

Introducing Cellar Force

The Innovators

Cellar Force introduced the concept of outsourced relationship marketing to the wine industry in 2004. We are experts and leaders in our field, bringing the spirit of innovation to every campaign.



Integrity

Over seven years Cellar Force has a proven, impeccable track record for data confidentiality, successfully managing the member databases of many of Australia's leading wineries. We pride ourselves on the authenticity of our relationships with our winery partners and their customers. This confidentiality is contractually underpinned, and securely managed.

Effectiveness, reliability, experience

We have achieved average sales conversion rates of 25% and above across 1500 campaigns in Australia and New Zealand and made 3.5 million phone calls to over 450,000 winery members.

Protecting price and your brand, building sales and loyalty

Cellar Force has a commitment to supporting premium brands and prices and helping wineries rise above the price-focused ruck which characterises the current retail market. In doing so we help you promote your brand and foster increased brand loyalty from your database members.



Additional winery benefits

Wineries generally see increased sales at each successive campaign, as members become familiar with the Cellar Force approach. The winery also receives a flow on benefit of increased sales at the cellar door and in other direct marketing activities, thanks to the effectiveness of Cellar Force's personally delivered marketing message. Database members, whether they buy in a campaign or not, are reminded of the winery and are more likely to purchase through retail or on premise trade.

Seamlessness

At Cellar Force we immerse ourselves in the winery's identity and 'feel'. As far as the customer is concerned the relationship is with you – the winery – not with a third party. Our telephony system mimics the winery phone number.

Quality staff – expert ambassadors for your business

Our highly trained wine professionals are exceptional communicators who represent you and your products with knowledge and sensitivity. The majority of our staff come to us, attracted by our professional reputation. Some of our staff have been with us since the start in 2004 and have been building relationships with the same customers across 10 or more campaigns. Our average permanent staff tenure is 3 years.

Taking the headache out of fulfilment

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Payment on results only

Cellar Force work on commission only. There are no administration or set up costs. The winery pays a flat commission rate on the sale price of the wine sold.

Now we bring you OUR members - Langton's

Langton's ranks as Australia's leading choice for fine wine, a reputation attributable to the incomparable expertise of founder Stewart Langton and Fine Wine Principal Andrew Caillard M.W. Specialising in auctions, brokerage and exchange, Langton's leverages our long-standing relationships with our partner wineries to offer an unrivalled range of quality wines.

Langton's brokerage service provides members direct and privileged access to current releases of the greatest wines from Australia, Europe and beyond – often at unpublished, private-customer prices. An inherently personal service, the service is tailored to each members unique requirements. Our expert, personal brokers get to know the styles their clients like, and lets them know when we have wines that meet their needs.

Langton's provides you access to an additional customer database of premium wine buyers while building your brand with integrity and passion.



Testimonials

"We used Cellar Force to touch base with our most important consumers and they did a great job; not only did they sell a good quantity of wine they also managed to strengthen the relationship we have with our members"
Tom Trolove, General Manager, Framingham Wines, Marlborough

"Cellarforce provide the perfect solution for our members who are unable to regularly visit the cellar door."
Kirsty Balnaves Production Manager, Balnaves of Coonawarra.

"We supported Cellar Force at the start when they invented this method of selling. They are genuine innovators and they bring this innovative spirit and approach to each new campaign."
Stephen Wilkins Chief Executive, Heathcote Winery, Heathcote.

"Having used their skills recently I think the team at Cellarforce are innovative, professional, knowledgeable and experts in maximizing sales". "We want them as a strategic part of our marketing and sales."
Leigh Gilligan, Managing Director, Dowie Doole, McLaren Vale.

"Cellarforce provided an invaluable service for us, enhancing our members experience, improving cellar door sales and marketing some of our lesser known brands."
Jane Moss, Marketing Manager, Moss Brothers, Margaret River.

"Enter Cellarforce... It seems people are happy to be called by someone from their favourite winery... Reports of sales border on the phenomenal. It's worth a look..."
David Ridge, Wine Business Monthly, July 2005