



# Attracting & Engaging Better- Quality Guests

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Co-founder + CTO  
CellarPass

# Our 2023+ Vision

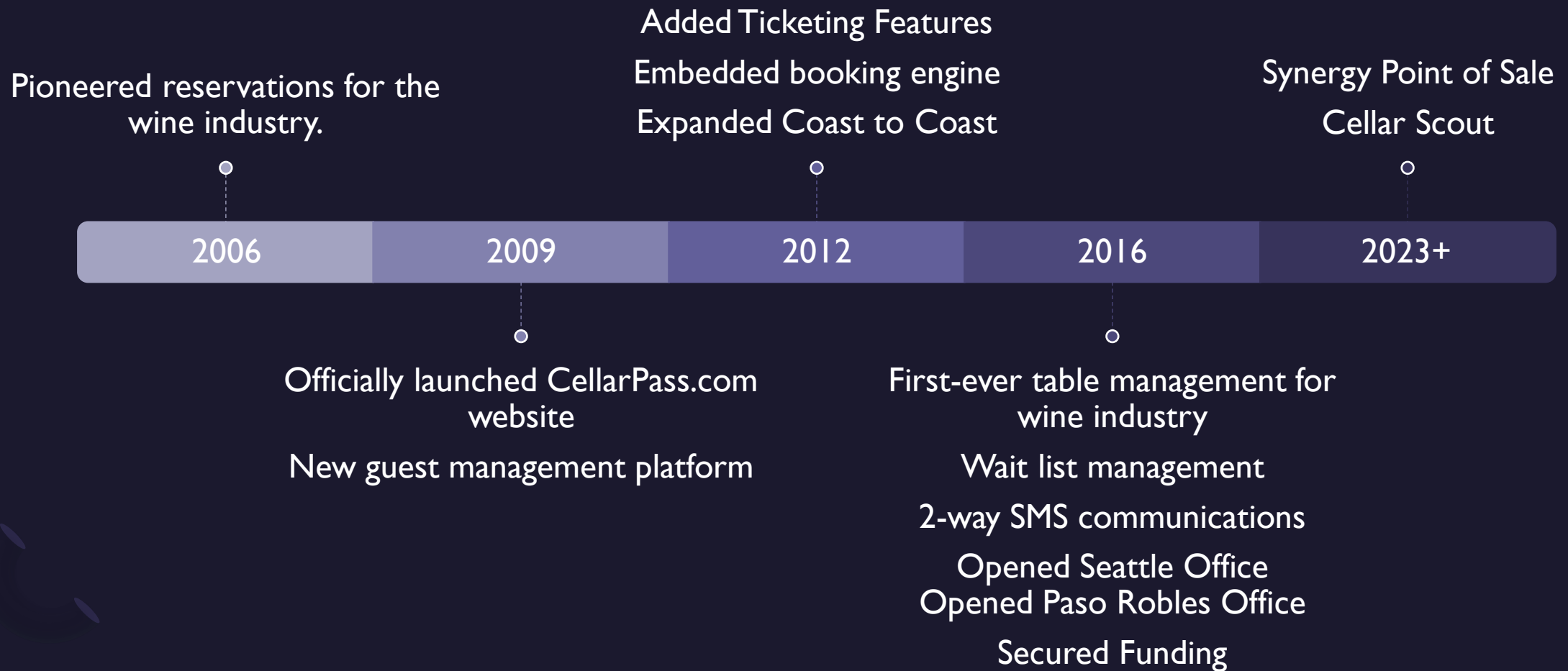
Our Past

Our Present

Our Future



# Timeline







# We pioneered reservations

The founders of CellarPass originally conceived reservations for tasting rooms at Del Dotto Vineyards back in 2006.

Today, 1800+ wineries, tasting rooms and major event organizers rely on CellarPass for continued innovation, which includes our exclusive passport technology that is used by dozens of DMOs and regional trail organizations.

Del Dotto is still one of our most popular & satisfied customers.





# We fostered first-of-a-kind partnerships

Connecting to CRM systems to ensure club members were recognized the moment they touched CellarPass was pioneered on the outset. Providing exclusive access to club-member only events to providing comp'd tastings based on your rules and a real-time connection to your CRM platform is now the industry standard thanks to CellarPass.



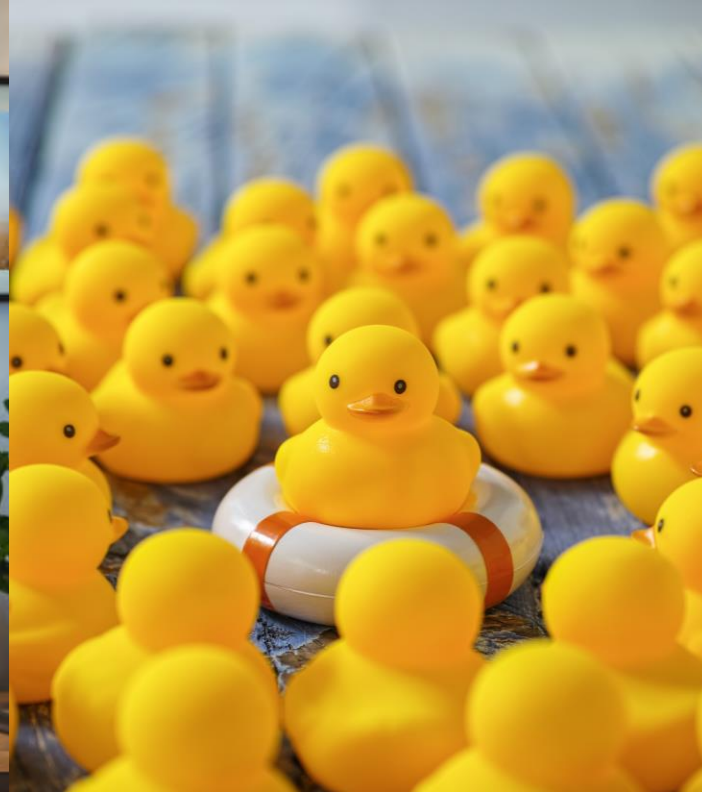


# We are committed to one industry

Over the course of the last few years, dozens of booking platforms entered the wine industry- accelerated during the height of COVID. Platforms that were not designed for the complex requirements of the wine industry came and went; VINO Visit closed their doors in 2021.

Tock (and OpenTable) entered the wine scene in 2020, being designed for restaurants, they require you to change your business practices to use their software.





# We saved hundreds of jobs

When most businesses shed staff and stopped investing in their businesses to hold onto capital, we doubled down by growing our teams and building first-of-a-kind features that saved hundreds of jobs during COVID-19.

Our passport platform is now used by dozens of DMOs that kept traffic flowing to nearly-shuttered tasting rooms, all doing it safe by meeting strict visitation requirements defined by each county.





# We give millions back to local communities

Our founders were raised in small rural towns in California. And when their hometowns were affected by earthquakes, floods and multiple wildfires, they didn't hesitate to launch fundraising campaigns and donate their team's time and technology to aid those in need.

To date, CellarPass has raised over **\$2.1M** for local charities.



# 2023 & Beyond

Delivering a scalable DTC ecosystem that helps you identify & predict trends, create actionable items to help you exceed sales goals while improving the customer service experience.



"CellarPass is the premiere reservations platform that delivers us better-quality customers again and again."

Chris Corley  
Vintner + Owner  
Monticello Vineyards

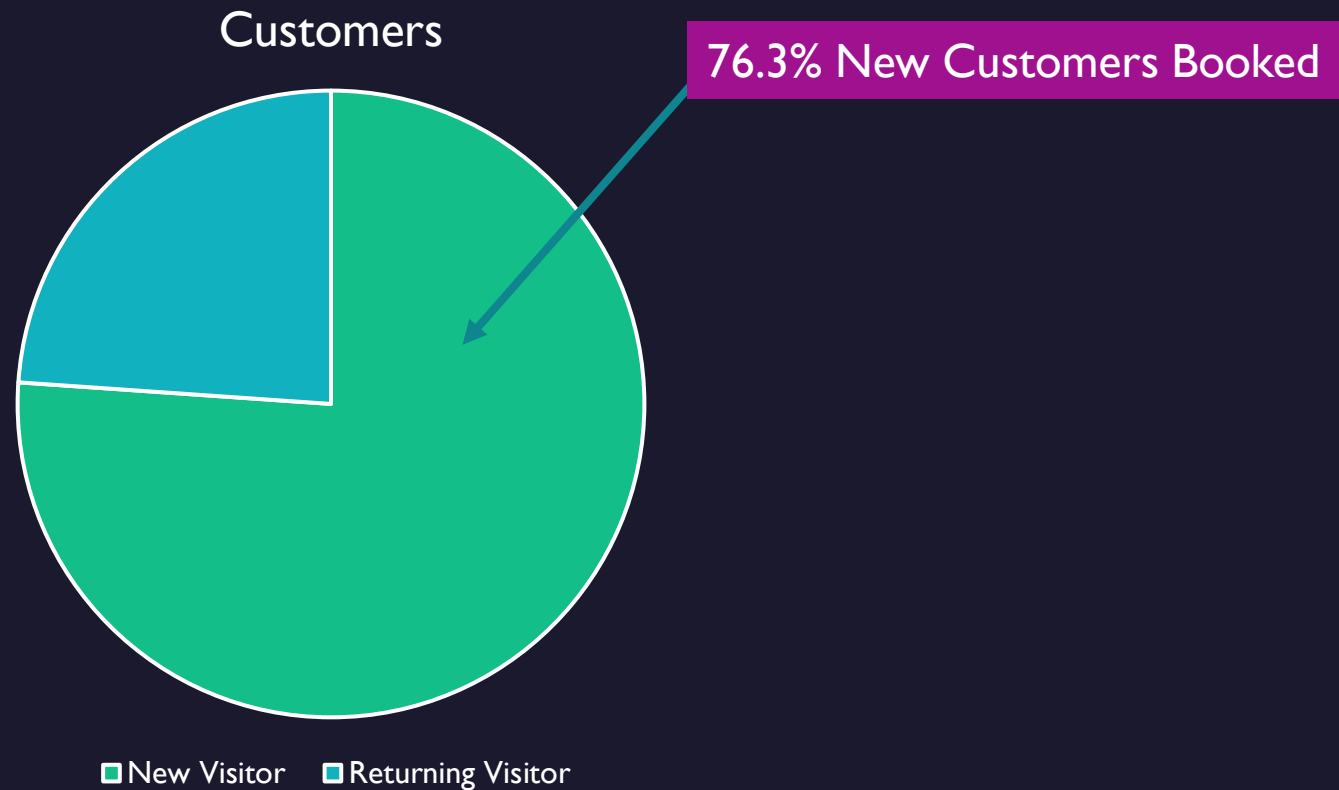
Attracting  
New Guests



# Engaging the Next Generation

- To attract new guests, you must harvest them from marketing channels they are using to plan their trips
- We dominate SEO/SER because we KNOW it's king when it comes to acquisition
- Our platform is designed & optimized to take full advantage of the latest Google structured data
- Our content is designed to target specific demographics and keywords that lead to conversion
- CellarPass is partnered with 'Google Things to Do' program launching in '23

# Attracting New Customers





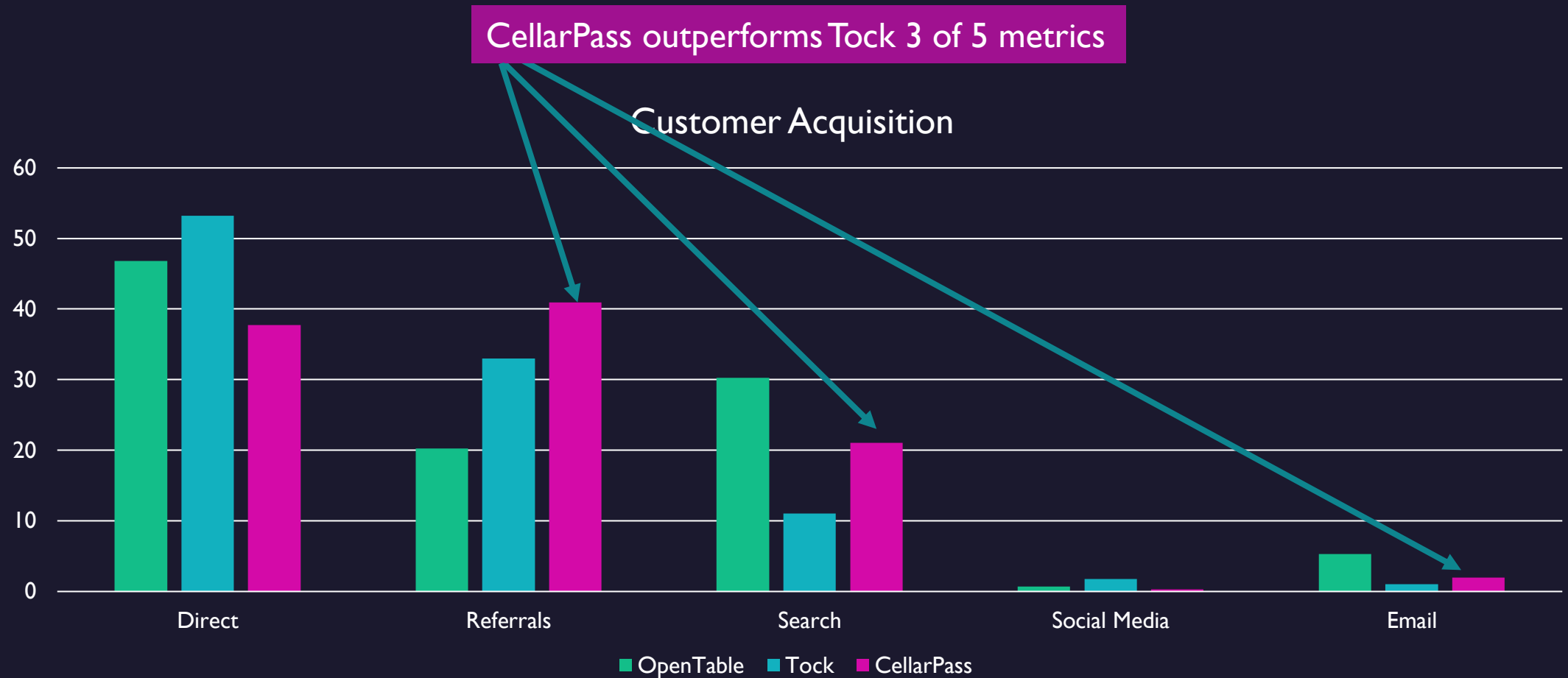
# Don't Believe the Hype

Our competitors rely on their “big is better” philosophy:

CellarPass outperforms:

- More guests book direct on CellarPass.com
- Higher % new customer acquisition
- Higher average ticket value
- Higher percentage of ideal luxury wine consumer demographic
- Customers spend 4X more time on our website exploring

# Direct vs. Referral Bookings

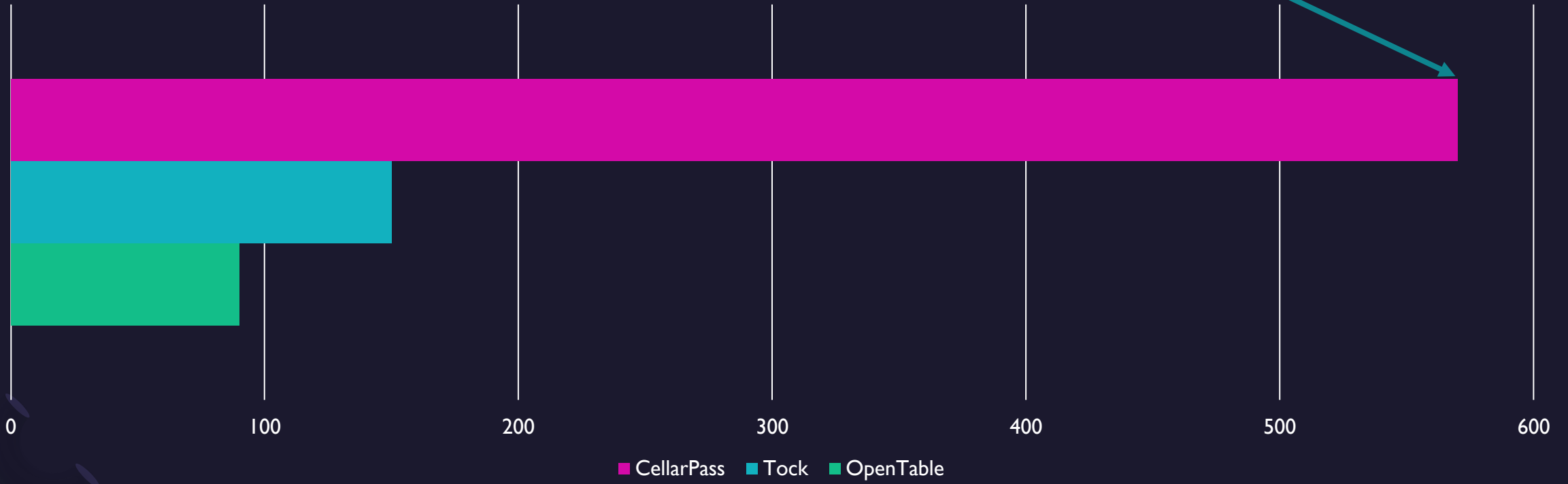




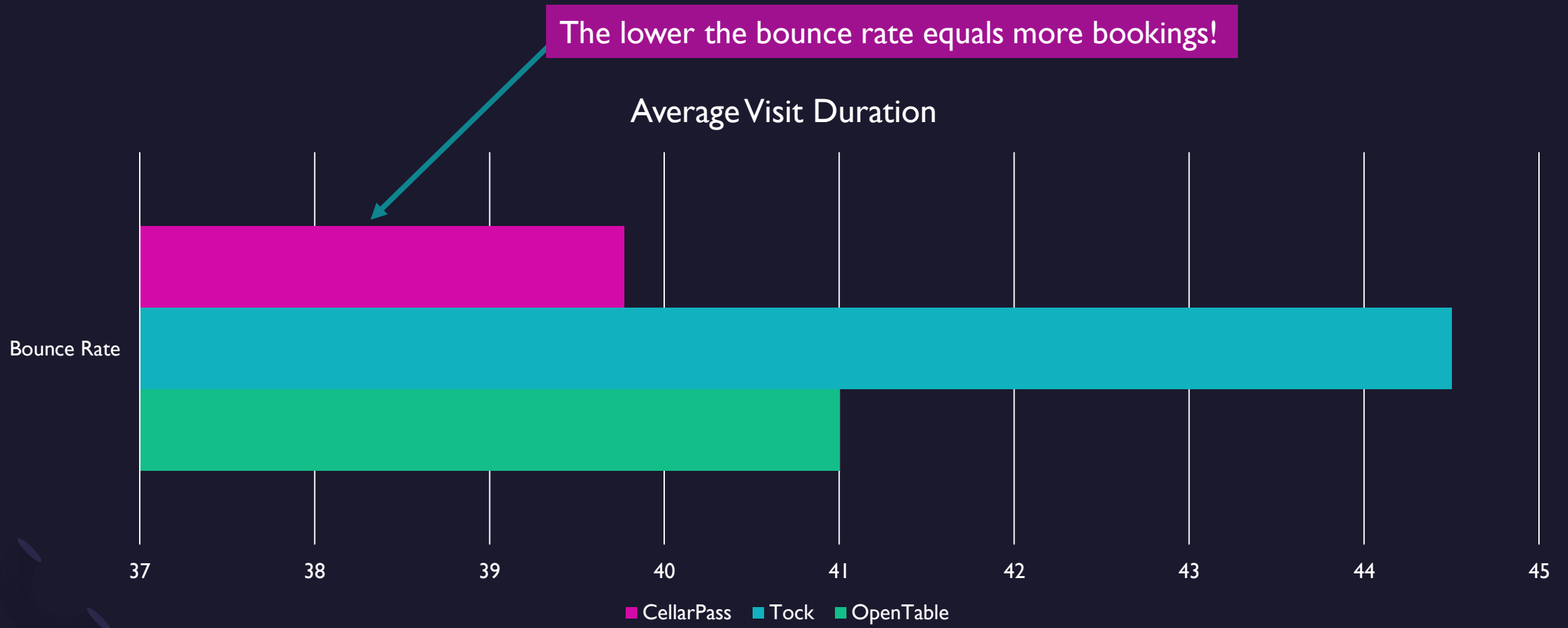
# Sticky Website

Visitors spend 3X longer on CellarPass than nearest competitor

Average Visit Duration (seconds)



# Bounce Rate





Search performance for this query

<https://www.cellarpass.com/>

Last 28 days

Clicks

5.2K

+17%

Impressions

23K

+11%

Avg. Position

1.0

No change



New: Search Console Insights for this site



Visible only to you

Feedback

<https://www.cellarpass.com>

**Book reservations or buy tickets to the best tastings in wine ...**

Purchase tickets and make **reservations** for **winery** tours, wine tastings and special events online for events across the US | Free! CellarPass is the leading ...

[FAQ](#) · [Napa Cellars](#) · [V. Sattui Winery](#) · [Del Dotto Napa Historic...](#)

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<https://www.exploretock.com> > city > napa-valley

**Discover Napa Valley - Tock**

Let's find you something delicious in **Napa Valley**. **Reservation** type ... We offer a 90-minute table **reservation** that grants you access to our private Oasis ...

CellarPass.com has been #1 since 2010

We are #1 in  
Google Searches!





#### #1 POSITION SEARCH TERMS (90+ )

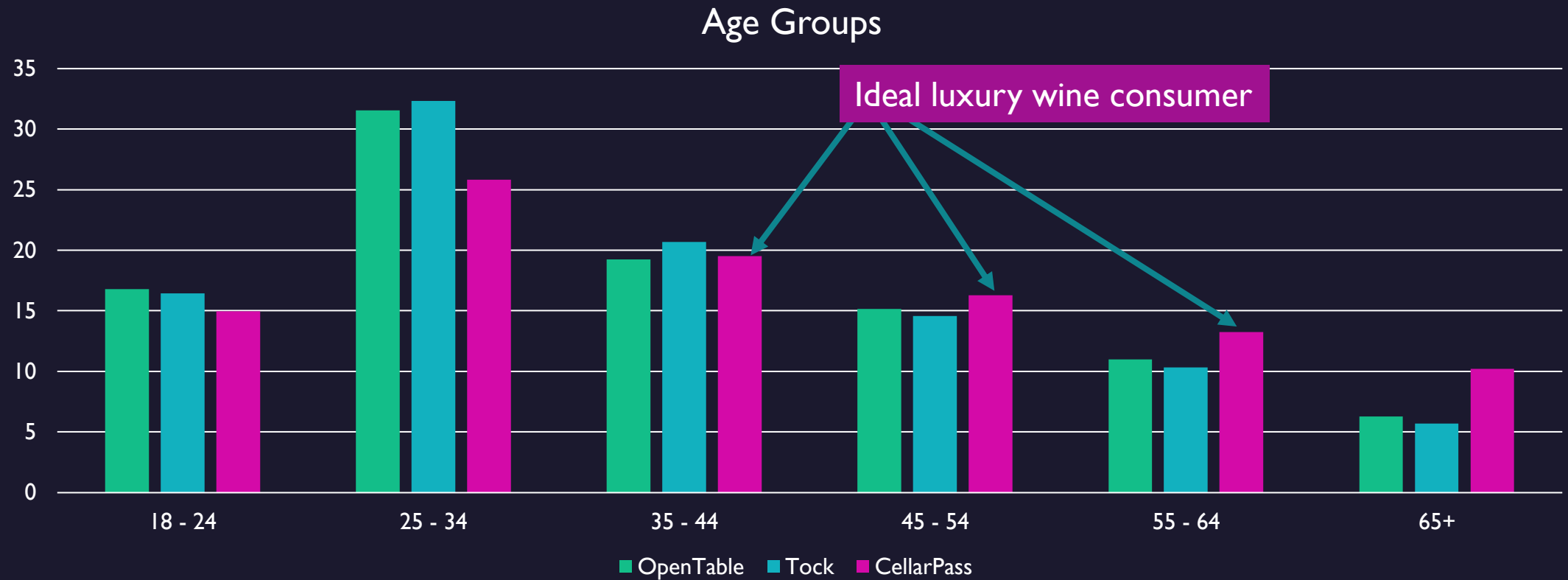
- wine tasting reservations
- napa winery reservations
- livermore wine tasting reservations
- sonoma wine tasting reservations
- best sauvignon blanc napa
- wine tasting reservations napa
- barrel tasting napa
- napa tasting reservations
- wine tasting website
- santa cruz things to do
- best cave tours napa

Our SEO experts use comprehensive data analysis tools to adjust our site's content daily to target the top Google keywords that converts browsers to guests better than any our competitors.

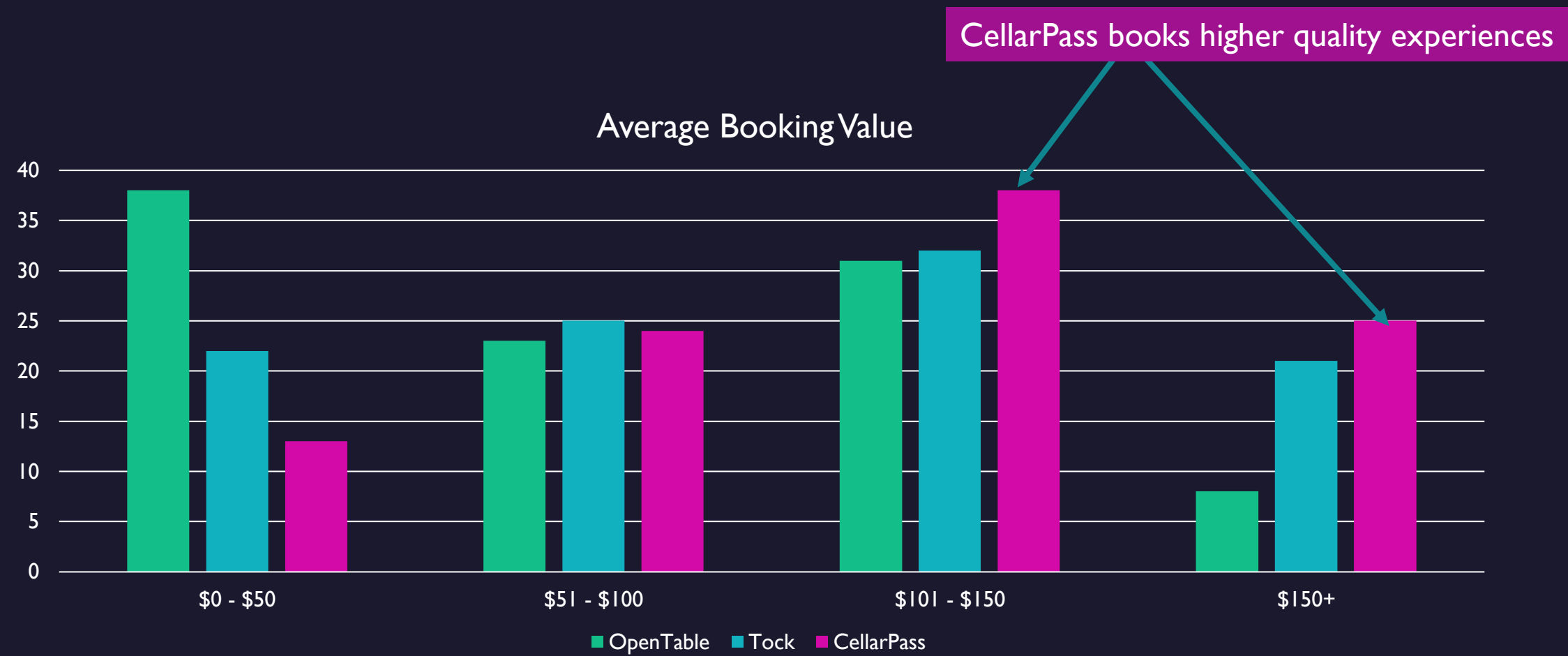
The results deliver #1 SER position for over 90 popular search terms.

# Content that Converts

# AQUISITION COMPARISON



# AVERAGE TICKET VALUE





# CellarPass Marketplace

New marketing platform designed to attract, engage and inspire customers to buy & join!



## Profiling

Our CRM engine builds a dynamic profile on customers based on viewing and booking habits. This turns into actionable marketing events.



## Travel

Inspire guests to get out and travel; provide the booking tools to make it easy! New itinerary system allows them to store their entire trip in one place.



## Special Events

There are thousands of events, we cut through the hype and promote events that meet the customer's own preferences, rather than relying on a "shotgun" marketing approach.



## Retail & Club

Manage & promote products and club activations to our millions of qualified wine consumers in-person and online.

# Introducing



**SYNERGY COMMERCE**

The first-ever customer-focused  
experience engine (CXE)

LAUNCHING Q1 2023



# Synergy DTC Platform

Built from the ground up to provide modern-day commerce, event management & AI-driven CRM



## CRM

Scalable CRM that isn't cookie-cutter; works for you not against you.



## Inventory

Track multiple inventory locations and deplete based on fulfillment and sales channel. Even create and manage inventory transfers.



## Retail

iPad-compatible Point of Sale allows portability to sell behind the counter, side-by-side with guest, or at in-market events. Customers can make onsite purchases with their own smartphone.



## Loyalty

You can manage multiple clubs, but a built-in loyalty and points program that helps you meet your specific sales goals.



# The Guest Experience



## PROFILING

- 360 view of guest while booking; know who your top customers are in one click.
- AI technology auto-suggests upgrades based on guests' purchasing / booking habits.
- Better understanding as to where guests are booking- what they are booking.
- Auto-follow up and reviews invite.
- Manual or automatic Customer tag and type programming. Reports to quickly identify.
- Limit number of comp'd bookings/ year at event level

## RESERVATIONS

- New booking engine offer multiple ticket levels; adult, child, designated driver, etc.
- Card on file technology; Google Pay, Apple Pay, etc.
- Reservations easily transition into dining checks; one view for all guest contact and purchases.
- Chit printing, server assignment, auto-follow up. New seating reports.
- Programmable text messaging for re-confirming RSVP, "2" to cancel, "3" to reschedule.
- Wait list management, drop-in seating, easily move parties

## TABLE SIDE

- New resort-level card on file buying experience. Add any products & merchandise to dining check- by staff or guest.
- Split tender capabilities supporting multiple different tender types in one txn.
- Synergy Kitchen module will allow management of guest ordering menu items from their own devices
- Full restaurant-level menu management and kitchen features to quick-fire F&B items.
- New receipt options to receive via thermal print, email or SMS.

# Introducing



The first-ever discovery  
platform for the adventure-  
minded consumer

LAUNCHING JANUARY 2023



# Cellar Scout

First-ever platform to promote special offers & experiences to attract better, more qualified guests



## Qualified

Memberships are retail for \$125. Scouts are required to complete a detailed profile to activate their membership.



## Rewards

Points are awarded for check-ins to promoted properties & events, UGC, visiting new regions and sharing with friends. Points turn into exclusive swag.



## Invite-only

We will produce, co-produce and promote events at properties that want to offer invite-only events to our Scouts.



## Level up

The more Scouts use their membership, they can level up and show-off their status; Adventurer, Expedition Leader and the ultimate- Local Insider



# Common Industry Challenges

## PROBLEM

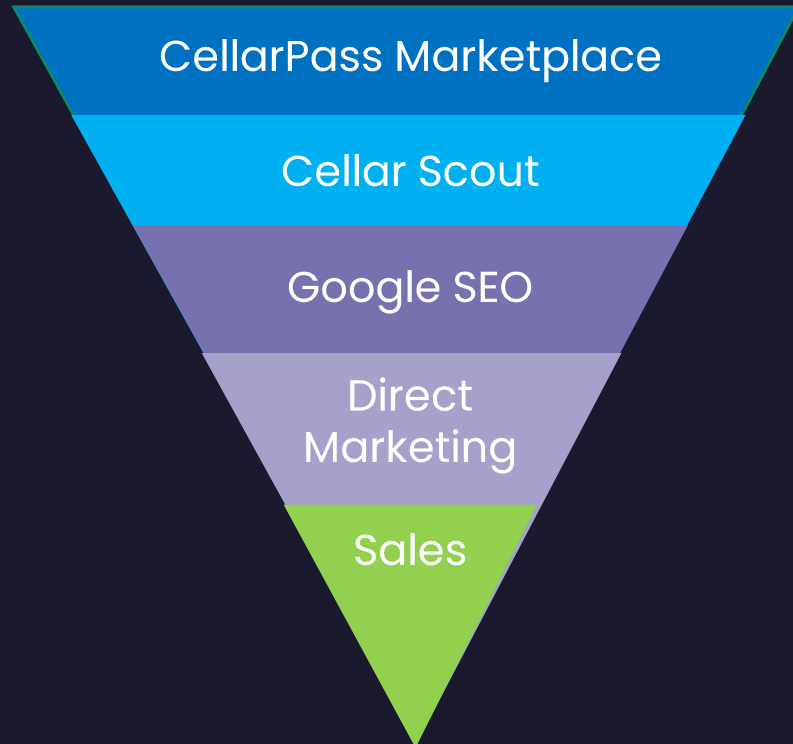
- We need more, better-qualified guests
- We need a better, more seamless guest booking & buying experience
- We need to be able to do more with less staff
- We need to be able to sell from any device, from anywhere to anyone

## SOLUTION

- CellarPass + Cellar Scout
- TablePro + Synergy GX
- TablePro + Synergy GX
- Synergy GX



# The Ultimate Funnel





# Summary

The CellarPass team is comprised of technology and wine industry veterans that know and address the ever-changing challenges by delivering innovative solutions that can be custom-tailored to your business backed by customer service that is second to none.



# Thank You

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