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What is a Wine Club?

A wine club will provide another income stream.

This article will guide you in how to manage and grow your wine club.

Nick Cugura, co-founder and director of Ezy Systems, has been providing commercial wineries with management software since 1993, which includes general accounting, stock control, vineyard management, vintage operations, winemaking, bottling, contract winemaking and bottling, plant servicing, asset register, payroll, human resources, ***wine club, CRM, website interface*** *and* ***POS.***

Nick has conducted many wine club workshops across Australia, New Zealand and South Africa, which have been attended by hundreds of wine club managers.

The views expressed here have been formulated by Nick using information from multiple sources and he appreciates those contributions from the wine industry.

Software

You can either utilise multiple packages to manage the different areas of your winery or just one package that encompasses every aspect of managing a winery.

Outright Purchase
Purchase the software upfront or by instalments. The software is an asset that you own and is depreciable. It can be loaded on your local server or hosted in cloud.

Subscription
Pay a monthly price to have access to use the software in cloud only and relies on an internet connection. You will never own the software and you will end up paying more for the software in the long run. Furthermore, you may not be able to access your data should you decide to opt out.

What is a Wine Club Member?
It consists of members *committed* to purchasing wine every year.

What is a Mailing List Member?
- Members *not committed* to purchasing wine
- Members that may have previously purchased wine
- Members that have attended an event such as a concert
- Potential wine club members.

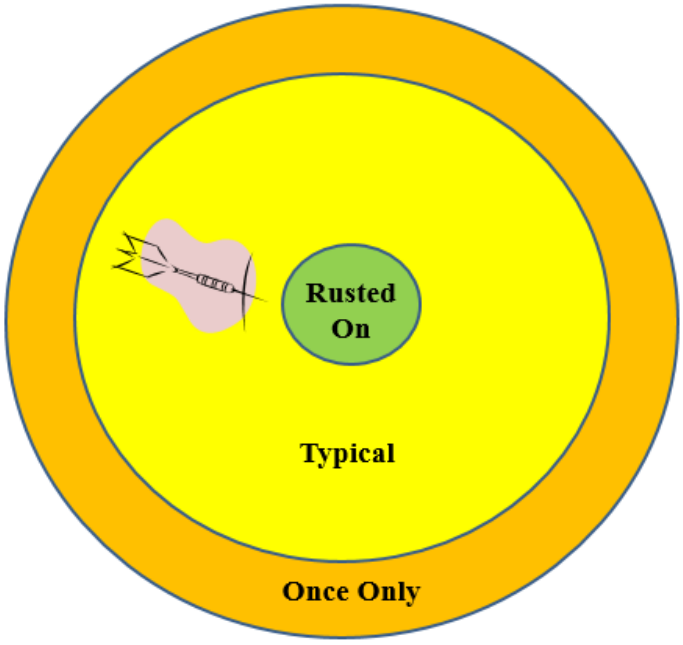
Why Start a Wine Club?

- Create new income stream
- Sell directly to consumers (DTC)
- Guaranteed, reliable income and cash flow
- No bad debts or overdue accounts
- Most profitable sales channel
- Not impacted by exchange rates
- Repeat sales
- Introduce a loyalty program
- Moving away from distributors
  As wholesale margins are too low, advertising and promotion costs can be very high and they require large amounts of tasting stock
- Moving away from telemarketers
  As commissions are too high and they don't provide personal relationship
- Moving away from sales reps
  As salaries are too high, requires too much tasting stock and other costs such as car leases and mobile phones reduce profitability
- Increase direct to consumer sales
- Decrease sales to resellers
- Sell more of the more profitable wines.

Why Members Join?

- Great experience at your winery
  Cellar door, function or event
- Seeking relationship
- Convenience
  Struggling to find time to visit liquor store
- Local store may not stock your wine or be able to provide a full case
- Access to wines not readily available
- Access to best seats or VIP marque at concerts
- Receive invitations to wine dinners, golf days, etc
- Access to your rewards program.

Types of Wine Club Members



Rusted On
Members that are prepared to stick with you through thick and thin, even though your relationship hasn't always been smooth

Typical
Members that will stick with you for a few years provided you provide good service

Once Only
Members that will take advantage of the joining offer and then cancel their membership.

Annual Commitment

- Wine club members may be required to spend $1,000 per year
  $250 per quarter, which is only 1 bottle per week
  $500 twice a year
- Consider only offering your most expensive wines so that you can recoup the cost of providing member benefits
- The greater the financial commitment the greater the benefits and loyalty
- Commitment could coincide with seasonal newsletter
- Accounting software needs to record the monthly commitments
- Both parties to meet their commitments!

How Many Members?

The number of cases allocated to wine club will obviously determine the number of members required.

2,000 cases / 4 cases p.a. = 500 members

A *waiting list* may be required when capacity has been reached and more wine cannot be sourced (similar to sporting arena memberships).

Smaller wineries could sell all their wine through cellar door and the wine club.

Pricing

It is generally based on cellar door prices, including/excluding freight cost and including/excluding credit card fees.

A new pricing structure could be introduced specifically for the wine club. But it's important to note that this price may also need to be used when the member is at cellar door. The POS software may need to apply the member's price and discount structure when visiting cellar door.

Wine club member will pay more for reserve and icon brands, better customer service and worthwhile benefits.

Wine club prices should not be less than retail prices. To avoid this potential issue, the wine club could be restricted to wines not sold to resellers.

Also consider introducing a new brand specifically for the wine club. This can be easily achieved by simply having 2 different labels for the same bottled wine or using different barrels for the same bulk wine.

The accounting software needs to provide for multiple units of measure and pricing structures.

Discounting

- No discount
  If you are offering benefits such as free freight and no credit card fees
- % and/or $
- Determined by annual wine commitment
  When least expensive wines are available to wine club, there may not be sufficient margin to provide any discount
- Determined by brand
  If wine club is restricted to most expensive wines only, the discount could be greater
- Different discount structure for each wine club tier
- Different discount % for merchandise, meals, events and accommodation
- The accounting software needs to manage discounting by membership tier and unit of measure as well as allow for quantity discounting.

Freight

- Inclusive, fixed or calculated by state or region
- Based on annual commitment
- % discount + free freight
- % discount + charge for freight
- % based on membership tier
- Negotiate rates, volume discounts and insurance with freight providers
- Cheaper to tape two 6 packs together
- The accounting software should interface with third-party warehouses and freight providers such as eParcel and Fastway.

Overseas Logistics

- Utilise freight companies that provide export services
- Utilising your existing overseas warehouses to provide wine for club members in those countries at greatly reduced cost. Wine club members may need to be restricted to those wines available for that country
- Find an overseas logistics warehouse in those countries that you want to have wine club members.

Packaging

- 3, 6, 9 or 12 bottle pack may be dependent on price as 3 bottles at $100 per bottle would be great!
- 1 or 2 bottle decorative packs may also be required if rewarding members with free wine on their birthday, membership anniversary or Christmas. Is sending the gift bottle separately a cost or an investment?
- The accounting software should allow bill of materials (BOM) to be specified so that true costs are reflected on financial and sales reports.

Wine Choice

- Members select what they want
  You may want to restrict members to 6 bottles of the same wine for logistics reasons, if you have 6 packs

- Utilise the membership anniversary free bottle to introduce a different variety

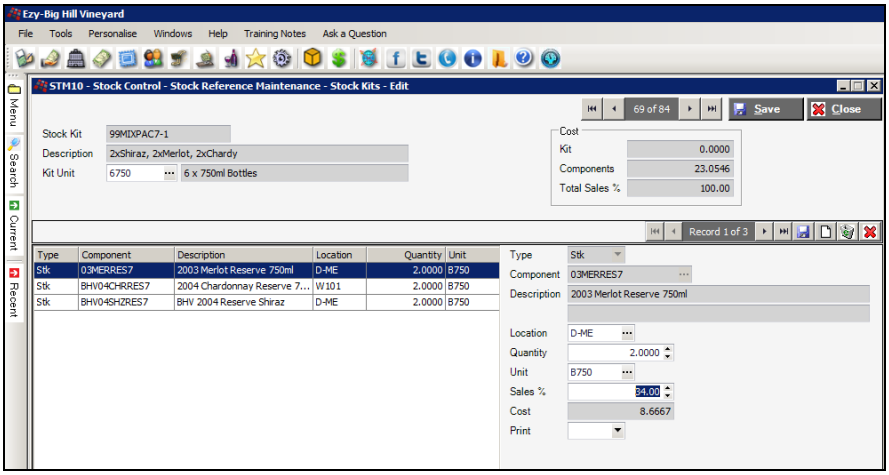
- Include tasting notes
  Keep it simple, meal suggestions and promote any awards

- Avoid being vintage specific
  But promote award winning vintages!

- Taster pack

- Seasonal mixed dozen
  Selection could include whites only, reds only or combination

- The accounting software needs to manage mixed dozens.



Terms & Conditions

- Cancellation policy
  In order to get introductory offer member to commit to first year after first year no cancellation penalty

- Breakages & missing deliveries
  Replacement of wine
  Check whether the freight company offers tracking services

- Freight insurance
  Confirm carrier's policy

- Responsible serving of alcohol.

Confidentiality Clause

By providing your contact details you subscribe to receive future special offers, promotions plus information about special events, until such time as you request us to stop. Your details remain yours and will only be shared with our staff for the purpose of communicating our offers and your details will not be provided to any other company. Payment will be processed prior to shipment. Should you wish to opt out after the first year, please call us.

Membership Tiers

- Name your mailing list
  Friends of winery or wine society

- Wine club membership tiers should be based on $ commitment
  Platinum, Gold, Silver and/or Bronze
  The year the vineyard or winery was founded (eg. 1961 Club)

- Schedule
  Autumn, winter, spring and summer
  March, June, September and December
  Allow member to select any number of months

- The accounting software should allow you to manage shipments by month and/or tier.

Wine Club Member Benefits

Avoid just having the same old benefits as every other winery!

- Exclusive benefits
  Birthday, anniversary or Christmas gift - a bottle of wine they don't usually purchase can be included (baker's dozen)

- Gift cards and vouchers

- Invitations to exclusive events

- Tastings in VIP room at cellar door
  Airlines provide exclusive lounges

- Lifetime free tasting for Platinum members

- Provide members with opportunities to invite and impress their friends

- Rare, limited release, museum and back vintage offers

- Invitations to exclusive events at winery and capital cities

- Food & wine pairing lunches

- New wine release dinners

- Wine appreciation seminars

- Vineyard, harvest and/or winery tour vertical tastings

- Periodically introduce new benefits

- Accounting software should provide ability to utilise bulk email software such as MailChimp to target members based on their CRM profile and sales history

- "We want to get to know you better".

Rewards Program

A rewards program, similar to those offered by airlines, hardware stores and supermarkets, can also increase member loyalty and retention rates.

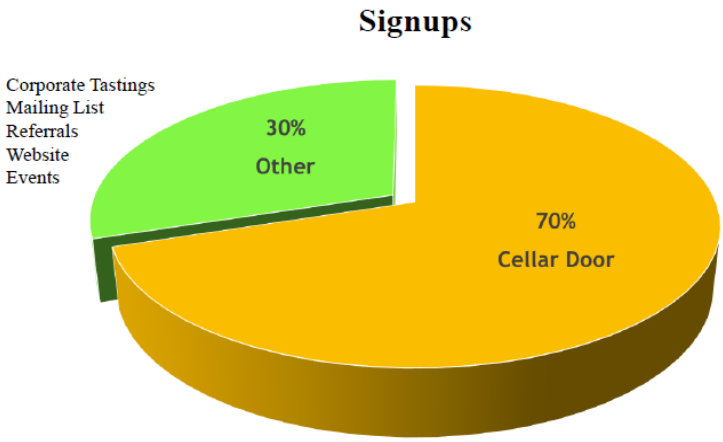
- Keep it simple!
- Accruing points
  Additional bonus promotions
  Joining bonus
  Referral bonus
- Each wine or brand may have a different points value
- Ability to convert points to a $ voucher
  Eg. 50 points = $50
  Voucher expiry date!
- Specify where vouchers can be redeemed
  Website, cellar door, functions, café, restaurant and/or events
  Wine, meals, merchandise, accommodation and/or freight
- Accounting software needs to be able to produce vouchers with unique codes and manage usage on the website, wine club module and POS.

Wine Club Joining Incentives

- Set the tone as to what members can expect
- First order could be heavily discounted
  So good that even you want to join!
- Free tickets to an upcoming event
- Free freight (if not usually inclusive)
- Tour of vineyard &/or winery
- Joining enters you into a competition
- Welcome gift
- Free wine or merchandise
- $ voucher towards next purchase
- Bonus rewards points and/or voucher.

Promoting Wine Club

- At cellar door is clearly the best option!
- Restaurant and/or café using table talkers
- Accommodation rooms
- Website
- Functions
- Wine shows
- Shopping malls
- Corporate tastings
- Mailing list newsletters
- Flyers available at regional tourism offices and accommodation foyers
- Social Media such as Facebook *(Inc. links)*
- Setup overseas wine clubs for expats
- Promote a *competition* in liquor stores which requires registration on your website and proof of purchase
- POS software to remind cellar door staff to promote wine club.



Referrals

You may want to encourage wine club members to join family and friends. The wine club joining form would then need to include referrer details and the referrer will need to be rewarded.

Convert Mailing List Members

Periodically provide mailing list members with a great offer to join the wine club.

A mailing list member is more likely to join wine club if contacted by phone.

Produce a wine club brochure that you can *post* to mailing list members.

Record how much time went into converting a mailing list member to determine which method works best.

Don't count on converting many mailing list members to the wine club!

Mailing List Member *Profile*

The member's name, email address and phone number should be recorded. The POS software should capture this information and automatically update the CRM module. If possible, also record the date of birth, postal address and wine preference.

Wine Club Member *Profile*

The member's name, address, email address, phone number, date of wine and wine preference should be recorded. The POS software should capture this information and automatically update the CRM module.

The following information should also be captured;

- Interests
  Wine dinners, golf day, concerts, new release tastings, winery tour, etc

- Attachments
  Membership documents, photos and voice recordings

- Wine selection by month

- Payment details
  Credit card details could be stored at bank with reference to Debtor code

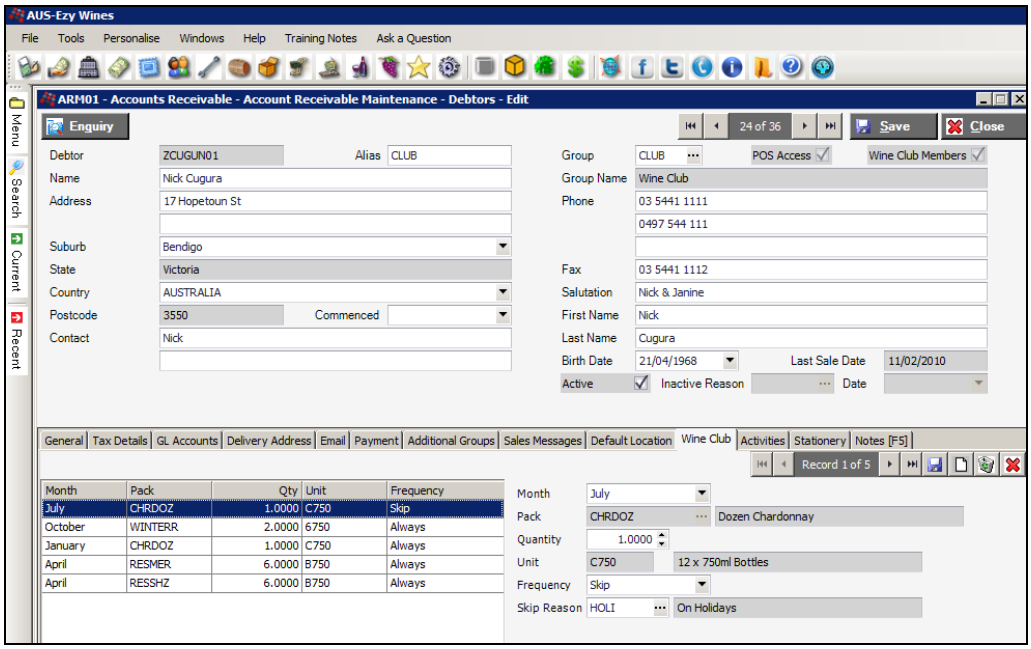
- Delivery address
  Wine may need to be shipped to work or member's parents
  Provide button or tick box to preload address with mailing address

- Delivery instructions including where to leave the wine

- Preferred method (phone or email) and frequency of contact

- Only ask for information that you plan to utilise in managing members

- The accounting software should allow you to easily manage the wine club member's commitment.



Demographics

Whether the member is 18-35, 36-50, 51-65 or 66+ may determine how you approach and manage members.

The "Australian Bureau of Statistics" states that;

- Men consume the most wine, prefer reds and pay the least per bottle
- Women prefer whites and sparkling and will pay the most per bottle
- Older wine consumers purchase more wine but at a lower average price than younger consumers, who drink less overall but pay more per bottle
- The accounting software should report this information.

Thank Members

- Automated thank you response to member activities on your website
  Thank you for joining our mailing list. You will have the chance to see all our special offers first. In the meantime if there is anything I can help you with please contact me on 1300 333 333. Thank you for updating your profile, placing an order, etc
- Thank members whenever you meet them
- Milestones such as birthdays and membership anniversary are also opportunities to say thank you
- After all, wine club members have given you the gift of being allowed to charge their credit card periodically.

Newsletters

- Bi-annually or quarterly
- Mailing list and wine club newsletters may need to be different if you don't want existing wine club members to see incentives to join the wine club
- Emailing newsletter is most cost effective and allows you to provide links to your website including *join now* and *edit your profile.* Be sure to include an unsubscribe button so that mailing list members can easily opt out.

- Posting printed copy may get more exposure as more than one person may read it
- If wine club member is also on the mailing list, don't provide 2 newsletters
- Current and historic newsletters should be available on your website
- Hardcopy
  Should always be available at cellar door and in wine club room
  Needs to be posted to wine club members who have requested hardcopy
  May need to be available at wine shows and corporate tastings
  Could be included in cartons to be shipped
  Could be posted to everyone on the mailing list when launching wine club
  Is more likely to be read
- Provide links to *apps* on your website (such as mobile POS) which can be installed on mobile devices such as an iPhone
- Popular bulk email software include MS Outlook, GraphicMail, MailChimp, Constant Contact, Winebox, Zoho Campaign and Campaign Monitor
- Accounting software should;
  Auto unsubscribe mailing list members (deactivate or delete member)
  Provide CSV file with list of email addresses to receive newsletter
- Always include calendar showing intended events.

January Winery Vertical Tasting	**February** Melbourne Food Matching Dinner	**March** Big Shed Winery Dinner
April Family Day Lunch Harvest Festival	**May** Sydney Dinner Vertical Tasting	**June** Vineyard Tour Chardonnay Blending
July Winery Tour Winemaking Course	**August** Concert	**September** Golf Day
October Wine/Food Appreciation Museum Release Sale	**November** New Release Barrel Tasting	**December** Vineyard Cinema Night Winery Family BBQ

Cellar Door

- A physical cellar door is essential for joining members!
- Cellar door staff can be rewarded for new signups dependant on the number of new wine club members each month
  If only 1-10 new members, staff receive $5 each
  11-20 new members, $8 each and so on
- 20% of visitors join the wine club at cellar door
- 70% of wine club members join at cellar door
- Promote mailing list and wine club
  Staff to discuss with visitors
  Promote on table talkers
  Phone on hold & message bank
  POS docket/receipt
  On your free public wireless internet
  Corporate posters and banners (which can also be used at wine shows)
- Price list to highlight wine club members prices and which wines are exclusive for members only

Wine	Price	Wine Club Member	New Club Member
2014 Reserve Shiraz	$35	$30	$25
2013 Platinum Shiraz *Club members only*	$160	$140	$120

- Display wine club events calendar
- Members lounge
  Name the room
  Preferable visible from cellar door
  Exclusively for wine club members
  To be utilised when signing up a new member
- If you are planning to construct a VIP room, you may want to wait until an agreed number of members have joined first
- Potential members will be wondering ‘What’s in it for them’
- Don’t be pushy!
- Notify the wine club manager that there is someone interested in knowing more about the wine club so that they can be taken to a lounge area in cellar door or to the wine club members room to discuss the benefits
- Wine club joining form should be readily available and have provision to record new members signature
- Your accounting software should be able to report the busiest periods for each day so that you can schedule staff accordingly and ensure that there are sufficient staff to spend the extra time with potential wine club members
- Many wine club members prefer to provide credit card details in person!

Cellar Door (Cont'd)

- Utilise mobile devices such as an iPad to check members sales history and CRM details, which can be used in conversation

- POS to provide easy access to member's contact and payment details for verification

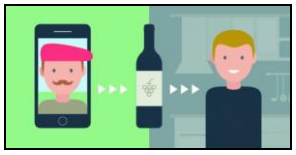
- Staff need to understand that the customers experience at cellar door may determine whether they join

- POS software should allow you to record mailing list and wine club members and freight details

- All activities by mailing list and wine club members should be automatically reflected in your accounting software CRM module.

Website

- A new website should not cost more than $5,000
- The website should be appealing, informative, not too busy and easy to navigate with minimal clicks
- JOIN NOW buttons for both mailing list and wine club



- Promo video or wine club brochure including testimonials
- Facebook, blog and Instagram links
  Include photos, videos and feedback from members that attend events so that those members that couldn't make it will find out what they missed out and perhaps attend next time

- Provide apps that can be downloaded
  Mobile POS, rewards program balance, sales history and membership details
  Mobile device shoppers has increased from 25% in 2012 to 40% in 2015
- Dynamic pages that you can easily change!
- Display 'Hi Name' when member logs in
- Wine club members to have exclusive access to virtual tours of the property as well as vineyard management and winemaking training videos
- Keep it current in regards to wines available, upcoming events & what's new
- Mailing list members will join on your website whereas the majority of wine club members will join at cellar door.

Website *Registration*

- Registration should be quick and easy
- Utilise radio buttons and dropdown boxes so as to minimise typing required
- Avoid providing PDF forms!
- Suburb selected to preload state and postcode
- Member ID should be email address & password
- Members should be able to login to modify their profile and browse sales history
- Ring wine club members that joined on the website
- Member details should be automatically reflected in your accounting software.

RRP $65.00
CLUB PRICE: **$48.75**

Website *Shopping*

- Website *cash* sales trending at 2 cases per day
- Prompt for coupon or promo code
- Wine club members
  Access by email address and password
  Once logged in, display their name and say 'Hi'
  Provide easy access to their profile, address, payment details, reward points details and sales history
- Shopping cart should show how much they *have/would have* saved as a wine club member
- Purchase and redeem gift vouchers
- Ecommerce website software such as Vin65, Blackboxx and Shopify may cost as little as $299 per month and include
  An actual website with dynamic (changeable) pages
  Product and customer management
  Gift cards and voucher management
  Shopping cart and ecommerce
  Mobile apps for customers
  Export to accounting packages such as ***EzyAccounts***.NET
- The accounting and POS software should be able to accommodate vouchers
- Highlight that there are no credit card fees for wine club members
- Highlight that freight is free for wine club members
- Regardless of whether it's your own website or a third party ecommerce website, sales and customer details should be automatically reflected in your accounting software.

Website *Google Analytics*

Utilise free website traffic tools to monitor % of visitors that purchase wine, join the mailing list, join the wine club and simply just browse.

Universal Statistics allows you to create custom dimensions & custom metrics to collect data that's unique to your business.

Vin65 includes Google & Facebook Analytics & Sales Statistics, which can be found using the following link;

https://documentation.vin65.com/Client-Tasks/Setting-up-Google-Analytics

Payment Methods

- Credit card
  Account details can be stored at your bank and accessed when processing EFT payment
- Declined Minimiser services such as PayPros will automatically update expired credit card details
- PayPal and eWay
  PayPal actually has member's bank account or credit card details
- Vin65, Shopify & Blackboxx include payment processing
- Direct debit, cheque and cash are seldom used
- Layby
- Allow members to modify their payment details on your website and ensure that your accounting software is also updated.

Monthly Shipment

1. Check stock on hand
   Check wine allocations as well as availability of bulk wine and unlabelled wine to produce the bottled wine
2. Mixed dozens and kits may need to be adjusted according to stock on hand of the components
3. You may want to email wine club members of imminent delivery and provide them with opportunity to amend their order
4. Check for expired credit cards
   Email all members whose cards are about to expire, for new expiry date
   Produce a report or file of all members with expired/expiring credit card
   Phone these members
   Bulk email these members with a link to their profile on your website or
   Utilise MS Word mailmerge to print letters and post them
5. Generate wine club orders
   Flag orders on hold for members wanting delivery postponed and record reason against the order
6. Process payments
   Bank may provide file of rejected cards (invalid card number, expired or insufficient funds) which can be imported into the accounting software to flag those sales as 'on hold'
7. Despatch wine
   Freight company may provide file of tracking numbers that can be imported into your accounting software and recorded against each sale. The tracking number can be included on the docket that is emailed to the members so that they can track their shipment.
8. Bulk email invoice or statement to wine club members
9. Once all the wine has been shipped, resolve issues with any orders that were placed 'on hold'
10. The accounting software should streamline this process.

Random Specials

- Newsletters to include season specials
- Museum stock should only be available to wine club members!
- Special offers to include expiry date
- Double bonus points
- Free freight month (if you charge freight)
- 2 for 1 deal is a way of selling slow moving wines with limited shelf life
- Exclude wine club members not wanting to know about specials
- Although most wine club members commit to 4 dozen a year, there are many that will also purchase wines on special, rare wines and back vintage wines

External Telemarketers

Telemarketer records sale
Contacts your mailing list, records sale, process payment and provides you with sales file and pays you less their commission

Winery processes shipment

PROS	CONS
easy way of moving excess stock and wines with limited shelf life	***not personal as telemarketers don't really know your wines, goals, staff, story, etc***
help identify members to be removed	***can be too pushy resulting in loss of sale & members unsubscribing***
include wine club promo with wine delivery	***they won't want to promote your wine club or any events***

Mailing List Unsubscribe

Emails to include unsubscribe button.

Automatic removal of member from accounting software CRM module

If mailing list member has sales history you may want to contact them and find out why they have unsubscribed.

Delete mailing list members whose emails have bounced and you cannot contact them.

Why Wine Club Members Leave

- Unavoidable

- Allow member to provide reason
  No genuine benefits
  Financial reasons
  Quality of wine
  Incorrect shipment
  Incorrect payment processing
  Health reasons
  Have stop drinking wine
  Deceased
  Shipping costs too high
  Overstocked
  Not happy with service
  Other - please specify.

Encourage member to skip months or at least remain on the mailing list.

You really shouldn't insist that the member honour the membership agreement and let them opt out. This may create good will as opposed to definitely creating bad will if the wine club member is forced to keep paying for wine they either don't want or cannot afford.

Staff

The accountant, cellar door staff, restaurant staff, sales and marketing staff and management need to work as a team for the wine club to be a success.

Cellar door sales staff are key to signing up new members and they need to
Have good people skills
Be able to upsell
Be able to explain how wines are made
Know which varieties are grown
Knowledgeable about the history of the winery

All staff need to understand the goals, support and embrace the goals, work closely together to achieve goals.

Manager, Ambassador or Concierge badges

Incentive program for joining members?

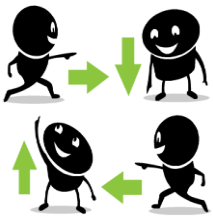
Avoid consultants as they may cost too much, over complicate it and take too long to implement it.

Club Manager *Skills*

- CRM experience
- Excellent communication skills, both written and oral
- Computer & multimedia skills
- Ability to produce newsletters
- Thorough and persistent
- Produce management reports
- Qualified and/or experienced
- Sommelier would be an advantage.

Club Manager *Duties*

- Promptly respond to mailing list and wine club member queries
- Ensure integrity of members' details
- Empower cellar door and café staff to promote wine club
- Train staff how to deal with wine club members
- Analyse attrition rate - % of members that renew each year
- Continually monitor industry trends legal, social, technical and ways to reward
- Periodically meet with cellar door staff to discuss any suggestions or concerns
- Consider using mystery shopper to provide feedback.



Club Manager *Unavailable*

- Email out-of-office message should provide alternate contact details
- Auto redirect calls to manager's mobile
- Answering machine
  Message to provide alternate contact details
  Specify when you will be back
  Ensure that it is checked for any messages regularly so that it doesn't get full and messages cannot be recorded!
- Redirect calls and forward emails to other staff.

Monthly Reporting

- Performance vs KPIs
  New wine club members
  New mailing list registrations
  Mailing list to wine club conversions
- Review reasons why wine club member cancelled
- New members
  Utilise CRM to check that welcome offer email or letter was sent promptly
- Review club member pack changes – wine added, changed and deliveries skipped
- Wine club member purchases by sales channel
  Website, cellar door, restaurant, café, events and wine club
- Sales above and beyond the wine club
- Your accounting software should include a sales report writer that will allow you to identify what is and isn't working.

KISS principle!

Summary

- You should have a wine club mission statement
- All staff to understand how it works
  Company objectives
  Member commitment options
  Member benefits including gifting strategy
- Promote the wine club as being an *exclusive* club
- Ensure there are enough staff at cellar door to allow for new member signup as one extra signup each day could equate to $1,000 per annum
- Cellar door strategy to join new mailing list and wine club members
  70% wine club members join at cellar door
  20% of visitors to cellar door will join the wine club
- Wine selection options should also allow members to choose what they want
- Spreading wine club members commitment across all months will provide cash flow throughout the year
- As members get close to average dropout time, reach out and offer new benefits
- Regularly promote the wine club benefits to your mailing list members and entice them with an amazing wine club joining offer
- Be responsive to dissatisfied members as members will remain loyal if their issues are resolved *quickly*
- Request and review member feedback
- Continually review the wine club experience and how it can be improved
- Utilise accounting software that includes wine club management so as to remove the errors and costs associated with running multiple packages and reduce the possibility of:
  Forgetting to ship wine
  Shipping the wrong wine or shipping the same wine twice
  Forgetting to process payment or processing payment twice
  Loosing wine club members
- **Members will appreciate the effort!**

Annual Commitment Versus Benefits

Ezy Systems is an Australian software company specialising in winery management since 1993, assisting more than 400 commercial wineries.

EzyCellar includes vineyard management, vintage operations, winemaking, bottling, contract processing, plant servicing and stock control.

EzyAccounts includes general accounting, CRM, asset register, payroll & HR, stock control, wine club, website interface, ecommerce, dashboard & POS.

EzyWine includes *EzyCellar* and *EzyAccounts*.

Purchase the software upfront or by instalments. **The software is an asset that you own** and can be depreciated. It can be loaded on your local server or hosted in cloud.

3 user-licence of ***EzyAccounts*.NET** including data prep, 3 days onsite training and the first year support fee, is payable over 12 monthly instalments of $1,500 after which the ongoing support fee is **only $350 per month** which includes support, major upgrades, free enhancements and an annual courtesy visit.

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Product comparison - standard modules – no third party software required

	Vineyard Management	Vintage Operations	Winemaking	Bottling	Plant Servicing	General Accounting	Stock Control	CRM	Asset Register	Payroll & HR	Wine Club	POS
MYOB						✓						
XERO						✓						
EzyWine	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
WineFile		✓	✓									
Vintrace VINx2		✓	✓	✓			✓					
EzyCellar Can be upgraded to *EzyWine*	✓	✓	✓	✓	✓	✓	✓					