



GUIDE FOR LICENSED VENUES

Create a Wine Brand

RESTAURANTS | HOTELS | BARS | NIGHTCLUBS | LIQUOR STORES

ABOUT US

We are a boutique wine supplier with a primary focus on sourcing the best quality wine from premier wineries in Australia. Unlike larger retailers, we are able to acquire smaller quantities of premium wine for your brand, whereas our competitors fail to deliver on that promise.

OUR WINE

We have an extensive range of over 80 quality wines to choose from. Regions include Margaret River, Great Southern, Pemberton, Denmark, Barossa Valley, McLaren Vale, Clare Valley, and many more. We offer a 100% money-back guarantee on all wines.

OUR SERVICES

- Wine recommendations
- Food & wine pairing
- Professional graphic design services
- Account management for repeat orders
- Label printing & application
- Free delivery within 30kms of perth GPO

BENEFITS OF SOURCING OUR WINE

- Increase profit margins
- Generate revenue
- Provide premium quality wines
- Create your own brand

HOW OUR WINE BUYER SELECTS OUR WINE

Based on a number of factors, listed in priority:

QUALITY

Rated on a 100-point system, an international score system used at wine shows. If a wine scores 80/100 or less it is not accepted into our wine range.

VALUE

How much is the branded equivalent worth and what savings is the customer getting? Usually between 30-70% when compared to the branded price.

SUPPLIER

We have built outstanding relationships with wineries throughout the years. We work with reliable, reputable, and dependable wineries.

REGION

We focus on the Western Australian region due to sensational quality, price, accessibility and reputation. We are fortunate to be near the Margaret River wine region which only represents 4% of the national grape crush but 20% of Australia's premium wines.

DIVERSITY

We stock a diverse range with a minimum of 80 wines.

SEASON

We rotate wines according to the season and current trends.

WHY DO WINERIES SUPPLY US WINE?

We always get asked this question and the answer to this is quite simple. Our company for over 12 years has helped wineries move excess quantities of their fantastic wine without damaging their branded prices. We have established long-term relationships with some of Western Australia's most awarded wineries and are the first place they come to when they have an excess wine that they would like to sell.

If the sales team at a winery are not able to keep up with the quantity of wine that is produced they must find a way to sell the excess wine before the next vintage comes along. Most wineries only have a limited amount of storage space in tanks and barrels to store wines. If they don't empty the storage vessels in time for the next vintage they will need more storage and wine barrels.

A quick and easy way for wineries to sell excess wine is to sell it to WA Cleanskin Cellars. We are able to buy wine at lower prices since we buy it without the wineries brand.

We do not rely on the wineries brand reputation and value which adds cost to the wine. Wineries protect their brand reputation and value, that could be eroded if they were to sell wine cheaper under their brand. They prefer to sell that excess stock unbranded to us. The result is our customers get a wine that is worth up to 70% more under wineries brand. The only difference between the wine is the label.

The model is a win, win scenario not just for our company, wholesale and retail customers, but also for the wineries who can obtain valuable cash flow separate to any distribution agreements they may have with a distributor for their branded products.



BEERLAND
Extra Large Label - Horizontal



DUCKSTEIN BREWERY
Extra Large Label - Horizontal



CHERRY'S CATERING
Large Label



PUMPHOUSE RESTAURANT
Large Label



VARSITY BAR
Extra Large Label - Horizontal



LAKE ARGYLE
Extra Large Label - Horizontal



PAPAGALLO
Extra Large Label - Horizontal



CRICKETERS ARMS
Extra Large Label - Vertical



LITTLE C'S PIZZERIA

Extra Large Label - Horizontal



THE LUCKY SHAG

Extra Large Label - Horizontal



FREQ SOCIAL

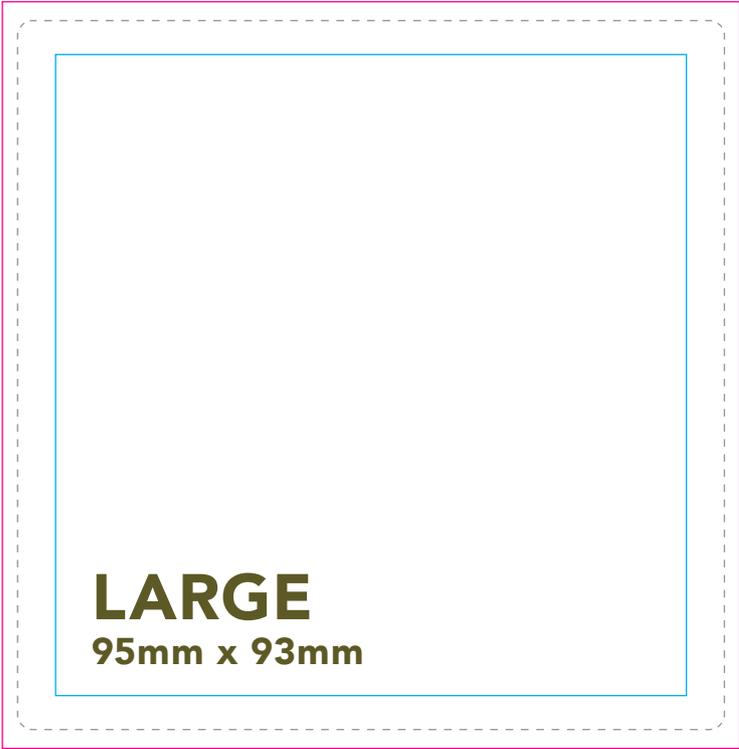
Large Label



GADO BRAZIL STEAKHOUSE

Extra Large Label - Horizontal

WINE LABEL SPECIFICATIONS



- trim line
- bleed: 2mm
- margin: 5mm

Printed in full color

By law, wine labels are required to have the wine variety, region, alcohol content, volume, additives and standard drink information displayed.



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AWESOME WINES, AWESOME PRICES!