

Your Reputation is Built on Taste

Few things are as enjoyable as a glass of fine wine. Unfortunately, many things can happen to your wine as it travels from your facility to a customer's door. No matter how well packaged, small wine shipments to individual customers are subject to a variety of factors which can negatively impact both taste and customer satisfaction.

- Wine is often jostled in shipment and the route it travels is often determined by other deliveries the truck needs to make. What is best for the delivery company is not always what is best for the wine.
- It is not uncommon for wine to sit in a warm truck for days – especially if a delivery is not successful on the first attempt.
- Successful wine deliveries rely on someone being home to sign for the parcel. When a customer's everyday life gets in the way of your shipment, items are often returned.



Great Wines, Smooth Deliveries

Your sales associates hear these excuses almost daily:

"I'd love to join but I'm not home to sign for the shipment."

"I'm not comfortable having wine shipped to my workplace or a friend's house."

"I was a member of another club. My wine ended up sitting in a delivery van for three days and was sent back to the club."

Kinek is the solution to these common objections. With Kinek, your customers can select a trusted business in a convenient location (a Kinek Point) to which they can direct their wine purchases. The Kinek Point will accept the delivery and notify your customer as soon as their order arrives. For a small fee, your customer can pick up their wine at a time that suits their busy schedule. Certain Kinek Points even offer wine storage facilities, keeping your wine at the ideal temperature and humidity until your customer retrieves their order.

Wineries using UPS and FedEx will likely note a reduced shipping charge for sending an order to a business address instead of a residence. This reduction in shipping, when passed to the consumer, usually offsets the small handling fee Kinek Points charge.

With Kinek, your customer enjoys a superior wine – one that hasn't been left on a truck for days – and is freed from the frustration of missing a shipment. You know that your customer is tasting your wine as it was meant to be tasted and you reduce the number of shipments that are returned to your operation.

How it Works

Signing up for a Kinek account and finding convenient Kinek Points is absolutely free. Consumers are charged a small fee only when they pick up a parcel from a Kinek Point (a fee that can be offset by the savings of delivering to a business address). While individual Kinek Points each set their own fee, this information is prominently displayed to the customer when they select a location.



Your customers go to **www.kinek.com** and search for a Kinek Point that meets their needs.

New locations are being added each week.



They sign up for a **free** Kinek account and Kinek number. They use this information (with a Kinek Point address) when ordering wine or joining your wine club.



They are notified as soon as their order reaches the Kinek Point they have chosen. For a small fee, they can pick their parcel up at their convenience.

By sending their wine orders to a Kinek Point, your customers are also reducing their carbon footprint. When items are shipped to Kinek Points, the costly “last mile” of the logistics chain is eliminated, reducing traffic, fuel consumption, and harmful emissions. It also ensures that your wine won’t have to make a return trip back to your door.

A Great Combination

Encouraging your customers to use Kinek is an easy way to ensure they are getting the most from your wines. Kinek works with wine clubs and vineyards to spread the word to current and prospective customers about this great alternative to traditional wine deliveries. Kinek can provide you with brochures and lists of convenient locations – information and material that can help your sales associates overcome common objections to membership. We can also work with you on integrating information about the Kinek service in your electronic communications and traditional messaging endeavours.



To discuss how Kinek can work with you to increase your sales and provide your customers with superior wine, please email Info09@kinek.com.