk idle time
- :: Wine reviews from multiple independent sources including winemaker notes
- :: Advertising reach to consumers in all markets on WinesandRecipes.Com web service
- :: Banner advertising during use provides targeted message impressions

Surveys Show:

- :: A study by the Sam Walton School of Business found that 80% of consumers make their specific purchasing decisions during the eight seconds they stand in front of a product category.
- :: According to study conducted in November 2004 by BMRB International found that more than three-quarters of the consumers who noticed in-store advertisements are likely to buy the advertised brand, a very convincing argument for including in-store methods in a company's media budget.