



## **Winebow Announces Launch of eCellar Online Store in California** ***B2B Platform Joins Washington State, with More Markets to Come***

**Richmond, VA – November 9, 2023** – Winebow is pleased to announce the opening of the second B2B online store in its network. eCellar California has now joined the first eCellar in Washington state; both now offer customers access to Winebow’s extensive catalog of over 850 wine and spirits suppliers and more than 400 brands.

“eCellar is an important investment in technology for Winebow that has added significant value to our customer relationships,” said Erle Martin, Executive Vice President, Business Development. Martin added, “We are thrilled to be able to provide a full range of features and information in real time, 24/7, that is truly helpful to our clients in running their business. This is an additional resource for our trade customers to deepen their engagement and strengthen their relationship with Winebow.”

The first eCellar store launched in Washington state in January 2022, with the second store launching in California at the end of September. Customers have demonstrated a strong early adoption in California with 60% of active customers visiting the store multiple times, 40% of customers making repeat purchases, and 95% of carts resulting in a sale.

In addition to the convenience of being available to research and shop anytime, the platform offers customers the widest selection of opportunities to interact with Winebow products throughout their lifecycle, from pre-sale items to limited and last call selections. Discovering new products is also a key element of the eCellar experience and has increased overall sales, with the average order value online in California up +30% over traditional methods. The “New Releases” section is one of the most popular features on the site and has proven to add new products and incremental purchases to a customer’s regular purchase history.

eCellar can be found online at [ecellar.winebow.com](https://ecellar.winebow.com). Product information is available to all visitors; however, users must register to see pricing and place orders.

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### **About Winebow**

Winebow is a national importer and distributor, offering a dynamic portfolio of fine wine and spirits from around the world. Since 1980, the company has represented some of the most established properties in prominent growing areas, as well as a new generation of winemakers and distillers who are dedicated to innovation and quality. Winebow Wholesale’s national distribution platform comprises 18 markets, covering 60 percent of the wine consumption in the U.S. Winebow Imports services all U.S. States and Territories, representing over 130 estates from Europe (Heritage Portfolio), as well as the Southern Hemisphere and emerging domestic areas (Pioneer Portfolio). Winebow Imports balances its impressive growth with a culture of specialization and excellence. For more information, please visit [winebow.com](https://winebow.com).