

WineMatch® Winery Portal Overview


The winery portal can be found at https://www.winematch.com/07_Wineries/login.php . Once registered, you can login and go to the following pages and either view the information or perform the following tasks:

- **Portal Overview Page**
- **Maintain Winery Information**
- **Winery Addresses & Tasting Hours**
- **Submit New Wines for Profiling**
- **Add and Maintain Deals *(free)***
- **Add and Maintain Winery Events *(free)***
- **View real-time Google Analytics *with WineMatch Statistics (free)***
- **Print Shelf Talkers / Get WineMatch Marketing Badges *(free)***
- **Buy Credits to Submit More Wines**
- **Information Required to Submit Wines**

In summary, anything you need to do on WineMatch can be done here! It's an easy-to-use intuitive interface that allows you to perform all the functions to create and measure a successful wine marketing campaign. We even help you where we see you may have overlooked things that could be the difference in ensuring a successful campaign.

Portal Overview Page

This is where you are taken when first logging in. From here, you can go anywhere!



matching wines you like!

User: [rustridge\(edit\)](#) [Log Out](#)
Winery: RustRidge Winery (IP: 10.10.0.1)
Credits: 4

Hi Chuck [Edit Login Information](#)

[Overview](#) [Wines](#) [Events](#) [Deals](#) [Images](#) [Statistics](#) [Marketing](#) [Buy Credits](#)

Wines

[Add a New Wine](#)

Edit Wine:

If you have submitted wines to WineMatch.com that are no longer available make sure to [Update their Availability Here.](#)

Events

[Add a New Event](#)

Edit Event:

It is ALWAYS FREE to the winery to submit events. Once an event has been submitted to WineMatch.com you can [View all your Events Here.](#)

Deals

[Add a New Deal](#)

Edit Deal:

It is ALWAYS FREE to the winery to submit deals. Once a deal has been submitted to WineMatch.com you can [View all your Deals Here.](#)

RustRidge Winery Information

Winery Information [\(edit\)](#)


Primary AVA: Napa Valley
Main Phone: 7079659353
Main Fax: 7072865502
Year Established: 1985
Family Owned: Yes
Family Name: Fresquez & Meyer
Organic Farming: No
Biodynamic Farming: No
Sustainable/SIP Certified Farming: No

Estate Fruit: Yes
Estate Percentage: 100
Futures Available: No
Estate Acreage: 54
Cases Per Year: 2000
Display Case Count: Yes
Web: [www.rustridge.com](#)
Club: [www.rustridge.com/RustRid](#)

Social Networks & Winery Image

[Facebook Page: RustRidgeWinery](#) [Twitter Page: RustRidge](#)
[RSS Feed:](#) [Blog \(URL\): rustridge.blogspot.com](#)
[Google+:](#)

Winery Picture: [\(click here to change picture\)](#)



Winery Addresses & Tasting Hours [\(edit\)](#)

Primary Location: [\(Tasting Available\)](#)
2910 Lower Chiles Valley Road
St. Helena, CA 94574

Su	M	T	W	Th	F	Sa
10:00 4:00	10:00 4:00	10:00 4:00	10:00 4:00	10:00 4:00	10:00 4:00	10:00 4:00

Shipping States

AL GA MD NJ SC WY
 AK HI MA NM SD
 AZ ID MI NY TN
 AR IL MN NC TX
 CA IN MS ND UT
 CO IA MO OH VT
 CT KS MT OK VA
 DE KY NE OR WA
 DC LA NV PA WV
 FL ME NH RI WI

[Check W2C States](#) [Uncheck All](#) [Check All](#)
[Update](#)

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Maintain Winery Information

In this area, you can maintain all information pertinent to winery operations. Here, the winery information, including addresses (*multiple addresses are allowed for multiple locations*), a winery information profile, your web and wine club links, winery size, social media and other items. Having this information complete will allow us to provide tighter consumer searches to be able to find you should their search criteria agree with your winery information. It also helps us best leverage both of our social media for your ultimate benefit.

Hi Pennie [Edit Login Information](#)

Overview Wines Events Deals Images **Statistics** Marketing

Winery Information

(* required)

Primary AVA:*	Alexander Valley	Estate Fruit:*	Yes <input checked="" type="radio"/> No <input type="radio"/>
Main Phone:*(numbers only)	707.433.7209	Estate Percent:*	100 (leave blank to not display)
Main Fax: (numbers only)	707.433.9408	Futures Available:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Established:*	1975	Estate Acreage:	300
Family Owned:	Yes <input checked="" type="radio"/> No <input type="radio"/>	Cases Per Year:	100000
Family Name:	Wetzel	Do Not Display Case Count:	Yes <input type="radio"/> No <input checked="" type="radio"/>
Organic Farming:	Yes <input type="radio"/> No <input checked="" type="radio"/>	WebSite:	www.avvwine.com
Biodynamic Farming:	Yes <input type="radio"/> No <input checked="" type="radio"/>	Wine Club WebSite:	http://www.avvwine.com/
Sustainable/SIP Certified Farming:	Yes <input type="radio"/> No <input checked="" type="radio"/>		

Winery Description:*


Welcome to our family-owned wine estate, once the original homestead of Cyrus Alexander, the namesake of this prominent viticultural appellation, Alexander Valley. We purchased the land from the Alexander's heirs in 1962, planted vineyards, and in 1975 built our winery. Here we grow grapes and produce delicious wines that complement food and enrich your dining experience.

Alexander Valley Vineyards is located on Highway 128 in northern Sonoma County, just 75 miles north of San Francisco, 6 miles

Social Networks & Winery Image

Facebook Page:	http://www.facebook.com/alex	Twitter Page:	http://twitter.com/avvwinery
RSS Feed:		Blog (URL):	
Google+:			

Winery Picture: (select browse below to add/overwrite picture)
Picture size must be less than 2MB. (may need to clear browser cache after update)

 Browse...

Update

Winery Addresses & Tasting Hours

Here you can add or modify your tasting room information. This is important as you do want folks to know when to show up or to call ahead if by appointment only. Neat thing here is you can have as many tasting rooms as you wish!



User: brixDkE9LWQ1 (edit)

[Log Out](#)

Winery: DeLille Cellars

(IP: 10.10.0.1)

Hi Pat
[Edit Login Information](#)

Overview

Wines

Events

Deals

Images

Statistics

Marketing

Winery Addresses & Tasting Hours:

Edit

Edit Existing Address

Winery/Tasting Room Addresses & Hours

Primary location exists - [Edit Above](#)

Address Type: Primary Location

Address Line 1: Address Line 2:
 City: State: California
 County: N/A Zip:

Example:	Sun	Mon	Tues	Wed	Thu	Fri	Sat
8:30	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5:30	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Closed <input type="checkbox"/>	Closed <input type="checkbox"/>	Closed <input type="checkbox"/>	Closed <input type="checkbox"/>	Closed <input type="checkbox"/>	Closed <input type="checkbox"/>	Closed <input type="checkbox"/>	Closed <input type="checkbox"/>
	Appt Only <input type="checkbox"/>	Appt Only <input type="checkbox"/>	Appt Only <input type="checkbox"/>	Appt Only <input type="checkbox"/>	Appt Only <input type="checkbox"/>	Appt Only <input type="checkbox"/>	Appt Only <input type="checkbox"/>

Appointment Only (all days):

Tasting Fee(s): Fee #1 Fee #2 (higher fee) No Tasting Fee:

Holiday Closures / Notes:
(i.e. "All major", "Christmas")

Mailing address same:

Address Line 1: Address Line 2:
 City: State: California
 County: N/A Zip:

Submit

Submit New Wines for Profiling

Here's our heart - *the profiling of wine*. In this area, you can add wines for WineMatch to profile. When you add a wine, you will be requested to fill in information pertaining to the characteristics. In submitting with other wineries, when not being familiar with WineMatch, it took five minutes per wine. What's probably most important is to have all the info handy before you start. We break the information down into two categories, what is required and what is optional. What is required is both for us and when the consumer sees the profile, so that it does not appear that we are 'missing' information.

Another good idea here is to submit your wine 30 days before release, and we can have it done by the release date, maximizing your direct-to-consumer sell-through opportunities. We also allow provide and linking to your wine club web signup area, provided you have entered one in the winery profile area.



User: [rustridge \(edit\)](#) [Log Out](#)
Winery: RustRidge Winery
Credits: 4 (IP: 10.10.0.1)

Hi Chuck
[Edit Login Information](#)

[Overview](#) [Wines](#) [Events](#) [Deals](#) [Images](#) [Statistics](#) [Marketing](#) [Buy Credits](#)

Add a Wine: [1 - General Info](#) | [2 - Oak & Process Analysis](#) | [3 - Varietals & Vineyards](#) | [4 - Winemaker](#) | [5 - Label Images](#)

1 - General Info


Edit Wine:

Wine Name:* (do not include winery name in wine name)	<input type="text"/>
Vintage:*	<input type="text"/> or Non-Vintage <input type="checkbox"/>
Wine Type:*	<input type="text" value="White"/>
UPC Bar Code:	<input type="text"/> (if applicable)
Release Date:*	<input type="text" value="23 Apr 2012"/>
Distribution:*	Winery <input type="radio"/> Retail <input type="radio"/> Both <input checked="" type="radio"/>
Available at Winery:*	Available <input checked="" type="radio"/> Limited Quantity <input type="radio"/> Out Of Stock <input type="radio"/>
Release Type:*	Current Release <input checked="" type="radio"/> Library Release <input type="radio"/>
Cases Produced:*	<input type="text"/> (0 = Not Available)
Retail Price:*	<input type="text" value="0.00"/>
Club Price: (leave blank if N/A)	<input type="text" value="0.00"/>
Web Address to Buy Direct: (leave blank if N/A)	<input type="text"/>
Bottle Formats:*	<input type="checkbox"/> 187mL <input type="checkbox"/> 375mL <input checked="" type="checkbox"/> 750mL <input type="checkbox"/> 1.5L <input type="checkbox"/> 3L <input type="checkbox"/> 4.5L <input type="checkbox"/> 6L <input type="checkbox"/> 9L <input type="checkbox"/> 12L

Next >

Add and Maintain Deals (free)

Deals are a key component to your success on WineMatch – they really are. Wineries are strongly encouraged to add deals as when you're winery-to-consumer direct, it makes no sense to sell a single bottle as by the time you add shipping and handling, it's no longer a good value. We recommend the loading of deals on 3,6,12 packs and others, like verticals or gift packs. This way, the consumer can find value on something they don't see every day and they get introduced to your winery in the process! The consumer finds a deal on our page and is then taken to your page for order fulfillment. Remember at WineMatch, you own the relationship with the consumer. We've also added a "club only" link, so folks can see what they're missing by not belonging to your wine club and also not try to buy a club deal when they are not a club member.



matching wines you like!

User: [rustridge \(edit\)](#) [Log Out](#)
Winery: RustRidge Winery (IP: 10.10.0.1)
Credits: 4

Hi Chuck
[Edit Login Information](#)

[Overview](#) [Wines](#) [Events](#) **[Deals](#)** [Images](#) [Statistics](#) [Marketing](#) [Buy Credits](#)

Deals: [Edit](#)

(* required)

Add Deal

Select Wines that Apply to this Deal*
(use CTRL key to select or unselect multiple wines)

- Estate Cabernet Sauvignon 1999
- Estate Cabernet Sauvignon 2004
- Estate Cabernet Sauvignon 2005
- Estate Cabernet Sauvignon 2006
- Estate Chardonnay 2007
- Estate Chardonnay 2008
- Estate Zinfandel 2006
- Estate Zinfandel 2007

OR click here if Deal applies to all Wines

Brief Summary: (only 75 characters allowed)*

Promotion Description: (only 8000 characters allowed)*

You have 8000 characters left.

Regular Price:

Discounted Price:

Deal Type:* Other:

Mixed Box (allow different bottles in a pack above):

Wine Club Only:

Web Address of Deal:

Start Date:*

End Date:*

Geographic Description (US only, etc.):

Limitations:*

Contact Phone: (numbers only)

Upload Picture: (representative of deal)
(Max 2MB)

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Add and Maintain Winery Events (free)

We also allow wineries to input events that link to both our site and your site specific to the event. This is a great place for consumers to be able to search on Region/AVAs with date ranges to know what events might be specific to their travels. We even added a "club only" link, so folks can see what their missing by not belonging to your club and not try to attend an event when they are not a club member.

winematch.com
matching wines you like!

User: BJLESSEN (edit) [Log Out](#)
Winery: Loos Family Winery (IP: 10.10.0)
Credits: 2

Hi Brad [Edit Login Information](#)

Overview Wines **Events** Deals Images Statistics Marketing Buy Credits

Events: Edit [Select Existing Event](#)

(* required)

Add Event

Event Name:*

Event Description:*

Event Type: N/A Other:

Start Date: 23 Apr 2012 End Date: 23 Apr 2012

Start Time: AM End Time: AM

Wine Club Only:

Web Address:

Event Contact Person: Brad

Event Phone #: (numbers only)

Event Email:

Cost:

Attire: Casual

Event Location:*

Select from Existing Address: Not Applicable

Enter Different Address Below:

Address Line 1:

Address Line 2:

City:

State: California

County: N/A

Country: UNITED STATES

Zip:


Upload Brochure: [Browse...](#)
(Max 2MB)

[Add Event](#)

View Real-Time Google Analytics *with* WineMatch Statistics *(free)*

Here's where the rubber hits the road. On the left you have data pulled real-time from Google for up to the minute accuracy. On the right, we marry our information to it to help identify where a winery can improve their visibility. A **green light** means all is ok, a **yellow light** means you can do better and a **red light** means something requires immediate attention. Underneath, we tell you exactly what you need to do to remedy yellow and red lights to get your green on!

Winery Statistics



From: To:


Total Visits:	654
Total Views:	1,473
Views per Visit:	4

Wine Profile Visits:	21
Page Views:	204
Page Views per Visit:	9.7
Clicked on "Buy from Winery":	Coming Soon
Clicked on "See Deal":	Coming Soon

Deal Visits:	2
Deal Page Views:	4
Page Views per Visit:	2

Event Visits:	4
Event Page Views:	11
Page Views per Visit:	1

Winery Visits:	627
Winery Page Views:	1,254
Page Views per Visit:	2



Real-Time Statistics
(click on lights below for more info)

Active Wines :	11	●
Active Deals :	1	●
Wines with Deal :	1	●

Active Wines:	11
Wine Submitted:	12
Wines Profiled:	11
Wines in Process:	1
Active Library Wines:	0

Active Deals:	1
Total Deals:	1
Active Wines with Active Deals:	1

Active Events:	3
Total Events:	3
Events sent out:	8

Wines Added to Favorites:	9
> 1 wine as favorite:	1
> 3 wine as favorite:	1

Buy Credits to Submit More Wines


Here is the one and *only* place you'll find we need to take any compensation. For signing up with WineMatch at (https://www.winematch.com/07_Wineries/login.php), you get to take us for a spin for free! We have different price levels so the more credits you buy, the less expensive it is to be a part of the more than 700 wineries that are part of WineMatch! We are externally scanned on a regular basis to ensure our site is a safe and secure one.

With this one profile credit fee, you're entitled to all the benefits of WineMatch. We perform a sensory profile on the wine, run the chemistry, publish your wine to the web and social media, and allow you to put in all the deals and events you would like. But it doesn't end there.

We also let you print two different sizes of two-sided shelf talkers tying in QR codes to your website. We also give you Google Analytics mixed in with some real intelligence so you can see how well set up you are to maximize your success on WineMatch.

The profile credits you buy never expire and there are no annual subscription fees or other mandatory fees. It's just that simple – as it should be!

There are some additional advertising opportunities as you see with the banners currently there, but space here is limited. Contact us directly by phone if you are interested.



matching wines you like!

User: BJLESSEN (edit) [Log Out](#)
Winery: Loos Family Winery (IP: 10.10.0.1)
Credits: 2

Hi Brad [Edit Login Information](#)

Overview Wines Events Deals Images Statistics Marketing **Buy Credits**

Winery Payment Form

WineMatch.com never stores credit card information. To get all of your wines profiled, become a customer now!

Advertising opportunities are available - call for details.

Pricing is based on the following: 1 Credit = 1 Wine Profile on WineMatch.com (unique wine)

Price List


First profile is FREE!



- 1 profile credit for \$120
- 3 profile credits for \$300 (*\$50 discount*)
- 6 profile credits for \$540 (*\$150 discount*)
- 12 profile credits for \$960 (*\$200 discount*)

- No annual subscription fees
- No data maintenance fees
- Chemistry available (optional)
- No other mandatory fees whatsoever
- Purchased credits never expire

Proceed to Payment

Available Payment Methods:



Contact us directly at  949.273.5300  if you wish to pay by check.

Information required when submitting a profile

- Wine name – Varietal or fanciful name
- Vintage year (or NV)
- Wine Type (Red, White, Rose, Sparkling)
- Number of cases made (*optional*)
- Retail Price
- Club price (*optional*)
- Bottle formats
- Single Vineyard Designation
- AVA(s)
- Varietals by percent
- Varietal clones (*optional*)
- Brix at harvest (*or blended*)
- Alcohol (*TTB number*)
- Oak information (months in oak, new/used, French/American/Hungarian/neutral)
- ML Fermented
- Filtered
- Fined
- ML Fermented
- Estate fruit
- Vineyard (put various if unknown as that information shows to consumer)
- Winemaker name
- Winemaker notes
- Front label graphic (*required*)
- Rear label graphic (*optional*)
- Bottle Shot graphic (*optional*)