

The platform where you order wine directly from the winemaker!

# ONWINE

## EXCEPTIONAL WINES AVAILABLE FOR EVERYONE

### About us



ONWINE is a platform that enables direct international transactions between wine lovers and winemakers. We help winemakers access entirely new international markets with our unique fiscal structure that takes care of all excise duties, relevant tax matters and we arrange the safe transport from your winery to consumer.

We have already partnered with 100+ winemakers from Italy, Germany and France, allowing enthusiasts of their wines to easily order those wines from winery directly to their front door.

**We are looking to replicate these success stories with new partners and believe that your winery could be our next successful partner!**

### Our unique proposition



#### Mission: Fair pricing for winemakers

The most essential part of our mission is **fair pricing for winemakers**. On our platform, the autonomy remains with the winemaker. As a winemaker, you decide the consumer prices and you keep most of the profits. Our fee is only for (and proportional) to the services we provide.

#### Method: A unique fiscal structure

The most essential part of our business is **our unique fiscal structure**. ONWINE functions as the fiscal representative of its Italian, French and German affiliate companies.

- **Practically**, when someone orders from your winery on our platform, you can send your wines directly to his or her international address. We take care of relevant excise and tax matters and will arrange the safe transport to the consumer.
- **Formally**, we ask you to send a monthly invoice to our local affiliate company, such that our affiliate functions as an intermediary which buys from you and sells to the consumer. As fiscal representative, ONWINE takes care of the excise duties and taxes for you so you can focus on what you do best: creating wonderful wine.

### How it works



#### Onboarding: getting you on the platform

As a winemaker, you decide which wines you want to sell on the platform and you set the prices of your wines. Our onboarding process consists of the following:

- You send us the following information: a profile text and picture for your brand page, the selection of wines and their prices you want to sell them for on the platform, a high quality picture of the bottle and text to add on each of the product pages (for the selection of wines).
- We set up your brand and product pages and ask you for feedback before we activate your pages, for people to order.
- After the implementation of your feedback, we activate your pages.

**That's it! Your new sales channel is all set up and ready for your first order.** During your first order, we take an active role to guide you through the process to ensure that you know and can take advantage of our easy workflow when receiving future orders.

#### Workflow: from order to payment

ONWINE facilitates a direct transaction between the winemaker and the private customer. With our unique fiscal structure we completely relieve you from all peripheral matters and make you focus on what you do best: making wines.

- The customer orders your wines on on-wine.com (+ we communicate the order to you)**
- You pack the order in transportable boxes**
- We order transportation (+ take care of excise documents)**
- The box travels directly to the customer**
- You send us an invoice and get paid an honest price for your wines**

#### Costs: an honest price for your wines

For the onboarding, we ask **a one-time fee of €250**. This includes the complete set-up of your brand page and product pages on our platform. The rest of our income consists of a fee for the provision of the platform. Our fee after excise duties and shipping costs consists of a mere 12% of the sales price.



## Our strengths as a partner



ONWINE is a proud partner in sales, branding and promotion of the winemakers on our platform. By means of collaboration, we strive to grow our platform through promotion of our partners. We believe that it is a joint effort and see that growth of our brand adds to the growth of your winery and vice versa.

We take pride in our strenghts:

- ✔ Established brand in the Netherlands, Belgium and Germany
- ✔ Experienced partner in branding, promotion and (targeted) marketing
- ✔ Newsletter twice a week to more than 10.000 customers
- ✔ Growing customer base, both in quantity and locations
- ✔ Excellent knowledge of local markets and consumer behaviour
- ✔ Backing of experienced investors and partners who support our mission

## Our strengths as a partner



We undertake numerous promotional activities to promote the wines of our partners. And they pay off! The following activities have proven to give a boost in online sales and brand recognition for our partnered wineries in the past. Therefore, we will keep on doing them and/or even expand our efforts in them in the future. All these outings have one thing in common: **Your winery and your wines!**

### ONWINE tasting events and Tastings



We organize multiple tasting events for new and existing clients in our shop or at larger external locations on a yearly basis. Here we introduce all those winelovers to all the different and unique winemakers that we are partnered with. This has been a great way of acquiring new customers and fans of your wines. With the backing of our marketing-team we then make sure that those customers order from you again and again.

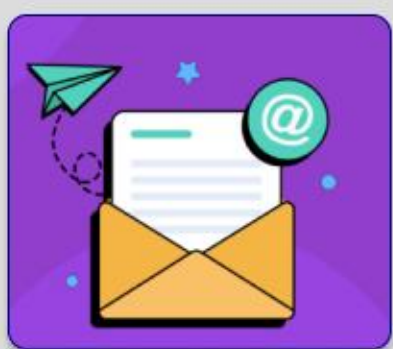
### Wine festivals



We are widely known for our attendance at the biggest wine festivals in the Netherlands. We have a strong network of partners in all the large cities where we host or attend events with your wines. All together over 50.000 visitors attend these wine events and we are there to promote our platform and your wines. Besides introducing clients to your wines on the event itself, we see a large amount of aftersales coming directly to the winemakers we presented at the festival. A great way to launch your newest wines and reach a large audience.

Customers will find us at festivals like: *Amsterdam Wine Festival, Night of the Wine Utrecht, Fete du Champagne* and many more!

### Newsletter and social media



We started our mission in 2021 and over the years we've attracted many winelovers to our platform and the winemakers we work with. We have an extensive and ever growing customerbase for our newsletter and social media with over 10,000 people. This way we promote the many wineries and wines and have a real impact in your sales through the platform during the year and especially during peak sales times such as Black Friday, Christmas and the New Year.

### Online (targeted) marketing



We have a team of specialists that know how to market your winery, your wines and our platform. With special attention for SEO, SEA, META and email-marketing we can attract new clients and make sure they know where to find your wines on our platform. We also have certain marketing programs and tools we can use to reach the already existing clients and fans of your wines.

### Winery of the month subscription



The most fun and easy way for new clients to meet their new favorite winemaker is visiting your cellar. However they don't have unlimited holiday and therefore we love to bring that cellar visit to their homes with the 'Winery of the month' subscription model. This way we promote one winery per month that makes a selection of six of their best wines and we ship those including a digital winetasting to their homes. A great way for you to promote your wines to hundres of winelovers and a fantastic way for winelovers to try wines they've never had before!

### Winery of the month subscription



We recently opened a physical shop in the middle of the historical center of Utrecht, the third biggest city of the Netherlands.

This way new and existing clients get acquainted with our concept and the wonderful winemakers. We will sell your wines for you and host tastings regularly. A great way to promote your wines and get a loyal fanbase.

## Some of our partners

### Poggio

📍 Piedmont, Monferrato

[Check my page](#)



Azienda Agricola Poggio is a Piedmontese family business that originated in 1899. Generation after generation, traditional practices have been passed down, with Matteo currently at the helm.

*ONWINE is a great alternative to the traditional importer. With fair pricing, promotional support and a straightforward order to shipping workflow, ONWINE has enabled me to achieve persistent sales over multiple years of partnership. ONWINE has become an important part of my sales channels.*

Number of labels	Label price	ONWINE start date	ONWINE sales '24	Sales growth '23-'24
13 labels	€10 - €21	August 2020	1420 bottles	151%

### Mas de Rey

📍 Camarguais, Provence

[Check my page](#)



Mas de Rey is one of the oldest winemakers from Camarguais, known for cultivating the rare Chasan, Caladoc, and Marselan grapes.

*ONWINE makes reaching the Dutch market easy and straightforward. The platform gives our dutch summer visitors the opportunity to buy and enjoy our wines all year through.*

Number of labels	Label price	ONWINE start date	ONWINE sales '24	Sales growth '23-'24
11 labels	€10 - €18	June 2024	110 bottles	-



## Ca ed Cerutti

Piedmont, Cassinasco

Check my page



Bruno Cerutti is the proud owner of the 'Ca ed Cerutti' winery, located in the hills of the Astigian Langhe in Piedmont. This family-run business has a rich history and dates back to 1930.

ONWINE has helped us modernise our branding in the evolving online and international market. ONWINE has proven to be a great promotional and online partner, in which mutual promotion has proven key to common growth and satisfactory results in both following and online sales.

Number of labels	Label price	ONWINE start date	ONWINE sales '24	Sales growth '23-'24
9 labels	€10 - €14	June 2023	870 bottles	332%

## Weingut Ellwanger

Baden-Württemberg, Württemberg

Check my page



Weingut Ellwanger is a family business from Baden-Württemberg, run by Yvonne and Sven. The winery is located in Großheppach, in the Remstal region, about 20 km east of Stuttgart.

ONWINE's fiscal structure is ideal for reaching our international customers. In combination with their easy-to-use sending and billing process, makes them a valuable partner for us.

Number of labels	Label price	ONWINE start date	ONWINE sales '24	Sales growth '23-'24
23 labels	€10 - €33	April 2024	360 bottles	-

## Our story



In 2020, our founders discovered their favorite wine during a wine tasting on their holiday in Piemonte, Northern Italy. Back in the Netherlands, they found out that they couldn't buy this wine anywhere in the Netherlands.

Even contacting the winemaker, didn't lead to the desired result. Laws and regulations made it impossible for her to send wine directly to individuals across the border. The only way to get her wine in the Netherlands was if she partnered with an importer. However, she could not meet the large volume and low sales price that came with such a partnership, so it wasn't an option.

With backgrounds in hospitality, finance, and a healthy dose of entrepreneurship, they took on the challenge to make a difference for both the winemaker and the wine lover. This decision emerged in the start of ONWINE.

In February 2021, we started with 15 friendly winemakers in Piemonte. Since then, we have grown into a versatile platform offering wines from numerous winemakers from all regions of Italy, who can now ship to wine lovers in the Netherlands, Belgium, and Germany.

Recently, we started collaborating with winemakers from France and Germany as well. Our goal is to continue this growth, connecting even more winemakers and wine lovers, and further shaking up the wine world!



## Our team



Our team is at your service! We are a young and growing company, consisting of a small energetic team of colleagues that are happy to make time for our partners.

Meet our team:



Casper Hendriks  
Founder



Gijs van Opstal  
Founder



Arne Alderliesten  
Marketing manager



Elisa Bongiolatti  
Acquisition



Gido Plomp  
Acquisition

## Our timeline



Currently we are active in the Netherlands, Belgium and Germany. We plan to expand our market to the Nordics between 2025 and 2027. See our expansion timeline below:

