

A dark red background featuring a white topographic map with contour lines. The map includes numerical values such as 50, 60, 80, 100, 110, 150, and 160. Two white stars are positioned on the map, one to the left and one to the right of the central text.

S M I D G E

W I N E S

PASSIONATELY BOUTIQUE

A man in a white shirt and blue jeans is sitting in a winery, surrounded by wooden barrels. A small brown dog is sitting next to him. The background is slightly blurred, showing more barrels and wooden racks.

ABOUT SMIDGE WINES

- Smidge Wines is the story of a self-confessed wine nerd, and founder Matt Wenk. Building on his recognition and success supporting wineries around the world, Matt was driven to create his own vision of what he feels a first generation, passionately boutique winery can be today. From day one, Matt's goal has been true to his signature style that starts well before the first berry is picked, and long after the wine is bottled.
- Don't just take our word for it, Matt remains the only winemaker in the world to have wines of his making in internationally acclaimed Wine Spectator top 100 for 10 consecutive years. This has led to Smidge being known as one of Australia's Top Wineries by Huon Hooke's Real Review and 5 Red Stars in Halliday's Wine Companion. This community of consumer and industry recognition has led to Smidge Wines becoming and truly passionately boutique wine brand.



THE SMIDGE CLIENT FOR LIFE PROGRAM

- Our client for life program is a tailored corporate experience based on our small business and personal Socially Smidge Wine subscription model which is available online and through our Cellar Door.
- This model while designed around personal gifting and small business engagement, which continues to identify the importance of relationship recognition both personally and commercially.
- This has naturally lead us to create a corporate model which is not only designed around reducing client acquisition costs based on increased referrals, but true brand loyalty to hinder your competition.
- So what does a corporate Client For Life Experience look like? We encourage brand loyalty and client referral-based engagement, starting with the cornerstone of 6 deliveries of 3 bottles of selected Smidge Wines over 12 months. Knowing the importance of your brand staying 'top of mind' with your client, there are range of additional elements including a unique tasting experience (that we design with you). To help take the experience home we have included our engaging blind tasting kits to share with friends as well as a number of branded communications throughout the year re-enforcing the value your brand places on the fortunate recipient.

CLIENT FOR LIFE – SUBSCRIPTION OPTIONS

Subscription Type	Socially Smidge	Socially Smidge Business	Client For Life Business	Client for Life Corporate
# of subscribers	1-19	20-49	50-99	100+
Gift box	✓	✓	✓	✓
Branded gift card	-	-	✓	✓
Smidge 3 x wine packs	6 deliveries	6 deliveries	6 deliveries	6 deliveries
Blind Tasting Kits (RRP \$60 ea)	2	2	2	2
Barrel Tasting Experience for 2 (RRP \$280 ea)	✓	✓	-	-
Private tasting event (per sponsor) Price on application	-	-	✓	✓
Freight charges (\$90)	✓	✓	✓	✓
Custom webpage (customised monthly)	-	-	✓	✓
Monthly communications	2	2	-	-
Annual branded communications	-	-	24	24
Option to include sponsor collateral in packs	-	-	✓	✓
Priority invitations to annual events	✓	✓	✓	✓
Total contact points each year	92	92	104	104

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CLIENT FOR LIFE – PRICING OPTIONS (PER SUBSCRIPTION)

Subscription Type	Socially Smidge	Socially Smidge Business	Client For Life Business	Client for Life Corporate
# of subscribers	1-19	20-49	50-99	100+
Houdini	\$924	\$714	\$630	\$495
White Label – Story Board	\$1104	\$853	\$752	\$592
Wine Makers Choice	\$1824	\$1483	\$1309	\$1029
Purchases outside Client For Life	-5%	-10%	-10%	-15%
Payment terms	On purchase	On purchase	Subscription	Subscription

* All information is provided in accordance with Smidge Wines terms and conditions at smidgewines.com/terms

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THANK YOU FOR YOUR CONSIDERATION

SMIDGE WINES



MATT DECANTED
PEOPLE PASSION PRODUCE



Winery: 150 Tatchilla Rd, McLaren Vale SA 5171

Contact: Trish Callaghan General Manager T: 0400 585 395 E: trish@smidgewines.com

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