

## **Benefits for Retail Licensees**

### **1. Information**

- Browse through an extensive, up-to-date online catalogue of Virginia wines via [vwdc.org](http://vwdc.org).
- Each wine listed is accompanied by a complete data sheet, which gives you the information you need to train your staff and sell wine to your customers.
- Every winery creates its own profile, providing you with comprehensive and current information about their products and establishment. Download shelf talkers, tasting notes, wine reviews, and more.

### **2. Efficiency**

- Instead of leafing through numerous wine ordering catalogues and pricing lists, organize your wine program by visiting one streamlined source for your local wine purchases.
- The system remembers your previous orders. Your profile page “wine list” displays past purchases so you can simply scan through them, allowing you to reorder and track sales with ease.
- You can quickly sort through products by winery, product description, wine type, or price.

### **3. Access**

- By logging in to VWDC’s online ordering system, you have 24-hour access to nearly all wines from participating VWDC wineries.
- Deliver direct messages and request information from specific wineries.
- Generate reports on purchase summaries, products by grape variety, and upcoming price changes.

### **4. Cost**

- Best of all, it’s FREE. There is no cost for you to register and purchase wine through VWDC.