

POWERING E-COMMERCE FOR BEVERAGE ALCOHOL





arie@studiobeveragegroup.com



ABOUT ME

Arie Gurevitch, CEO



Sales Manager in Florida then moved to state manager of South Carolina

2000's



Early employee, helped build and lead distributor partnership team.

2019



Southeast US Division Manager Wine Importer and Producer

2012



Director of B2C eCommerce. Worked with top National Chains to optimize their eCommerce.

2021



CEO
4 Companies
~\$30MM/15 Employees

2022



STUDIO BEVERAGE GROUP

A Delaney Family Company



Leading solutions based company for DTC in the beverage alcohol space. Providing compliance, fulfillment, logistics and technology services to power Wine Clubs, Marketplaces and Brands.



Pioneer Beverage Company provides end to end solutions for digital marketing. From branding to site development to digital marketing and analytics, Pioneer's innovative approach has provided industry leading results for our clients.

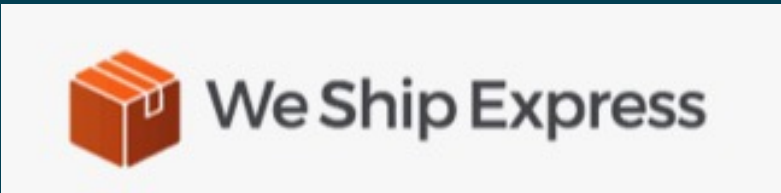


SBG Brands procures, imports and produces products for DTC and Three Tier channels. SBG Beer is also a component of this company, enabling DTC for the Craft Beer and Seltzer categories.



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Other Group Companies



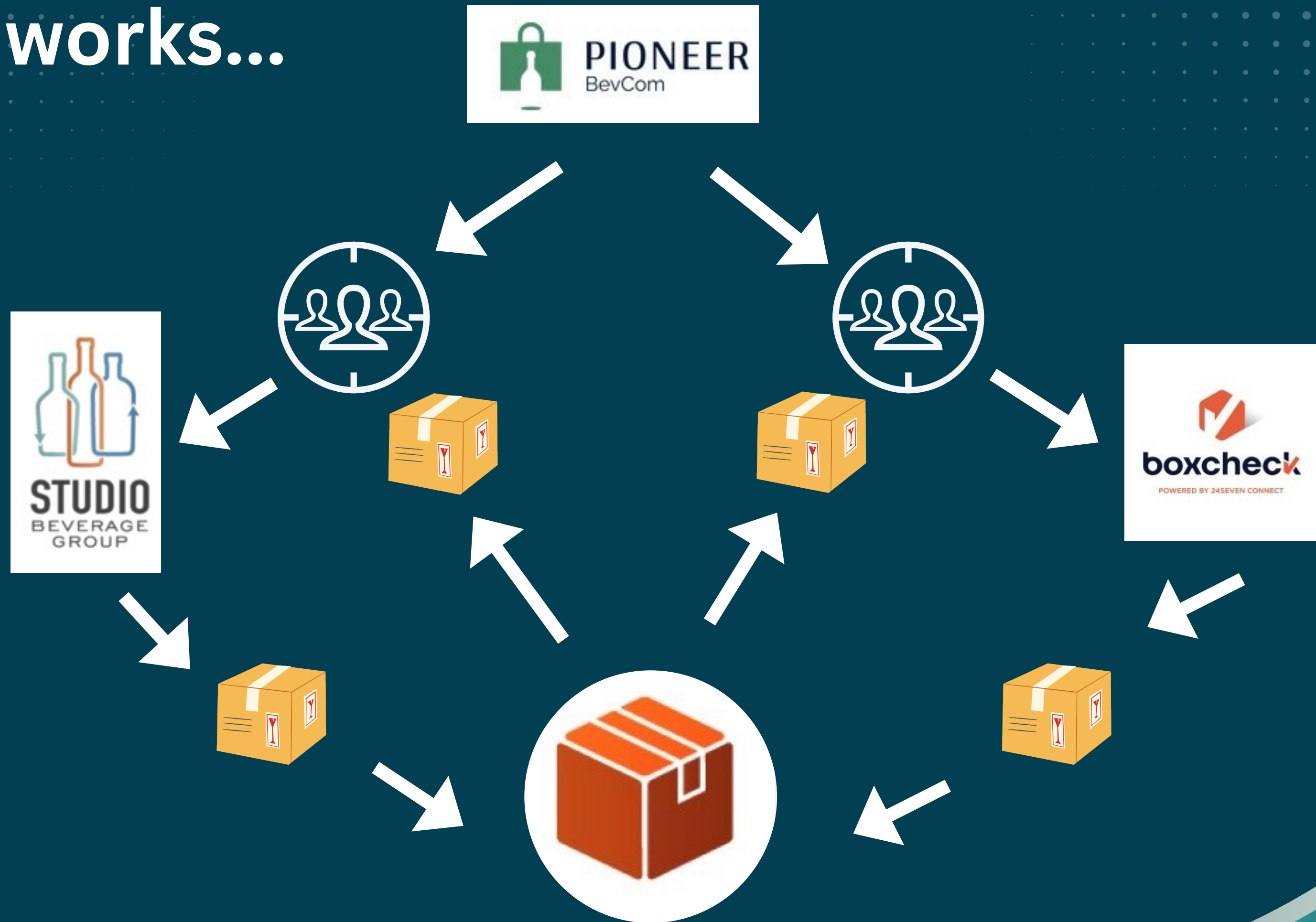
A SOLUTIONS COMPANY FOR THE BEVERAGE ALCOHOL INDUSTRY



- eCommerce Back-End
- Marketing Services
- Shipping & Compliance

- Procurement
- Production
- Fulfillment

How it works...





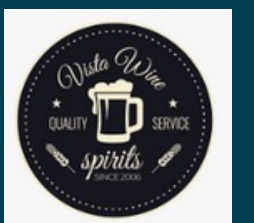
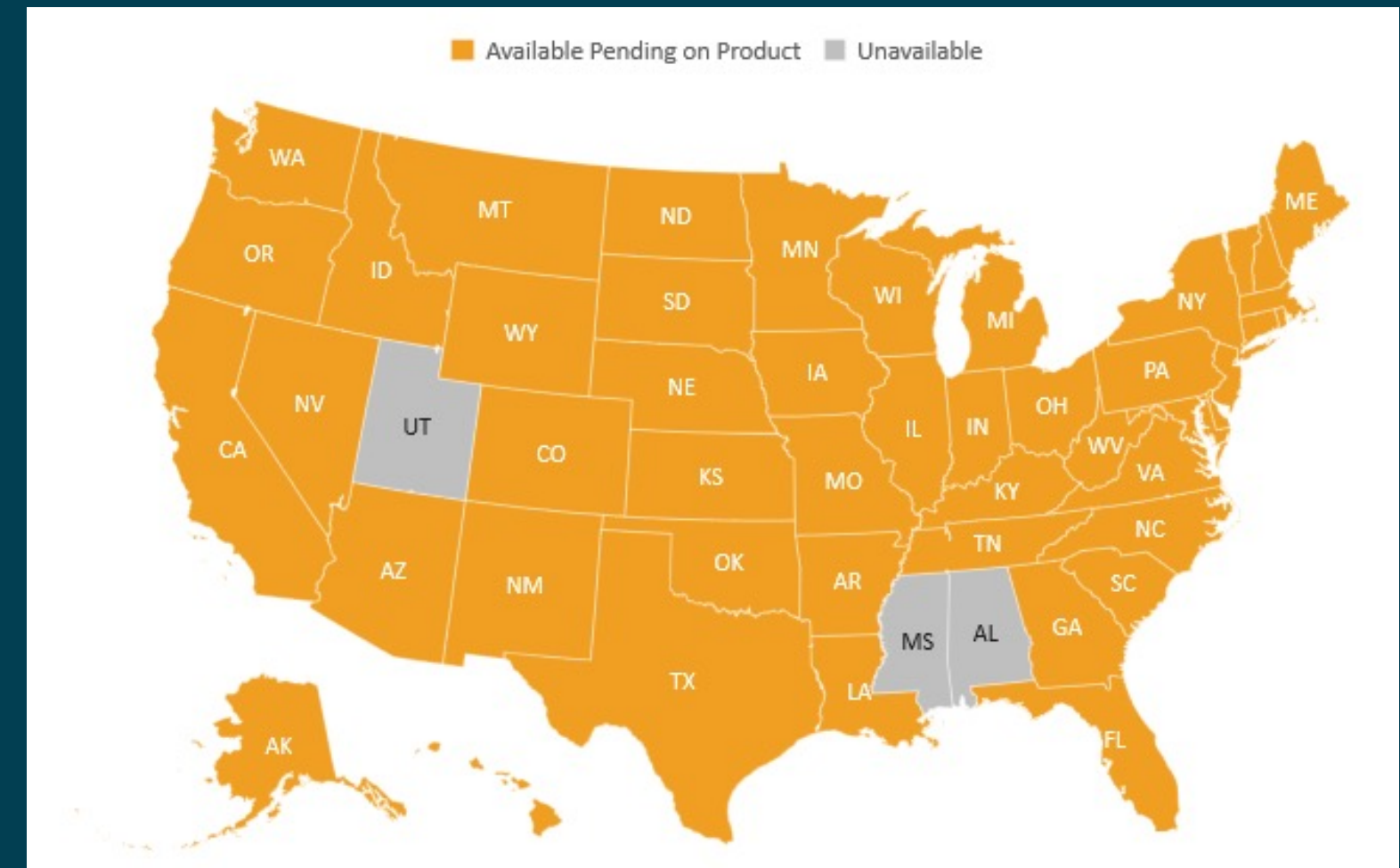
boxcheck



The Future of Regulated Alcohol Delivery

- Over 35 Regionals connected by hub-and-spoke
- Delivery to 85% of U.S. adult population
- Several carriers signed alcohol exclusivity with WeShip
- Highly curated carrier partnerships ensure compliance and quality service

Vape, Spirits, Wine,
and Beer-Friendly
Carriers





BoxCheck Shipping

Sign Up/In

Shipping Information

Dashboard - Retailer

Dashboard - Consumer

boxcheck

Welcome!

Login To Boxcheck

Email

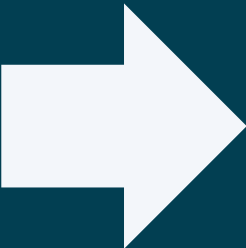
john.doe@example.com

Password

☐ Remember me

[Forgot Password?](#)

Login



boxcheck

Dashboard

Shipments

Search

Create

Upload

Orders

Products

Reports

Settings

Contact Us: support@boxcheck.com

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Shipments > Create Shipment

Package

Carrier

Ship To

Print

Shipping From*

Shipping From

Shipping To*

123 Main St San Francisco, CA 94105

What type of Product(s) are you shipping?

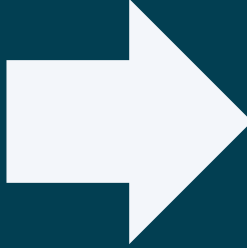
Wine

Beer

Spirit

Vape

Other



boxcheck

Dashboard

Shipments

Search

Create

Upload

Orders

Products

Reports

Settings

Contact Us: support@boxcheck.com

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Shipments > View Shipment

TRACK YOUR PACKAGE

Tracking Code

BOXC085559147C

Delivered Date

07/09/2022

Weight

5 lb

Carrier

DeliverIT ST

Ship Status

Delivered

Actions

Pending

August 24, 2022 09:45

San Jose, CA 95100, US

InfoReceived

August 24, 2022 15:45

San Jose, CA 95100, US

Delivered

September 07, 2022 12:15

San Jose, CA 95100, US

Shipment Voided

SHIP TO INFORMATION

Name

TEST SHIPMENT

Address 1

510 W Big Beaver Rd., San Jose, Santa Clara, CA, US

Email

test@gmail.com

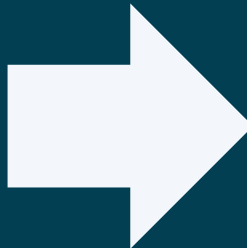
Mobile

555-555-5555

Postal code

95100

SHIP FROM INFORMATION



boxcheck

TRACK

Enter tracking number

Track >

Powered by boxcheck

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boxcheck



BoxCheck Compliance

21+

TAX

ZIP

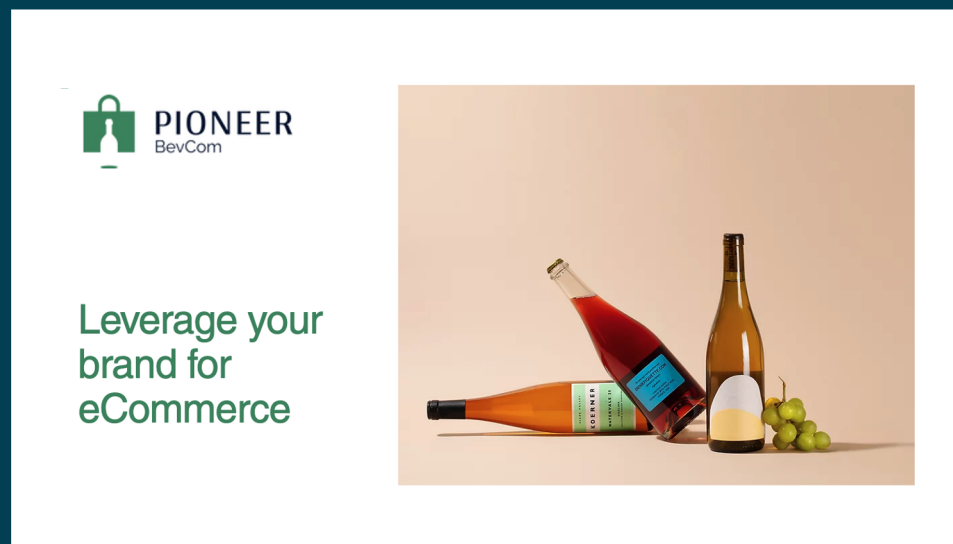


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Q&A



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eCommerce Check Up

To keep your business running smoothly. It is a best practice to run regular check ups to optimize performance in all digital channels



Photo & Branding

Content - SEO

Site Set Up

App Integrations & Updates

Customer Service

Marketing: Email, Social, Paid

Affiliate Marketing - Public Relations

Photo & Video

Photography - How fresh are your visuals?

- Product Photography
- Lifestyle Photography
- GIF Creation

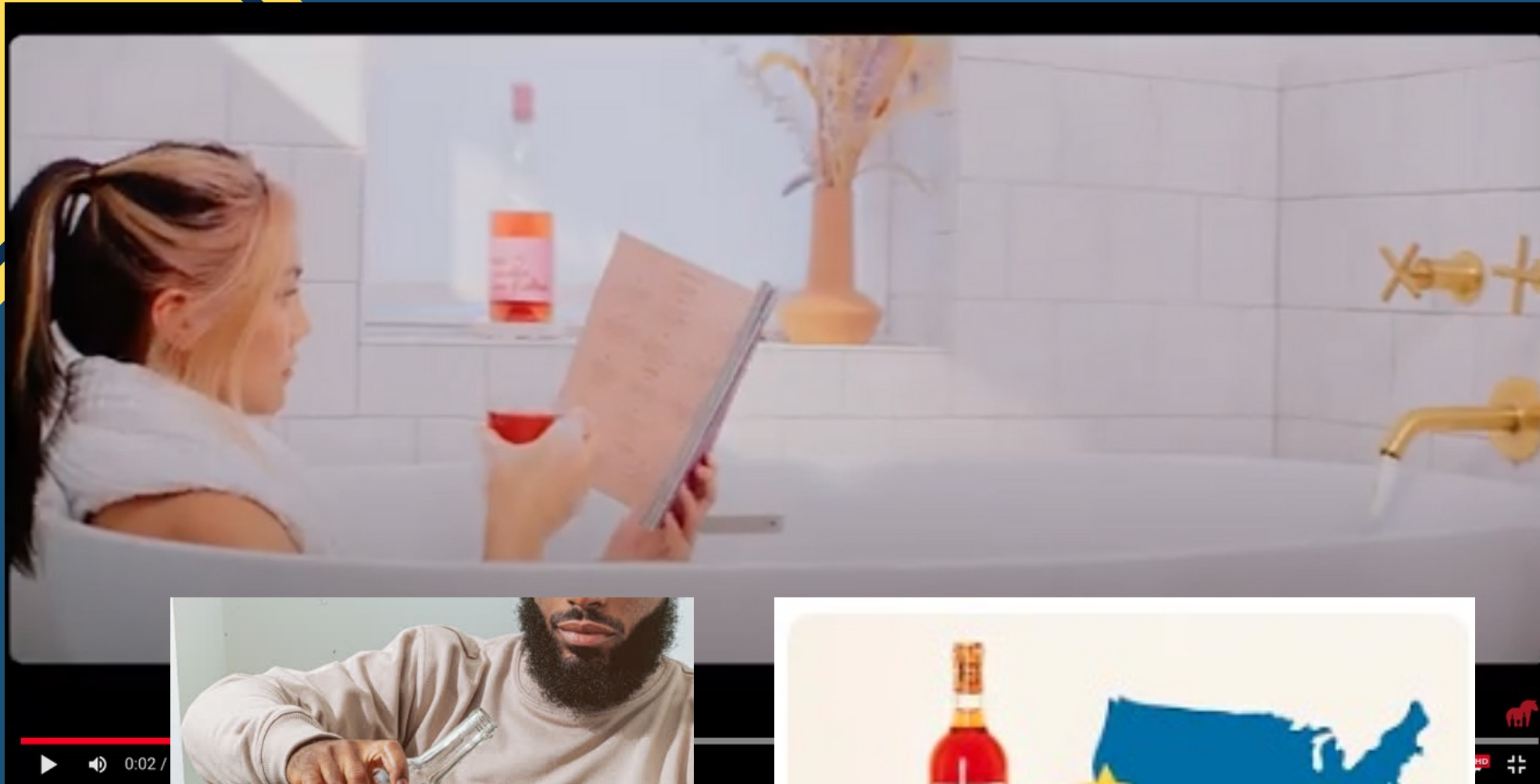
Having updated photo is key to better conversion

Videography - Younger buyers expect video

- Lifestyle Videography

Reviews - Social Proof is a top priority for ecommerce shoppers

- Wine Reviews
- Influencer Videos
- UGC Curation



Branding

BRAND COLOR SCHEME

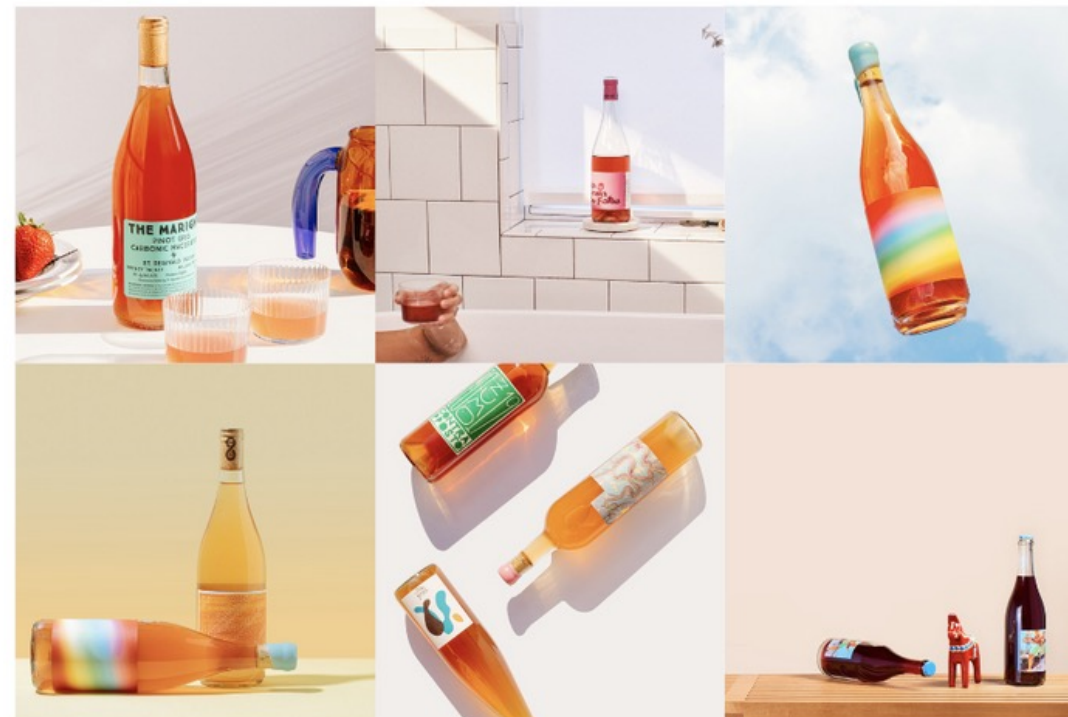
The MYSA color scheme is fun, approachable, and friendly.

We have selected the simplest and cleanest color palette that is easily customizable and adjustable according to whatever collateral it will be applied to.



EXAMPLES LIGHT STUDIO SHOT

redclub



eaterclub1

3club

2

Research

- Competitor Analysis
- Audience Building

Brand Strategy

- Brand Architecture & Strategy
- Naming
- Packaging Design
- Website Design
- Messaging
- Brand Guide

December 2022: Togetherness With Aaron Ayscough



The year's end is a time of togetherness, when we band together as friends, coworkers, family, in-laws, and chance acquaintances in the name of holiday cheer. It's that exact community closeness that led December host Aaron Ayscough to focus on multi-varietal blends, wines in which the b: final assembl

This winema
1980s and 1
to the comm
winemaking

CLUB SHOP ALL WINES CATEGORIES GIFTS SALE R

The Ultimate Guide to Natural Wine

Natural wine is a term that's becoming more and more mainstream every day. There's a lot of confusion about what natural wine is, how to know if what you're drinking is considered natural wine, and where to find it. We created this guide to help answer and questions you might have about this style of wine we love!



SEO & CONTENT

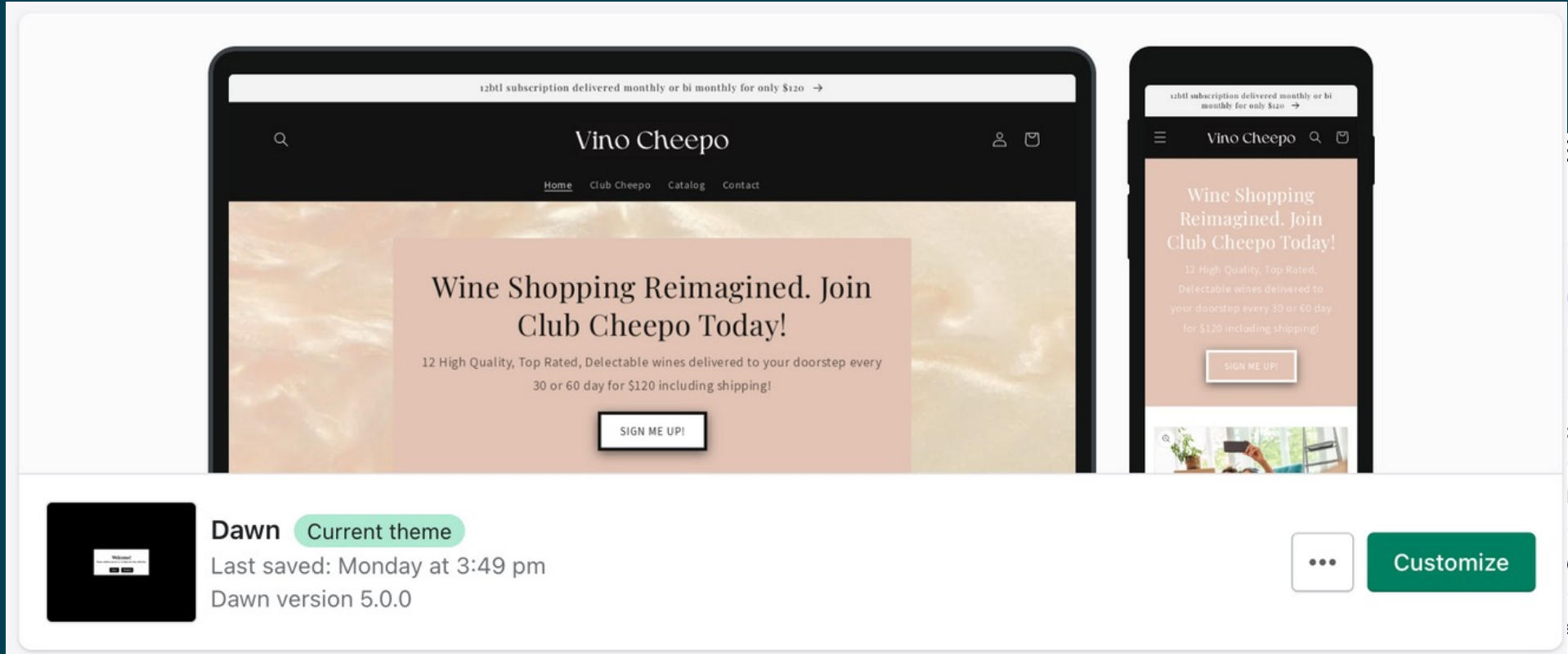
SEO Optimization

- Keyword Research
- Content Mapping
- Current Content Keyword Optimization
- Competitor Research

Content Creation

- Site Copy
- Product Copy
- Blog Creation
- Long-Form Content
- Landing Page Copy

STORE SET-UP/ MAINTENANCE






Front
End

Back
End

S. 1 MONTH. [BUNDLE1](#)

Bundle in Shopify is 24 [Recalculate bundle](#)

	SKU	QUANTITY IN BUNDLE	INVENTORY
z - Bianka and Daniel Schmitt ↗	20-ZR-BIDA-FREI	1 x	48
bristes ↗	21-ND-EQUI-BORB	1 x	46
Microbio ↗	20-SV-MICR-ARGI	1 x	47
s Nus ↗	20-ND-VNUS-NSTA	1 x	49
 Tinajacura - Agricola Macatho ↗	19-JP-GRIC-TINA	1 x	26
 Martedì - Vigneti Tardis ↗	19-ZR-VTAR-MARTE	1 x	24
 RAW Monthly Card - January 2023 ↗	RAW0123-CARD	1 x	50

[Edit bundle](#) [Delete bundle](#)

System agnostic management of apps, skus, bundles, products, and content updates.



Low-ABV Collection!

By Old Westm

~~\$120.00~~ \$99.95



Grab the Low-AB

Hi Holly!

Now that January is here... w
typical high-alcohol winter wi
brighter ones ☀️!

And if you are too, we curated
[collection](#) of Old Westminste
take on a Verjus.

This lineup is made for sitting

Give the gift of wine (and wine glasses)

Unsubscribe



Haven't shopped enough over the past few days?

This year, order a month-long [Eater Wine Club gift subscription](#) for your nearest and dearest and get 15% off when you use the code **HOLIDAY22**. That's one month of two or four expert-curated bottles delivered to their door for them, and someone new to enjoy your Eater Wine Club subscription with for you.

In need of another no-brainer gift? Our friends at **Made In** are offering their [eight-piece wine glass set](#) for \$69 dollars (half of its usual price). The set comes with four red and four white glasses and is the perfect gift for that friend that just moved into a new home, your coworker who is often entertaining, or to gift to yourself.

Give Eater Wine Club for one month with code HOLIDAY22

EMAIL MARKETING

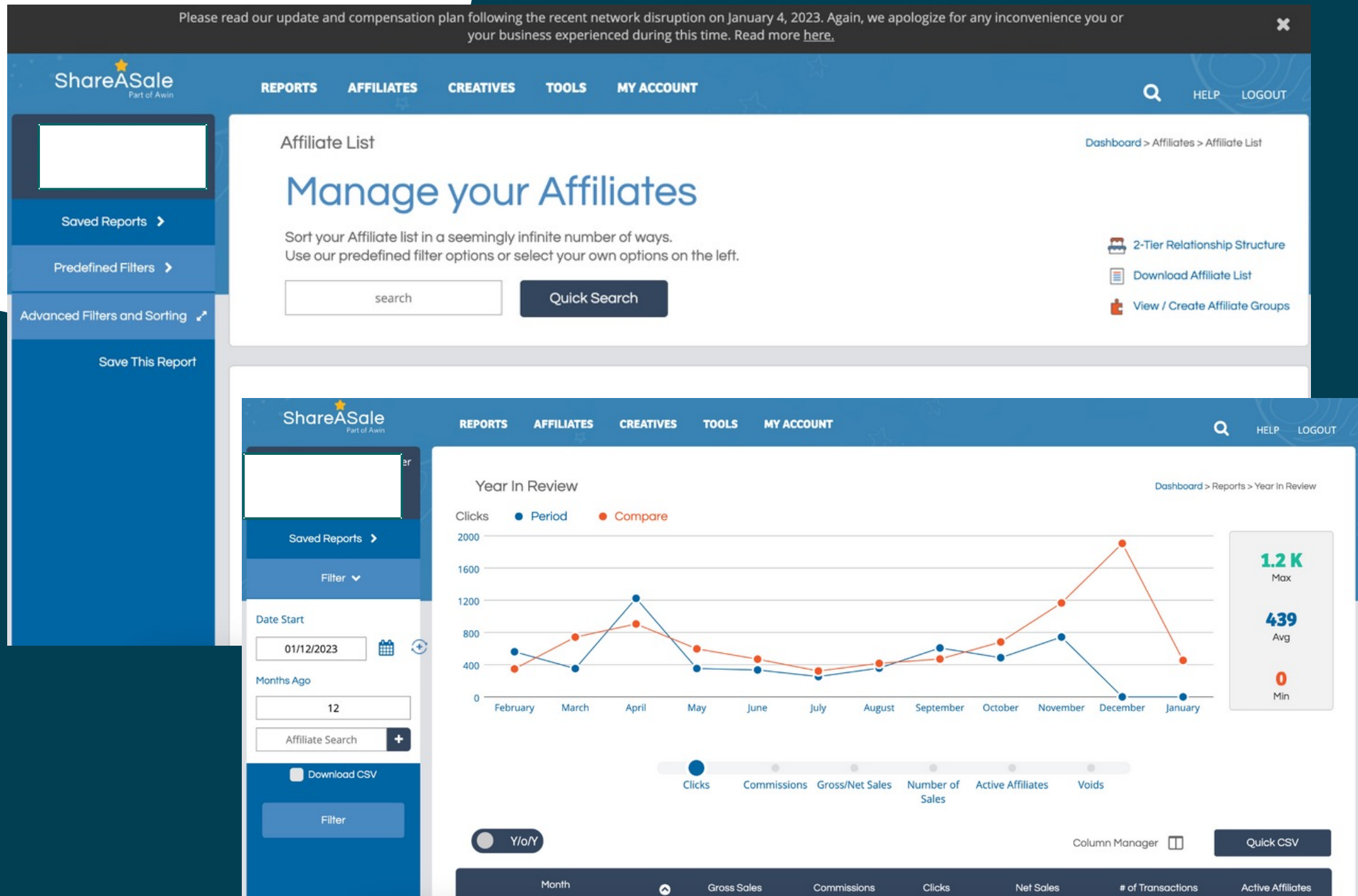
Flows Creation

- Welcome Series
- Abandon Cart
- Post-Purchase

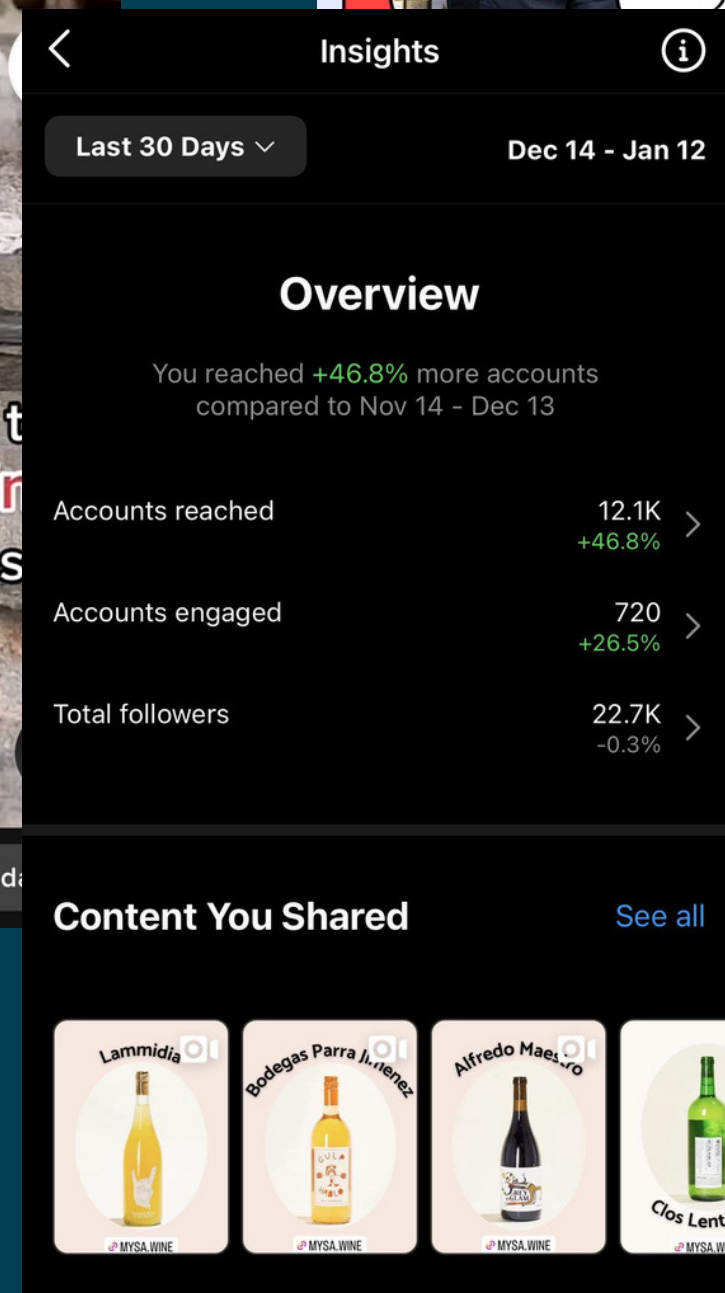
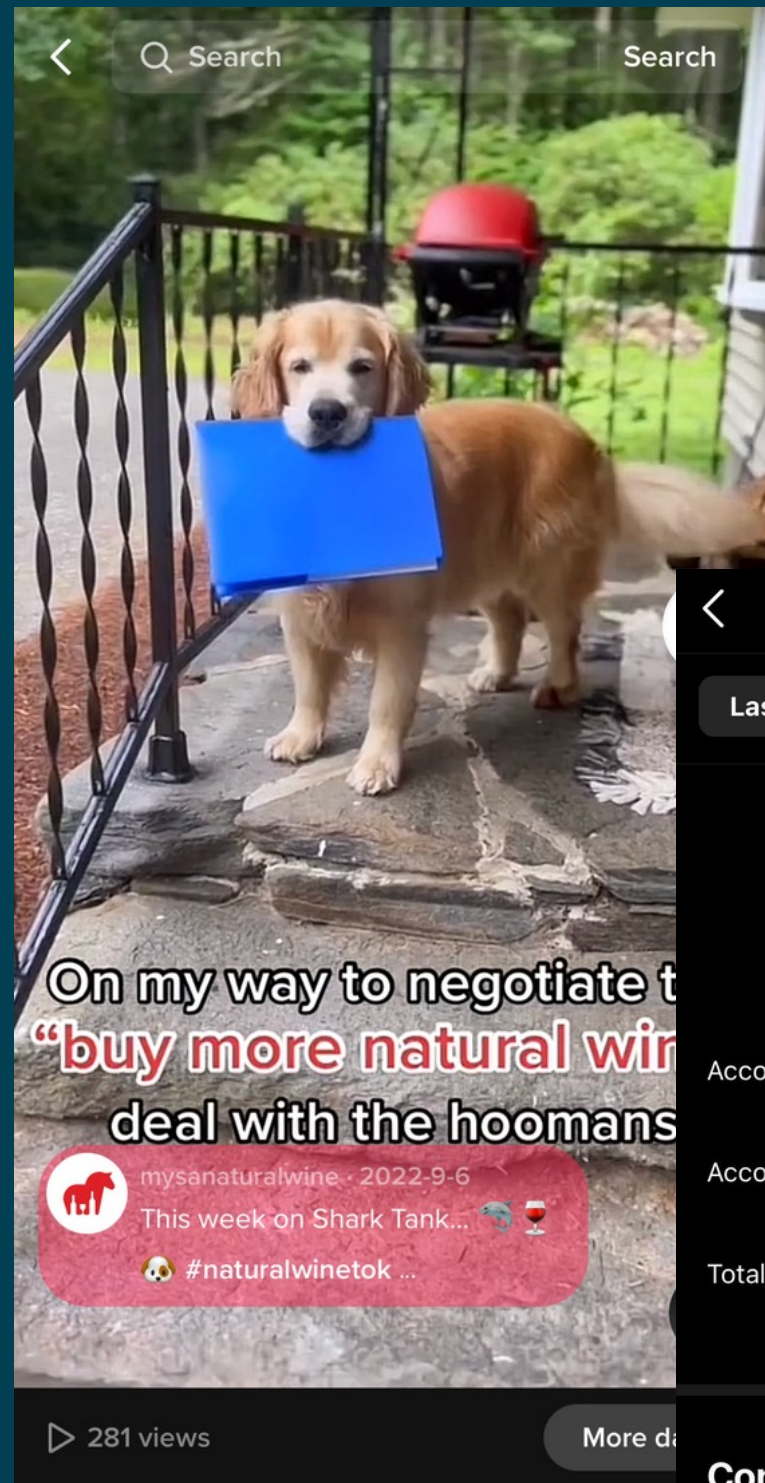
Marketing Emails

- Monthly Club Launch
- Monthly Club Closing
- Special Offers
- Order Add Ons
- Etc.

AFFILIATE MARKETING



- Affiliate Account Creation
- Seller Management
- Promotion Management
- Outreach to top performing channels

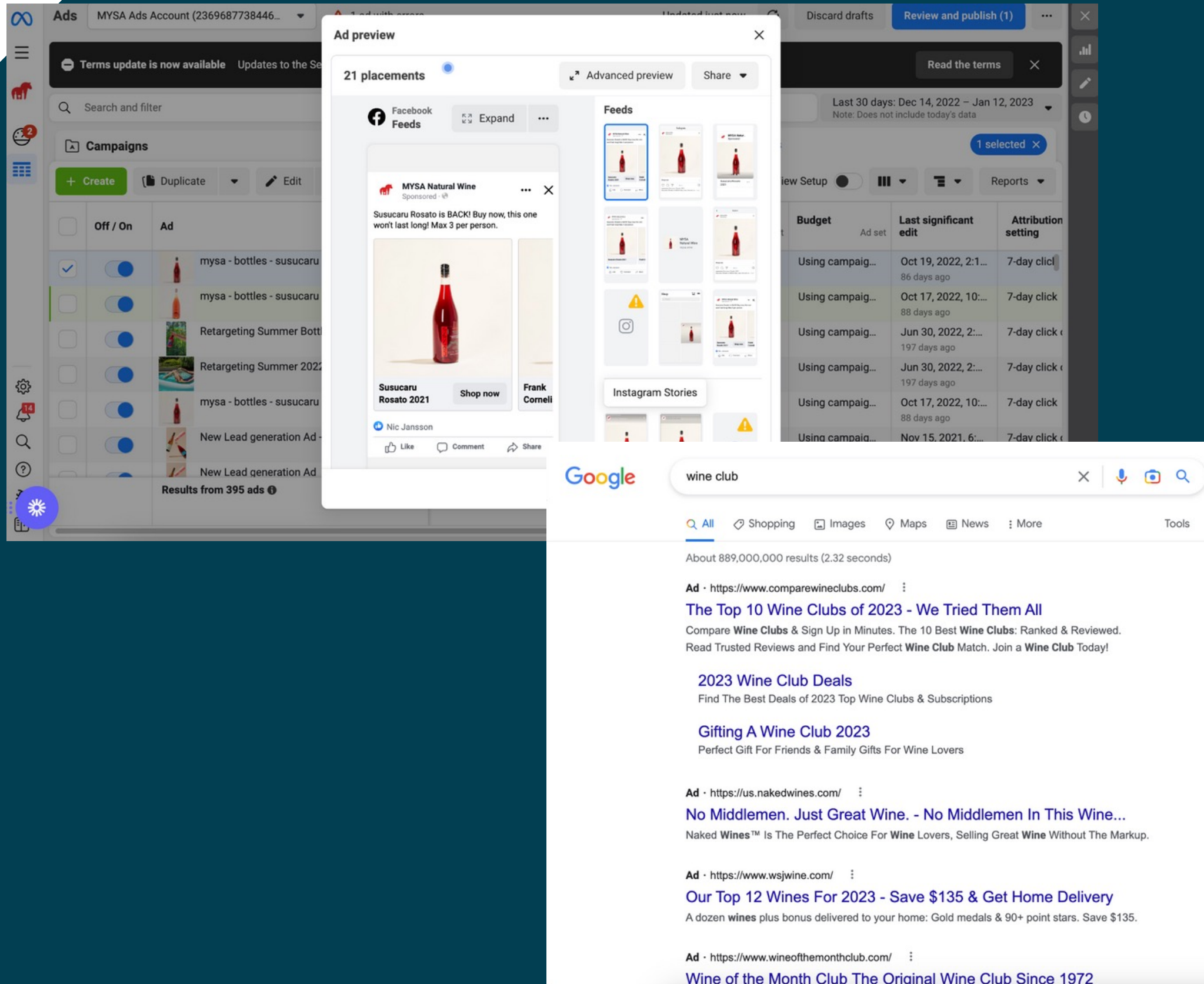


SOCIAL MEDIA

- Channels:
 - TikTok, Instagram, Facebook, LinkedIn
- Styles:
 - Posts
 - Reels
 - Stories
 - User Generated Content (UGC)
- Engagement:
 - Interacting with followers and aligned accounts
- Reporting:
 - Account benchmarking and traffic reporting

PAID DIGITAL

- Managed Services with:
 - Audience Targeting
 - Creative
 - Account Management
 - Ads Optimization
- Channels:
 - Meta
 - Search
 - Display
 - LinkedIn
- Reporting

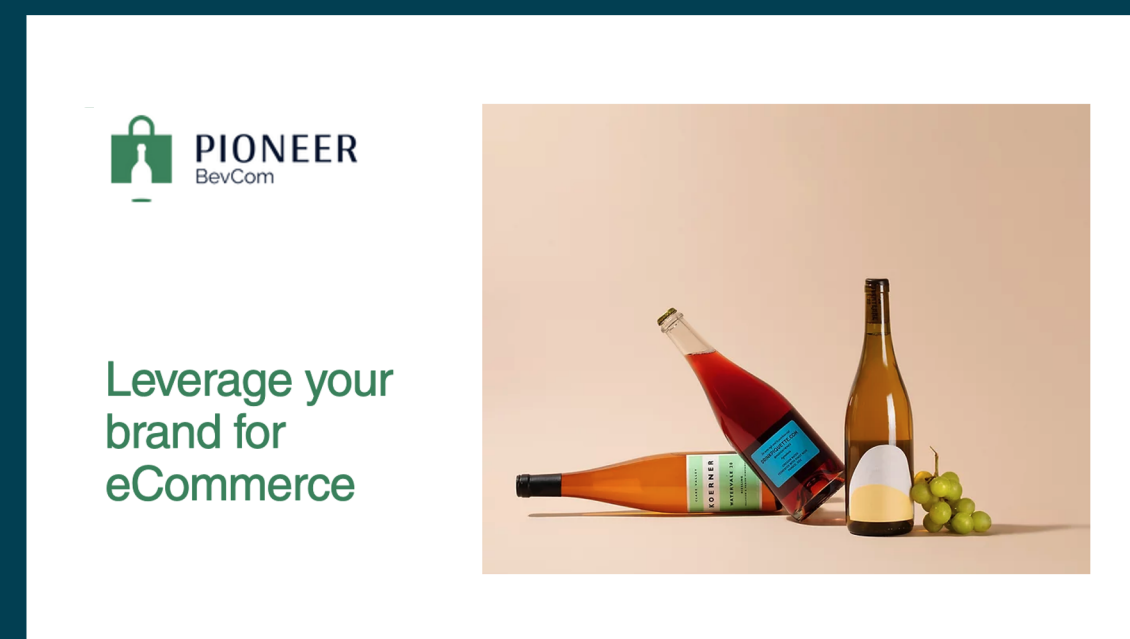




Thank You



NAWR members are
invited to join the Beta
group for BoxCheck 2.0
jclemente@boxcheck.com



Free eCommerce Check
up for NAWR Members
hberrigan@studiobeveragegroup.com

Appendix

How It Works?

- Input, prepare, print, handoff and track ...on demand and onsite



COMPETITIVE SHIPPING RATES

- Take advantage of Boxcheck's purchasing power to provide reduced regional and national shipping rates



WINE **Ground Residential**

Zone 2
8 lb. package (2 bottles)

Rate Includes:

- ✓ Adult Signature Required
- ✓ Residential Delivery Surcharge
- ✓ Delivery Area Surcharges
- ✓ Insurance up to \$100
- ✓ Door-to-Door Tracking



SPIRITS **Intra-State**

Next Day
6 lb. package (1 bottle)

Rate Includes:

- ✓ Adult Signature Required
- ✓ Residential Delivery Surcharge
- ✓ Delivery Area Surcharges
- ✓ Insurance up to \$100
- ✓ Door-to-Door Tracking



BEER **Intra-State**

Next Day
12 lb. package (12 pack)

Rate Includes:

- ✓ Adult Signature Required
- ✓ Residential Delivery Surcharge
- ✓ Delivery Area Surcharges
- ✓ Insurance up to \$100
- ✓ Door-to-Door Tracking

- Receive less accessorial charges, common fees are included for a straightforward rate

