



WELCOME MANUAL

- **Policies & Procedures**
- **Information & FAQs**

April, 2016

Welcome

We would like to officially welcome you to the WineDirect family. We are truly thrilled to have the opportunity to have you as a partner. Once completing the launch steps, you will have a designated Account Manager and Account Coordinator. Your Coordinator is your day-to-day contact for all aspects of your order and fulfillment needs. Coordinators are available Monday through Friday 8:00 am - 5:00 pm.

Sincerely,

The WineDirect Team

CONTENTS:

BACKORDERS / INSUFFICIENT INVENTORY	3
CALL TAGS	3
CLIENT SUPPORT	3
CLUB ORDERS	4
CREDIT POLICY	5
DAMAGED SHIPMENTS and CLAIM POLICY	5
DISPUTED FEES POLICY	6
DRY ZIP CODES	6
E-MAIL PREFERENCES	6
GIFT SETS (GSETs & PTOS).....	7
HOLDS	7
INTEGRATION PARTNERS.....	7
INVENTORY – TRANSFERS IN.....	8
INVENTORY – TRANSFERS OUT	9
INVENTORY – TRANSFERS INTER-CENTER.....	9
ORDER CUT-OFF and DELIVERY TIMES.....	10
ORDER UPLOADER	12
ORDER VALIDATION	12
PACKING SLIP	13
PHYSICAL INVENTORY	13
PRODUCT SETUP FORM	14
QUALITY ASSURANCE (QA) RETURNS OF PRODUCTS.....	14
QUANTITY LIMITS BY STATE	14
RE-ROUTING ORDERS / IN-ROUTE ADDRESS CORRECTION	14
RETURNS / RE-SHIP PROCESS and POLICY	15
SCHEDULING WORKSHEET	15
SHIPMENT NOTIFICATION (aka Consumer Email).....	16
SHIPPING RATES.....	17
SHIPPING RATES – BOTTLE WEIGHTS.....	17
SHIPPING RATES – ZONES from AMC.....	18
SHIPPING RATES – ZONES from PSO	18
SHIPPING RATES – ZONES from GLW	19
STORAGE : SHORT-TERM (2016 rates)	19
TRANSPORTATION - AMC	20

BACKORDERS / INSUFFICIENT INVENTORY

If there is not sufficient inventory available for an order:

- We can hold the entire order until all products have sufficient inventory at the appropriate WD Fulfillment Center.
- Cancel the order and you may reload a new order (with a new order #), substituting the SKU on the order with another product.
- Orders can be held by you prior to submission to WD until sufficient inventory has been received at the appropriate WD Fulfillment Center.

WD cannot split orders but you are welcome to split orders. The portion of the order that has available inventory can be sent to WD for processing. The portion without inventory at the WD Fulfillment Center can be held by you until inventory is received and then submitted to WD for processing. Note: this option results in increased shipping costs due to multiple packages being shipped.

CALL TAGS

Call tags are requests made to carriers to pick up wine delivered to a consumer that should be returned back to the fulfillment center. Before a Call Tag can be issued, the order(s) must be delivered to the consumer. You can view order status anytime on the WD Portal.

STEPS TO INITIATE A CALL TAG:

1. Email csoperations@winedirect.com with the order number(s) and recipient name of the shipment(s) to be picked up.
2. A request will be made with the carrier to have the package(s) returned to the originating Fulfillment Center.
3. Once the order is received at the Fulfillment Center it will appear on the WD Portal as a returned.
4. To view the returned order, view Orders>Returns.

NOTE: Direct orders may be returned to the Fulfillment Center. 3-Tier orders will be returned to the state retailer to await resolution. If you have a 3-Tier order that was returned, please provide csoperations@winedirect.com instructions on reshipping the package within the state.

CLIENT SUPPORT

Emails and phone calls will be responded to within four (4) business hours with a resolution or projected day/time for resolution.

For assistance, please contact CSOperations@winedirect.com or call 707.603.4011.

CLUB ORDERS

CLUB QUALIFICATIONS

- 75 minimum orders per variation per shipping facility.
- Each variation submitted as a separate order batch.
- Clubs are shipped at regular intervals throughout the year.
- Order type is "CLUB".
- Packing slips are not included in Club shipments.
- Inserts/collateral should be setup as SKUs in the WD system and submitted with each order.
- Order Holds and/or Future Ship Dates must be established prior to submitting orders.

CLUB SETUP & TIMELINE

- **PLANNING – Annually for full year and 6 weeks in advance for Checklists**
WD requests clients complete a Scheduling Worksheet annually with a full year's worth of forecasting data to help book your desired ship dates and help WD plan for staffing and packaging needs. Club Checklists should be submitted 6 weeks in advance of your club ship date to your Account Manager.
- **PRODUCT SETUP – 4 weeks in advance of club ship date (5 weeks if shipping bi-coastally)**
A Product Setup Form for your wines and inserts/collateral should be completed and submitted to CSOperations@winedirect.com. Please coordinate any price posting or label registration efforts with your compliance partner for 3-Tier states in advance of submitting the Product Setup Form.
- **INVENTORY TRANSFER – 3 weeks in advance of club ship date (4 weeks if shipping bi-coastally)**
Complete and submit an inventory Transfer IN request online via the WD Portal.
- **INVENTORY DELIVERY – 2 weeks in advance of club ship date (3 weeks if shipping bi-coastally)**
Upon receiving confirmation of your Transfer IN request, you will receive a Reference/PO#. Inventory may then be delivered to the appropriate WD Fulfillment Center.
- **ORDER DATA SUBMISSION – 1 week in advance of club ship date**
Please submit Club orders 1 week in advance of the ship date to check for any data integrity issues and to allow us to begin preparing packages for shipment. Remember to include your insert/collateral SKUs with each order. Please check with your POS/eCommerce provider on any special needs with regards to releasing your orders.

CREDIT POLICY

Upon completion of a WineDirect Credit Application, WineDirect will consider extending credit to your company. Whether WineDirect extends credit, in what amount, and under what specific terms, will be determined in our sole discretion using standard commercial credit factors including but not limited to third-party credit checks and payment history.

Customer will be considered eligible for credit hold, and WineDirect reserves the right to withhold extending additional credit and suspend Services to Customer, once your account contains a balance of fees in excess of your credit limit or that is unpaid thirty (30) calendar days or more past the invoice date. All accounts that remain unpaid more than sixty (60) calendar days past the invoice date shall be placed on immediate credit hold unless specifically exempted by the WineDirect credit manager.

If you fail to pay our fees in a timely manner, you will be responsible for reimbursing us for all reasonable collection expenses, except in the event of a commercially reasonable dispute between the parties over the amounts due to us. A service charge of one and one-half percent (1½% per month), or eighteen percent (18%) per annum, may be assessed on delinquent invoices, but not to at any time exceed the highest legal rate of interest legally allowed.

DAMAGED SHIPMENTS and CLAIM POLICY

Once your Account Coordinator is alerted to a damaged package, either by you or the carrier, a claims report will be submitted.

In concert with re-shipping the wine (if required), WD will also issue a claim with the carrier based on the value of the product and the shipping. The amount of a claim is determined by how much transportation liability coverage was available on the package that was damaged. The standard carrier coverage is up to \$100 of retail value. Additional transportation liability coverage is available on a SKU by SKU basis.

The consumer must report damage within ten (10) business days of delivery or the carrier can deny the claim. WD tracks the claim until a resolution is received from the carrier. In the case that the claim is denied on unsubstantiated grounds, we will appeal until a resolution is achieved. If payment is received as a result of the claim, WD will issue a credit to your account and close the case.

BREAKAGE : TOLERANCE

You acknowledge that some breakage is likely to occur. You agree that we shall bear responsibility for only such product lost or broken that occurred during our storage or handling of your goods in or between our facilities and which exceeds one half of one percent (0.5%) of product received by us during each twelve (12) month period of this Agreement. This breakage guidance is applied to wine and accessories; collateral materials, custom packaging and printed tasting notes are exempted. Breakage does not include stained or torn labels, foil or packages unless resulting from our negligence, which may be repaired by us at our expense. You shall provide the labels, foils and packaging necessary for rework.

We shall be charged for excess breakage upon discovery and mutual reconciliations made following the annual physical inventory. In the event we owe you for excess breakage, payment or credit shall be made within sixty (60) days from date of invoice from you. All invoices for excess breakage must be submitted to us by you within three (3) days of receiving reports from the physical inventory.

SHRINKAGE : TOLERANCE

You acknowledge that some loss to the products may occur during the performance of our services, that the results of a physical inventory may not account for all of the products that purportedly were received by

us, and that shortages or overages may exist due to accounting or other errors.

You, therefore, agree that we shall be entitled to the following inventory shrinkage allowance, which must be exceeded prior to our being liable for any damage, loss or shortages of the products. We will reimburse you at one half (½) of the applicable product retail price of all inventory shrinkage which exceeds one quarter of one percent (0.25%) on a 12-month rolling average, which shrinkage will be measured annually.

MISPICKS AND SHIPMENTS TO INCORRECT ADDRESS

WineDirect makes every effort to correctly pick, pack and ship your products to your customers. In the event we, as a result of our negligent act or omission, do make an error in the form of a) shipping the wrong product to a customer; or, (b) shipping any product to the incorrect address, either error resulting in a loss of the product due to failure to receive the product back into inventory, we will reimburse you at the rate of one half (½) of the applicable product retail price for the lost product within thirty (30) calendar days upon receipt of a written claim for the loss. Any claim must be submitted to us within ninety (90) calendar days from the date of the original shipment of the product(s) subject to the claim.

DISPUTED FEES POLICY

In the event of a dispute as to the propriety or amount of fees charged by us for Services, such fees may be formally disputed by you in writing to accountsreceivable@winedirect.com for a period up to sixty (60) calendar days from receipt of the invoice for the Services in question. Withholding of non-disputed fees is not permitted. Withholding of disputed fees is only permitted if a written dispute is timely filed prior to the due date of the fees subject to the dispute.

DRY ZIP CODES

While states may allow alcohol shipments, they may contain zip codes that do not allow the direct shipment of alcohol. These zip codes are referred to as “dry” zip codes. If your consumer lives in one of these dry zip code areas, shipments may be sent to a neighboring zip code as an alternate delivery address.

WD maintains a database of dry and undeliverable zip codes. Orders are validated against the database to prevent illegal shipments. If WD finds match to the database, the order will reject and be viewable on the WD Portal for your resolution. In most cases, consumers have alternate addresses (work) for deliveries.

E-MAIL PREFERENCES

The E-mail Preferences feature gives you the option to be notified via email when important events or milestones transpire in the fulfillment system. Currently, the events that are supported by e-mail notifications are:

- Shipment Claims, Shipment Returns, Inventory Receipts, Shipment Redirects

To opt in to receive email notifications, choose Administration, E-Mail Preferences. Once you have made the desired changes to your notification setup, click the save button at the bottom of the page and your changes will be stored. Note that these changes take effect immediately.

GIFT SETS (GSETs & PTOS)

GSET (Gift Set) = Pre-assembled group of products packaged together and submitted under one SKU #.

PTO (Pick to Order) = A group of products submitted under one SKU # that has multiple picks and does not need to be pre-assembled.

Please complete the GSET/PTO Form for all new Gift Set or Pick to Order SKUs and save the file with our company name and date (MMDDYY). For example: AcmeVineyards_GSET_091215.xls. Please use underscores (_) instead of spaces. Completed forms can be emailed to: CSOperations@winedirect.com.

If a GSET requires custom packaging please reach out to your Account Manager to review. Custom packaging supplied by WD will be invoiced and subject to standard payment terms.

HOLDS

The Weather Management tool available on the WD Portal takes the guessing out of year-round shipping. You have the ability to place a particular order or whole states on hold to await milder temperatures and protect your products.

- View a map of the U.S. and all current local climates and forecasts.
- Place entire U.S. states on weather hold.
- Set a date range for any particular state's weather hold depending on the climate forecast.
- Review each order within a particular state, view its destination weather, and release orders going to milder climates within that state.
- If there is enough inventory available for the products on held orders, the inventory is reserved.
- Upon the end date, all orders to that state will ship.
- Once an order is taken off hold, it is reprocessed to ensure all the compliance requirements are still satisfied.

Order holds can also be requested by entering a date in the "Do Not Ship Before Date" field. This is often used for consumers that have requested a future ship date because they are going on vacation.

INTEGRATION PARTNERS

WD is integrated with many technology providers to receive and process orders via our API (Application Programming Interface). If you partner with a company that does not use our API, you may submit orders via our Order Upload option.

The following is a list of partners using our API:

- Cephros /Submerce
- Cultivate
- Elypsis
- eWinery Solutions
- Missing Link Networks
- ShipCompliant
- Vin65
- WineWeb Entreprises

INVENTORY – TRANSFERS IN

DAYS: Monday thru Friday

HOURS: Business Hours: 8:00am to 4:30pm
Appointment times available between 8:00am to 3:00pm with confirmed appointment

LOCATION: 125 Mezzetta Court, American Canyon, CA 94503
Door A5 - located on the Eastern wall of our facility beyond the truck bays

CONTACT: ITR@winedirect.com

TRANSFERS IN

The WD Portal Transfer IN request is used to notify of all inventory arriving to our facilities.

SKUs	<ul style="list-style-type: none"> • Please ensure that SKUs are setup at least 1 week prior to arrival (SKU setup has a 48 hour SLA). SKU descriptions are important as the team matches them to the product arriving on the dock. • Products are setup in the WD system using the Product Setup Form and emailed to CSOperations@winedirect.com or via the API. • Any discrepancies will delay the receipt process and the start of the Service Level Agreements (SLA).
IN REQUEST	<ul style="list-style-type: none"> • Once a product is setup, please submit a Transfer IN request online via the WD Portal (https://fulfillment.winedirect.com) 3 business days prior to the desired arrival of the products. • Please have the delivery driver reference the Transfer IN # for ease of receipt. • Inventory that arrives without a Transfer IN # may be delayed or refused.
APPOINTMENTS	<ul style="list-style-type: none"> • Transfer IN request of more than 8 pallets require a scheduled appointment time. To arrange for an appointment at our AMC facility, please email ITR @winedirect.com.
RECEIPT	<ul style="list-style-type: none"> • Case boxes should be marked externally with proper stickers indicating product and vintage. • Product delivered on pallets must be substantially identical, unless clearly marked and separated. • If the delivery has mixed cases/pallets, receipt time may be increased and an hourly labor charge may be applied to separate and document the inventory. • Pallets should be the standard American sized pallets. International pallets do not fit in our facility racking. If WD has to breakdown and restack, an hourly labor charge will be applied. • Deliveries without issues will be received into AMC Inventory within 2 business days. • A receipt confirmation email will be sent upon completion if you have opted in for this feature. Opt in via the WD Portal under the Administration Tab. Inventory is viewable on the WD Portal.

INVENTORY – TRANSFERS OUT

The WD Portal Transfer OUT request is used to remove all inventory from our facilities. Please refer to your rate card for your Transfer OUT rate.

OUT REQUEST	<ul style="list-style-type: none"> Please submit a Transfer OUT request online via the WD Portal (https://fulfillment.winedirect.com) 2 business days prior to the date you would like to pick up.
APPOINTMENTS	<ul style="list-style-type: none"> Scheduled appointments and documentation are required to remove requested inventory from WD Fulfillment Center(s). Failure to schedule an appointment may result in a delay of the pickup.
TRANSPORT	<ul style="list-style-type: none"> WD has a local transportation schedule and can accommodate deliveries based on the date trucks are in your area. Upon receipt of a completed request, WD will contact you to schedule a delivery date.
RUSH	<ul style="list-style-type: none"> Rush inventory returns will be available for pick up 4 business hours from the submitted request. The rush charge is \$20.00 in addition to the standard Transfer OUT fees.

INVENTORY – TRANSFERS INTER-CENTER

AMC→GLW

WD offers weekly temperature controlled truck services from our American Canyon, CA facility to our Glenwillow, OH facility to enable bi-coastal shipping. Please refer to your rate card for your Inter-Center rate. For Clubs, delivery to AMC is recommended 3 weeks prior to the ship date out of GLW.

FRIDAY Truck	TRANSFER REQUEST	<ul style="list-style-type: none"> All inventory must be on the dock by Monday for the Friday truck. Please submit to ITR @winedirect.com a Transfer to GLW request by Wednesday at Noon using the ITR Form available on the WD Documentation site, search using “Transfer Between Locations”.
	RECEIPT	<ul style="list-style-type: none"> The truck departs on Friday and is scheduled to arrive on Monday afternoon in OH. Road conditions, weather and driving time requirements can from time to time delay delivery. Deliveries without issues will be received into GLW inventory within 2 business days.

TUESDAY Truck	TRANSFER REQUEST	<ul style="list-style-type: none"> All inventory must be on the dock by Wednesday of the prior week for the Tuesday truck. Please submit to ITR @winedirect.com a Transfer to GLW request by Friday at Noon of the prior week using the ITR Form available on the WD Documentation site, search using “Transfer Between Locations”.
	RECEIPT	<ul style="list-style-type: none"> The truck departs on Tuesday and is scheduled to arrive on Friday afternoon in OH. Road conditions, weather and driving time requirements can from time to time delay delivery. Deliveries without issues will be received into GLW inventory within 2 business days.

GLW→AMC

Given the extremely low volume of product moving from East to West, WD does not operate a regularly scheduled truck from Glenwillow, OH to American Canyon, CA. If you have product to return to American Canyon, CA, please submit paperwork to ITR@winedirect.com and we can assist in arranging for transport.

ORDER CUT-OFF and DELIVERY TIMES
SHIPPING from AMERICAN CANYON, CA (AMC) or PASO ROBLES, CA (PSO)

	ORDERS RECEIVED*	PROCESS & SHIP	SERVICE	ESTIMATED DELIVERY
DIRECT	Before 10am (PACIFIC)	Same Business Day	GROUND from AMC to Southern California	At destination 1 business day from ship date.
	Before 1pm (PACIFIC)	Same Business Day	GROUND	At destination 2 - 7 business days from ship date.
			2DAY	At destination 2 business days from ship date.
			OVERNIGHT	At destination 1 business day from ship date.
	After 1pm (PACIFIC)	Next Business Day	PRIORITY	At destination 1 business day before noon from ship date.

3-TIER	Before 1pm (PACIFIC) Tuesday	Wednesday	AZ	At destination 6-10 business days from ship date.
	Before 1pm (PACIFIC) Thursday	Friday	CT, DC, FL, NJ	

SHIPPING from GLENWILLOW, OH (GLW)

	ORDERS RECEIVED*	PROCESS & SHIP	SERVICE	ESTIMATED DELIVERY
DIRECT	Before 1pm (EASTERN)	Same Business Day	GROUND	At destination 2 - 7 business days from ship date.
			2DAY	At destination 2 business days from ship date.
	After 1pm (EASTERN)	Next Business Day	OVERNIGHT	At destination 1 business day from ship date.
			PRIORITY	At destination 1 business day before noon from ship date.

3-TIER	Before 1pm (EASTERN) Tuesday	Wednesday	NJ	At destination 2- 5 business days from ship date.
---------------	------------------------------------	-----------	----	---

ORDER CUT-OFF and DELIVERY TIMES (continued)

TEMP CONTROL from AMC to GLW

	ORDERS RECEIVED*	PROCESS & SHIP	SERVICE	ESTIMATED DELIVERY
TEMP	Before 1pm Monday (PACIFIC)	Truck departs on Tuesday	Temperature Controlled Truck	Friday in GLW.
	Before 1pm Thursday (PACIFIC)	Truck departs on Friday		Monday in GLW.

CLUB, RELEASE & ALLOCATION

WD requests that club, release and allocation orders be received 5 business days prior to scheduled ship date to allow for order validation and package preparation for carrier pickup.

NOTES

- 3-Tier orders to Arizona may only be fulfilled from the American Canyon (AMC) facility.
- Orders may be held for a variety of reasons: weather, pre-funding, inventory, address corrections, dry zip code, quantity limit, price posting, etc. Please ensure orders are free and clear of any holds by the release date and time noted for each facility.
- Orders shipping to states using the '3-Tier with 0 Stops' and 'MHW Permit' methods may choose from Ground, 2Day, Overnight or Priority rates. Contact your Account Manager to confirm your shipping method.
- Orders shipping to states using '3-Tier with 1 or 2 Stops' method to the in state wholesaler and/or retailer may only use the 3-Tier rates and will ship ground only regardless of shipping priority selected. Contact your Account Manager to confirm your shipping method.
- Given the timeline for 3-Tier shipments, WD CoolPacks are not recommended.
- WD's Shipment Notification ("Your order has shipped") may be sent to your consumer either the evening the order is shipped from the fulfillment facility or upon first carrier scan. Shipment Notifications are optional and based upon a consumer email address being provided with the order information.
- 3-Tier Club shipments can be coordinated to ship a week earlier to allow consumers to receive their club packages the same week as direct orders. Please contact your Account Manager for details.

SHIPPING POLICIES : TRACKING ORDERS

Information will be made available to you regarding the shipping and delivery status of each order on a daily basis. The parties understand that such shipping and delivery information will be available for 3-Tier states from the in-state retailer to consumer, and in Direct states from the WD Fulfillment Center to consumer via the WD Portal.

ORDER UPLOADER

WD's Order Uploader is a web based system used to submit orders. Some of our Third Party Partners using the order upload option are:

- AMS
- Nexternal
- Microworks
- VinNow
- WIMS
- WineryPro

File formats supported by WD are:

- Microsoft Access (.mbd)
- Excel - When using the Excel file format, a header row containing field names is required.
- XML Files
- CSV Order Files - When using the CSV file format, a header row should not be included and please use quote delimiters.
- Text Files (*.xml, *.csv, *.txt, *.xls, *.xlsx)

ORDER VALIDATION

All (or some) of the following checks are in place for orders that are processed for shipment to ensure that all of the order elements are valid to ship.

- Ensuring all required order elements are completed
- Verification of Order Date and Requested Ship Date
- Check for duplicated order numbers
- Address verification against 3 databases*
- Validation of SKU setup in the WD systems
- Confirmation of available inventory
- Shipping Instruction/Notes
- Shipping State/license setup
- Sufficient Vintage Funds Balance*
- Dry zip code validation*
- Quantity limits validation*
- Label Registration and Price Posting approvals*
- Determination of weather hold status*
- Ensuring that Ship-To address is not a PO Box

** Depending on your account setup, these checks may not apply to your orders.*

If one of the required fields is missing from the order data, it may stop/delay your orders from processing for fulfillment.

PACKING SLIP

Customized packing slips are available at no charge and can include your logo, a gift message and a marketing message. Packing Slips may be configured by clients via the WD Portal. Packing Slips are included in Dailies and Club straggler orders processed as Dailies. Batched Club orders are shipped with the SKU'ed inserts or collateral provided by the client. If you would like to have a customized packing slip, please provide:

- A high resolution copy of your logo (format: .gif or .jpg) for the top left corner. The logo space can be either 2x5 inches or 4x4 inches and will print in black in and white.
- A marketing message for the bottom. There is not a size limit but if it is too long, it will cause the packing slip to print on two pages. Recommended: 700 characters including spaces.
- The originating WD Fulfillment Center address will print below your logo in case of returns from Direct states.
- For 3-Tier states, the state retailer address will print below your logo. 3-Tier returns will be held at our appointed state retailer partner pending re-ship instructions from you.
- A gift message may be provided at the time an order is submitted for fulfillment and is optional. The gift message cannot exceed 240 characters including spaces.

SAMPLE PACKING SLIP



WINEDIRECT
THE DIRECT SALES SOLUTION

Change...

Packing Slip

Order ID (Your Order Number)
 Shipment ID (WineDirect Shipment ID)
 Shipment Date (Date of Final Packing)

Bill-to Information

{Bill-to Consumer Name}
 {Bill-to Consumer Address Line 1}
 {Bill-to Consumer Address Line 2}
 {Bill-to Consumer City, State ZIP}

Ship-to Information

{Ship-to Consumer Name}
 {Ship-to Consumer Address Line 1}
 {Ship-to Consumer Address Line 2}
 {Ship-to Consumer City, State ZIP}

Item Number	Order Qty	In Box	Item Description
{SKU #1}	{Order Qty #1}	{In Box Qty #1}	{Product Description #1}
{SKU #2}	{Order Qty #2}	{In Box Qty #2}	{Product Description #2}
{SKU #3}	{Order Qty #3}	{In Box Qty #3}	{Product Description #3}
Totals	{Order Qty Total}	{In Box Qty Total}	

{Gift Message from the Order Appears Here}

Marketing Message Appears Here

PHYSICAL INVENTORY

WD shall conduct inventory cycle counts of products monthly and shall, throughout the course of these monthly inventory counts and upon completion thereof, deliver to you the list of standard inventory reports via email or WD Portal at no additional charge. Any additional physical inventory requests by you may be conducted by us at a mutually agreed upon time. Additional charges may apply.

PRODUCT SETUP FORM

All products WD will be shipping must be setup and received into our system. The Product Setup Form provides information on the products that WD will be shipping. In addition to products, WD requires that SKUs be used for each piece of insert or collateral. Insert or collateral SKUs must be included on all orders you would like them shipped with.

- 1-19 SKUs setup within 2 business days of request.
- 20+ SKUs may take up to 5 business days.

Completed forms can be sent to CSOperations@winedirect.com.

QUALITY ASSURANCE (QA) RETURNS OF PRODUCTS

In the event we discover damage to your wine during the receiving process, the affected products will be moved to our Quality Assurance (QA) area. QA wine will be ready for pick up or products can be delivered to your facility during our scheduled delivery days.

QA products will appear on the "Inventory Activity Report" and the Owned Inventory pages in the QA subinventory on the WD Portal and will not be available to fulfill orders.

QA EXAMPLES

- **Unsafe:** The bottle poses a safety risk such as broken/chipped bottle or a broken champagne cage.
- **Popped Cork:** The cork is not flush with bottle top.
- **Non-Compliant:** The label is torn where important information is displayed: alcohol % or vintage.
- **Bad Label:** There is a tear or stain of more than 1 inch on the label.

QUANTITY LIMITS BY STATE

Quantity limits vary by state and sometime by bottle size. WD maintains a database of quantity limit rules for all applicable states and shipping methods. During order processing, we can validate that each order does not exceed the quantity limits of the destination state based on shipping method. We can compare the order against the order history for a particular consumer, based on last name and ship-to address. If quantity limits are exceeded for a particular order, the order will remain in pending status awaiting your instructions.

RE-ROUTING ORDERS / IN-ROUTE ADDRESS CORRECTION

For re-routing and in-route address corrections, **carrier charges apply**. The order(s) must have received its first scan with the carrier but not have been delivered to the consumer for re-routing or an address correction to be requested. Order status can be viewed on the WD Portal. Contact your Account Coordinator who will work with the delivery carrier for re-route or in-route correction requests.

- Send an email to csoperations@winedirect.com and include the following information:
 - Order Number & Consumer Name
 - Old Address Information & New Address Information
- WD will submit the request to the carrier and reply back with an update.
- Depending on the location of the package, all re-routes cannot be guaranteed.

RETURNS / RE-SHIP PROCESS and POLICY

FOR DIRECT STATE RETURNS

For any product returned by a consumer, or returned due to unsuccessful delivery, we will notify you following return of the order and then return the product to your inventory account unless we receive different instructions from you.

- The return charge is the same as the outbound fulfillment charge for the return or re-ship.
- Packages are returned to the originating WD Fulfillment Center and are visible on the WD Portal.
- Returned orders are reviewed for quality and either returned to inventory or to the winery.
- Orders returned back to stock will be visible on the WD Portal and will appear in the returns module.
- Orders that do not pass the QA checks will be set aside in a QA location and returned to the winery once a month or disposed of at the wineries request.
- An email notification will also be sent to the email we have on file which was set up at launch to notify of returned shipments.
- If the consumer would like a replacement order, please submit a replacement order.

FOR 3-TIER STATE RETURNS

State law does not allow wine to be physically returned interstate. Returns therefore will be held at our appointed state retailer partner pending re-ship instructions.

We will notify you upon return of any products to the clearing retailer in the consumer's state by consumer or due to unsuccessful delivery by the carrier, and you agree to provide a new ship-to address within that state within two (2) business days of receiving the first such notice from us. Otherwise, the Products will be disposed of after 6 weeks from receipt by the retailer. Resolution options:

- Re-ship to original consumer at original address.
- Re-ship to original consumer at new address in state.
- Ship to new consumer in-state.
- Will-Call at retailer (not always available).

SCHEDULING WORKSHEET

We ask that you complete a Scheduling Worksheet with information on your anticipated Dailies (tasting room/internet/phone) and Club/Release/Allocation shipments. We will work with you throughout the year to coordinate the details of your shipments. Upon receipt of your Scheduling Worksheet, you will receive:

- A follow-up file confirming your requested ship weeks on the WD Fulfillment Center(s) calendar.
- A timeline with deadlines for inventory and collateral receipt as well as order submission dates to meet your scheduled ship weeks.
- If timelines are not met, scheduled ship weeks may be subject to change.

Changes in specifications or instructions by you must be in writing. Completed scheduling worksheets should be submitted to csoperations@winedirect.com.

SHIPMENT NOTIFICATION (aka Consumer Email)

The Shipment Notification service is available at no charge to all WD clients to notify your consumers that their order has shipped and provide tracking information. Multiple shipment notification templates can be configured via the WD Portal. You can identify a default notification template for each order type (i.e. clubs or dailies). If desired, notification templates may be created for a specific club or release.

Using a simple, yet powerful HTML editor, you are able to create consumer email templates with content rich HTML, including the ability to link to external URLs, images, or other resources. The templates are then stored within the WD system. Test emails can be sent so that the formatting and functionality of the notification template can be verified prior to use. In addition, you may view copies of sent emails on the WD Portal.


The emails will look like they have been sent by you not WD. As part of the setup, we ask for an email address that you would like displayed in the Send-From Address. If a consumer responds to the email, it will be forwarded to your Reply-To Address so you can directly communicate with your consumers.

We recommend that your IT team creates an SPF record for your domain. An SPF record is a type of Domain Name Service (DNS) record that identifies which mail servers are permitted to send email on behalf of your domain. The purpose of an SPF record is to prevent spammers from sending messages with forged From addresses at your domain. This will give WD permission to send the consumer email shipments on your companies behalf. **SPF record for WineDirect mail servers are 208.86.246.7 and 208.86.246.10.**

REQUESTED INFORMATION		
Logo URL		
Notifications sent at	___ Ship Confirm	___ First Carrier Scan

SAMPLE CONSUMER EMAIL TEMPLATE:

Template Name:	<input type="text"/>	CC-To Address:	<input type="text"/>
Send-From Address:	<input type="text"/>	BCC-To Address:	<input type="text"/>
Reply-To Address:	<input type="text"/>		
Email Subject Line:	<input type="text"/>		



{PROVIDE URL OF WINERY LOGO LOCATION ON THE INTRANET}

Dear {SHIP_TO_FIRST_NAME} {SHIP_TO_LAST_NAME},

Thank you for your order from Verdier Vineyards. Orders shipping ground will arrive in 3-7 business days. Orders shipping 2day will arrive in 2 business days. Tracking information for the final delivering carrier is listed below.

Ship Date : {SHIP_DATE}
 Order Number : {ORDER_NUMBER}
 Carrier : {CARRIER_NAME}
 Carrier Website : {CARRIER_URL}
 Tracking Link : {TRACKING_LINK}

If you have any questions regarding your shipment please do not hesitate to call at {ENTER PHONE NUMBER}.

Cheers,
 {ENTER SIGNATURE}

Design
HTML
Preview

SHIPPING RATES

Please contact your Account Manager for a copy of your current fulfillment rates.

SHIPPING RATES INCLUDE

- SKU Setup
- Inventory Receipt
- Base Carrier Charges
- Adult Signature Required Fee
- Residential Delivery Fee
- Pick & Pack Fees
- Packaging Costs
- Customized Packing Slip for Each Box (Non-Club Orders)
- Order Validation (address check, dry zip codes, quantity limits) – *optional*
- Call Tags
- Shipment Notification to Consumers – *optional*
- Transportation Liability Coverage (up to \$100 of retail value)

SHIPPING RATES DO NOT INCLUDE

- Address Correction Charges
- Fuel Surcharge
- Order Re-Routing Charges
- Package Return Charges
- State Taxes & 3-Tier Clearing Fees – which are direct pass thru costs
- Special Packaging
- Optional Additional Transportation Liability Coverage (beyond \$100 of retail value)
- Additional Valued Added Services (storage, will call, special projects)
- Monthly Fulfillment Operations Fee (may be waived depending upon volume)

CARRIER FUEL SURCHARGE RATES

- View FedEx's fuel surcharge rates...go to <http://www.fedex.com/us/services/fuelsurcharge.html>.
- View UPS' fuel surcharge rates...go to <http://www.ups.com/bridge/fuelsurcharge.html>.

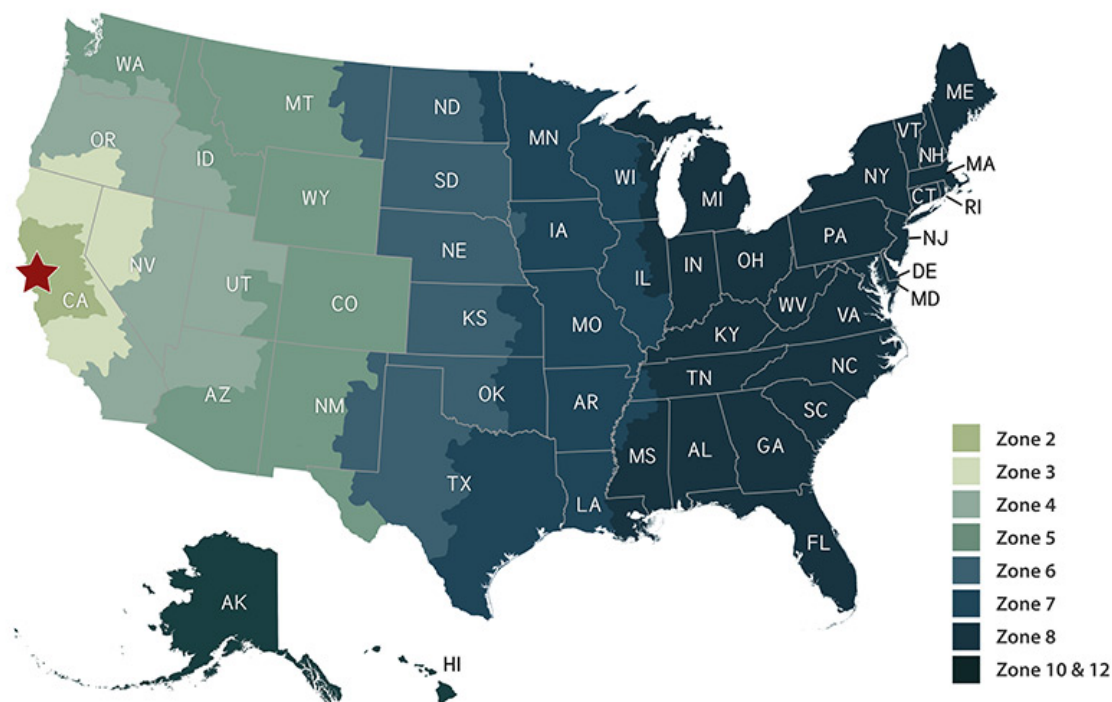
SHIPPING RATES – BOTTLE WEIGHTS

WD's shipping rates are weight based. To assist with figuring out the applicable rate for an order, the table below shows weights including packaging. The average bottle weight is noted.

Bottle Count	750ml (3.0 lb)	375ml (1.9 lb)	1.5L (5.9 lb)
1	4	3	7
2	7	5	13
3	11	8	20
4	14	10	27
5	18	12	33
6	21	14	39
7	24	17	Not Applicable
8	27	19	Not Applicable
9	30	21	Not Applicable
10	34	23	Not Applicable
11	37	25	Not Applicable
12	40	27	Not Applicable
13	44	30	Not Applicable
14	47	32	Not Applicable
15	50	33	Not Applicable

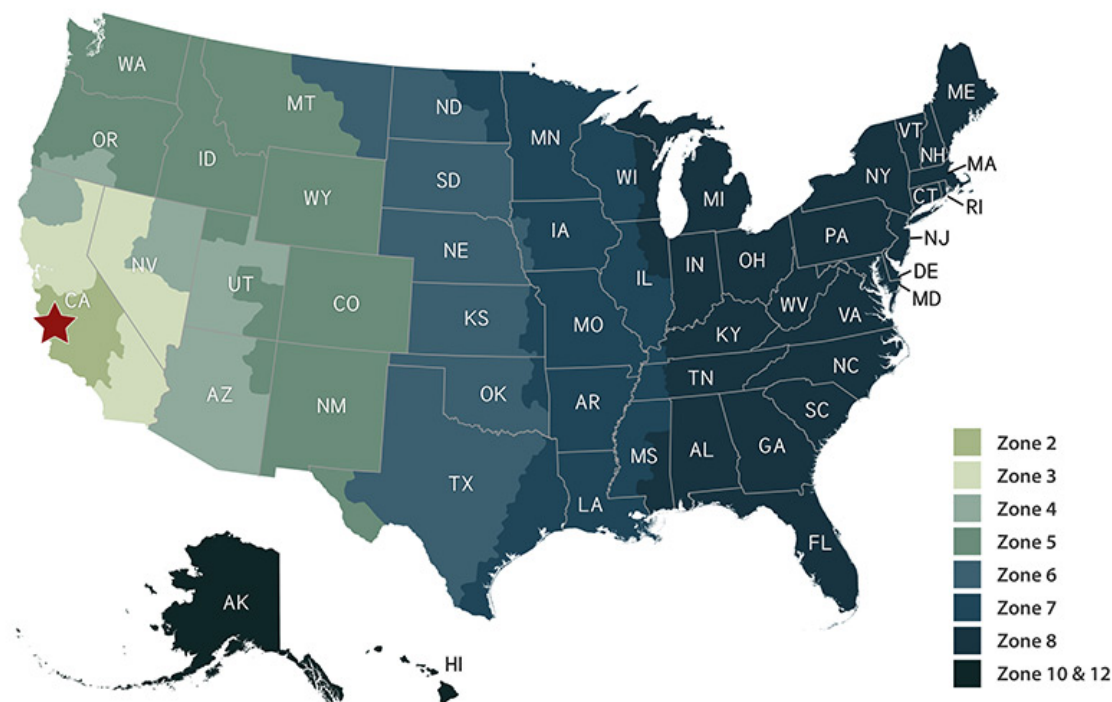
SHIPPING RATES – ZONES from AMC

For shipments originating from the American Canyon, CA, 94503 (AMC) facility:



SHIPPING RATES – ZONES from PSO

For shipments originating from the Paso Robles, CA, 93446 (PSO) facility:



TRANSPORTATION - AMC

WD offers complementary transportation within a 70 mile radius of our American Canyon, CA facility. We maintain a set weekly route schedule.

If you need service beyond the 70 mile radius or have inventory that need to be delivered sooner than our schedule, please contact our Receiving Department and we can recommend transportation partners.

If you would like to have products delivered or picked up by WD, email ITR@winedirect.com to schedule. Please reference your Transfer IN or OUT # in your email.

TRUCK SCHEDULE:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Napa				Napa
Rutherford	Windsor	Calistoga	Windsor	Rutherford
Calistoga	Healdsburg	Sonoma	Healdsburg	Calistoga
St. Helena	Napa	Napa	Napa	Sonoma
Sonoma				Santa Rosa