



BENEFITS GUIDE

Optimise the benefits of Wine-oji®
and supplement your marketing activities...

WHY WINE-OJI® SERVICES?



VISIT OUR YOUTUBE CHANNEL

Why Wine-oji® for wine producers, distributors & retail

<https://www.youtube.com/watch?v=kUdli7vTz3s&t=4s>

WHAT'S INCLUDED IN YOUR DIGITAL IP PACKAGE

Ongoing support from the Wine-oji team



Wine-oji Label Card



Written Profile



Social Media ready images



Visualise Me - QRC file

ADDITIONAL PRODUCTS AVAILABLE

(IP provided on request at no charge. Printed materials provided by our assigned printing companies.)



Retail Shelf Talker



Interactive Bottle Sticker with QR Code



Cellar Door Materials





WHAT ARE THE BENEFITS?

- ## HOW CAN YOU USE IT?

- Include in cases for wine clients/members, retail and on-premise
- Display on your website and/or wine technical sheet
- Translate into other languages for export markets (provided by Wine-oji Services upon request)



WINE-OJI® SERVICES

WRITTEN PROFILE



VINTAGE
WINE TYPE
GRAPE VARIETY
REGION



Aromas of blossom, white flowers, toffee apple, almond, green tea and wool.

On the palate, yellow apple, quince, orange, savoury herbs, ginger and wet stone.

Structure: Off Dry - Elevated Acid - Medium Body -
Light Oak - Moderate Finish

Match with: Salad - Seasonal Vegetables - Fish -
Roast Pork - Cured Meat - Soft Cheese

Drink: 2021-2026

Website: www.yourwebsite.com

Tasted: 25/03/2022

WINE-OJI WRITTEN PROFILE

Included in your Digital IP Package

WHAT ARE THE BENEFITS?

- Your Wine-oji card translated into words describing exactly what is in the bottle
- Inform online keyword searches
- Direct URL link to your website always included to drive online traffic and sales

HOW CAN YOU USE IT?

- Enhance wine technical sheet on your website



WINE-OJI® SERVICES

SOCIAL MEDIA PROFILE TILES



WINE-OJI SOCIAL MEDIA PROFILE TILES

Two JPEG images included in your Digital IP Package - with and without bottle shot.

WHAT ARE THE BENEFITS?

- Appeal to a wider online audience
- Increase engagement with your wines through social media channels

HOW CAN YOU USE IT?

- Enhance your social media platforms with minimal effort
- Advertise wine releases to your online followers
- Be creative with online campaigns to drive sales of your wine



WINE-OJI® SERVICES

CELLAR DOOR | TRADE SHOWS



WINE-OJI CELLAR DOOR MATERIALS

Printed materials available

WHAT ARE THE BENEFITS?

- We provide all physical materials for your marketing activities. These are available to order through your online trade portal.
- Stand out from the crowd with these multiple purpose, minimal effort printed materials

HOW CAN YOU USE IT?

- Interactive, engaging tools for staff education
- Supplement your cellar door tastings with visual wine profiles
- Hand out individual Wine-oji cards at trade shows and events. Available in A5 and Classic Card size with QR Code on reverse



WINE-OJI® SERVICES

BOTTLE STICKER | VISUALISE ME QRC FILE



WINE-OJI BOTTLE STICKER & VISUALISE ME - QRC FILE

Physical materials available

WHAT ARE THE BENEFITS?

- Interactive bottle sticker - stand out on the shelf at retail POS
- A subtle inclusion of the Wine-oji Profile helps you appeal to a wider audience
- Your Wine-oji Profile includes a clear, direct URL link to your website

HOW CAN YOU USE IT?

- Bottle sticker - enhance retail and distribution, increase sales
- Imbed QRC onto your back label - encourage consumers to explore what's in the bottle in a subtle, attractive way



WINE-OJI® SERVICES SHELF TALKER



WINE-OJI SHELF TALKER

Printed materials available

WHAT ARE THE BENEFITS?

- Maximise retail sales at supermarket and bottle store
- Make choosing your wine easier for consumers
- QRC links directly to your Profile on wineoji.com which includes a clear, direct URL link to your website

HOW CAN YOU USE IT?

- Use shelf talker in your distribution channels and at retail



WINE-OJI® SERVICES

ADDITIONAL TOOLS



WINE-OJI SERVICES - ADDITIONAL TOOLS

WHAT ARE THE BENEFITS?

- Ongoing support from the Wine-oji team
- We work with you to supplement your brand. Optimise the power of Wine-oji with our additional products & services which can be tailored to suit your requirements.

Enquire directly: info@wine-ojiseservices.com

USEFUL EXAMPLES

- We can translate digital and printed materials into any language for your export markets
- We design materials for export, such as Retail Shelf Talkers, according to individual specifications



WINE-OJI® SERVICES EDUCATIONAL PRODUCTS & MATERIALS



WINE-OJI EDUCATIONAL PRODUCTS & MATERIALS

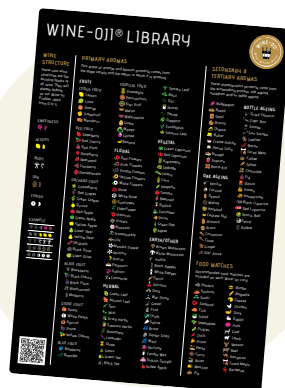
In addition to our services we also provide a range of Wine-oji products.

WINE-OJI LIBRARY

A complete collection of the unique Wine-oji images that represent aromas and flavours seen in wines from around the world.

WINE-OJI CLASSIC WINE STYLES CARDS RANGE

Classic styles of wine from around the world: the ultimate tool for learning about wine regions, grape varieties and taste.



WHAT ARE THE BENEFITS?

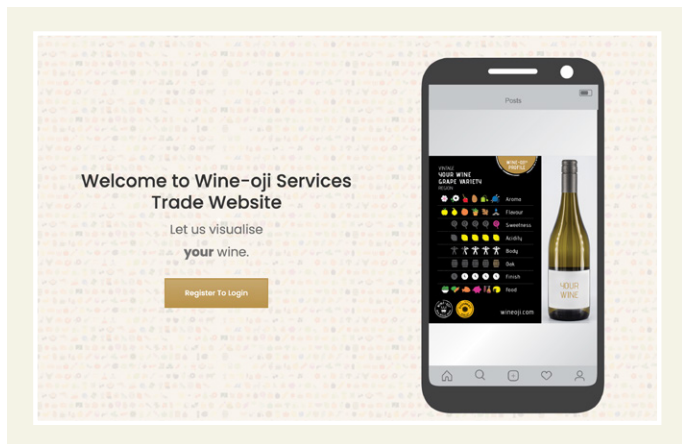
- Trade price available, RRP included
- Generate direct profit to boost other marketing activities
- Stay up to date with Wine-oji new material releases

HOW CAN YOU USE IT?

- Staff education - enhance knowledge
- Wine-oji® Library - frame and display in your staff area or cellar door and include in your point-of-sale product range
- Wine-oji® Classic Cards - enhance your POS product range in your cellar door or wine shop
- Gifts for wine lovers/clients/VIP members/colleagues



WE'RE HERE TO HELP



READY TO GET STARTED?

Register to Login via our Trade Portal:

wine-ojiservices.com

We will contact you within 24 hours with your username and password.

Use the trade portal to submit wines for profiling and purchase any Wine-oji products.

WE'RE ONLY A MOMENT AWAY

Personal assistance is provided by our Wine-oji team. If you have any questions related to our products and services or how we can help you, please get in touch at **info@wine-ojiservices.com** and we will be happy to assist.

We look forward to working with you.

