

Case Study: Share A Splash Wine Co.

Leveraging Sitiation's Services and Salsify's Platform to Navigate Bev/Alc Three Tier Challenges Seamlessly



The United States beverage and alcohol industry has an interesting historical past. Since prohibition ended in 1938, with new regulations in place, new brands and beverage producers have been consistently entering the market.

Share A Splash Wine Company began as a small brand with a single Cabernet, aimed at finding the balance between quality and affordability. In the last 15 plus years, Share A Splash has grown into a parent company inclusive of six brands, with availability in 47 states and 30 international markets.

CHALLENGE

Like many brands and producers, growth means more data and efficiencies to continue to scale become crucial to success. The manual lift of transforming spreadsheets to meet the unique requirements of individual distributors and retailers became tedious to manage without error.

GOALS

- Reduce manual product data and asset management
- Access to more distribution partnerships
- Implement a user friendly and scalable solution

SOLUTION

Share A Splash leveraged the services of a professional consultant in the spring of 2022 to evaluate the business as a whole and identify improvement opportunities. Among the recommendations was the Product Information Management (PIM) solution, Salsify.

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INDUSTRY:

Beverage and Alcohol
Manufacturer and Retailer

NEED:

Reduction in Manual Process
Scalable Data Management
New Distribution Partnership Method
Solution

RESULTS

- Spreadsheet Elimination
- Syndication Site Enhanced Content
- Open Catalog Partner Expansion
- Digital and printed catalogs
- Direct Channels with New Retailers
- Increase Retail Site Search Volume
- E-commerce Sales Outpace In-Store



Mike Giese

Trade Marketing Manager,
Share A Splash Wine Co.

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Seeing demonstrations and learning what Salsify could offer them, Share A Splash was sold. Comfortable with Salsify's recommendation and impressed by the partnership and expertise, Share A Splash decided to move forward with Sitation as their implementation partner.

This collaborative project not only included Salsify implementation, onboarding, and enablement, but also took a revision of the company's e-commerce presence one step further by leveraging Sitation's expertise on enhanced content.

Mike Giese, Trade Marketing Manager at Share A Splash Wine Co. shared that the knowledge and expertise of Sitation Project Manager, Billie Smith and Implementation Specialist, Oscar Garza proved a valuable resource to making the change to a single source of truth. Giese explained that from start to finish and ongoing throughout the warranty period, the dedicated Sitation team was happy to help.

"The time I spent in Salsify coupled with the notes and provided information from Sitation's onboarding has set me up to be successful on the platform." said Giese.

RESULTS

- Eliminated data management spreadsheets
- Enhanced Content and updated product data
- Open catalog leading to expansion
- Opportunity to refresh content at scale
- Digital and printed catalogs
- Direct channels with new retailers
- Increase to search volume on retail sites
- E-commerce purchases out pacing in-store

Share A Splash's Salsify instance has delivered all the expected results but Giese shares that some features have exceeded expectations.

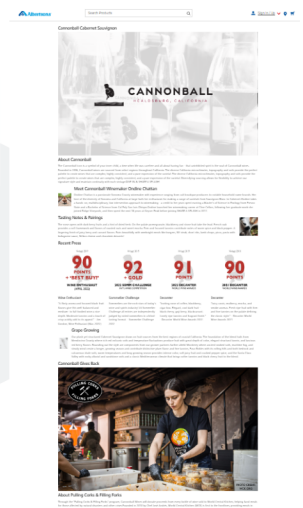
"The catalog feature is user friendly and intuitive for our trade partners to be able to use. It gives them access to key selling points, bottle images, specifications including alcohol percentage, and case specs for shipping purposes. The amount of information we can house in just the catalog feature is amazing. We can use it as a central hub for those who need content from us."

Functionality wins like these are exciting and provide efficiency but there are numerical returns too. With the use of Salsify and the advantage of Sitation led enhanced content, Share A Splash ecommerce purchases have now outpaced sales at brick and mortar locations including the grocery chain, HEB. Search volume for their wine brands has increased on all their retailer sites.

Enhanced content features are giving online customers the information they need while adding brand identity value to listings on Target and Albertson/Safeway.



ABOVE:
Enhanced Content Bottle Tour



RIGHT:
Enhanced Content Albertsons.com

"The three tier system means multiple gatekeepers to get your information to the end consumer. Salsify gives the producer the power to give the message they want to send to their customer at the point of purpose is huge." Giese shares how this implementation is uniquely valuable for the Bev/Alc industry.

He sums the power and value up by simply saying "It takes less touches to get our wine to our customers."