



**“ 1ST BTOB MARKETPLACE
FOR WINE PROFESIONALS ”**

www.wine-ambassadors.com



1st ONLINE DISTRIBUTION NETWORK FOR WINES AND SPIRITS



Wine Ambassadors is a **network of professionals**, on the internet, entirely dedicated to the **promotion and commercialization of wines and spirits**. Together, we share a same ambition: **promote talented winemakers** and help our clients discovering our “savoir-faire” everywhere in the world.

1 AN EFFICIENT NETWORK OF PROFESSIONALS DEDICATED TO WINE PROFESSIONALS

Based on strong values, our **innovative network** is composed of **dedicated experts** who give you a tailor-made and **personalized support**. WA services are developed to give you a proper answer to your specific needs.

WINERY AMBASSADORS

In charge of the relationships with the winemakers, they select and do a **qualitative follow up** on the wines. They guarantee a better traceability for our wines' distribution.

WINE AMBASSADORS

In charge of representing WA and its winemakers within their local country, the Wine Ambassadors select reliable importers or distributors, organize tastings and events to help WA to **increase notoriety and visibility** for our wines.

OUR AMBASSADORS, EXPERTS AT YOUR SERVICE

ARE YOU WINEMAKER ?

WA offers a new opportunity for you to develop your brands with more serenity and increase your market shares within new countries.

You can **improve your visibility** to qualified buyers (importers, distributors, hotels...), **increase your notoriety** and thus **create value** for your brands.

ARE YOU A PROFESSIONAL BUYER ?

Simplify your search and gain access to an exclusive selection of talented winemakers. WA offers a **qualitative sourcing** and helps you to secure your orders of high end wines.

WA's notation system includes wine professionals' recommendations, an efficient tool to make your choice more accurate.

2 PRIVATE AND EXCLUSIVE MARKETPLACE TO COMMUNICATE, TASTE, SELL AND BUY

WA combines the strength of a professional network with efficiency and performance of our web services. WA is a **new distribution channel** which brings simplicity, accessibility and innovation to our clients. Our **marketplace is secured**: private access, approvals over new Members of WA's Club, **confidentiality**, **traceability** of our wines and **intimacy** in your negotiations.



QUALITY CHARTER Wine Ambassadors

WA ambitions to increase notoriety and visibility for wines and spirits brands on internet and through its network of professionals. WA is a combination of a qualitative offer which includes marketing and promoting services, and a package of innovative solutions, secured and simplified transactions. WA is an international network of Ambassadors that have signed and agreed on our Quality Charter :

	WINERY AMBASSADORS	WINE AMBASSADORS (COUNTRY)
1	Be a reliable and trustful contact and an expert of the wines, wineries and terroirs he or she represents. The Ambassador vouches for WA's commitments towards our wineries partners	Be a reliable contact and an expert of the market of the importing country. The Ambassador vouches for WA's commitments towards our importers and distributors partners.
2	Select the most talented winemakers representative of their terroirs and wines of its region. They must have and share the qualitative values of their appellation.	Select reliable importers and distributors that will have the expertise to promote and distribute our WA's wines and spirits.
3	Select with our winemaker partner one or more batches of wines that will be submitted to the WA Tasting Committee.	Analyze and transfer to WA all relevant information and specific needs regarding its local market in order to give maximum satisfaction to our clients.
4	Organize and retrieve the samples in order to facilitate the work of the WA's Tasting Committee.	Present and lead the tastings of samples with WA's local clients and ensure to obtain comments on them from distributors.
5	Retrieve all of relevant information from the wineries prior to the tasting performed by WA's Tasting Committee and relative to promotion of wines on www.wine-ambassadors.com	Transfer relevant market information to WA. Be active to increase our brand awareness and develop our distribution network. Tailor made our WA's Club Members requests.
6	Perform a qualitative follow up on the batches of wines and spirits distributed by WA.	Find incentives for our clients to taste our new products promoted on WA. Encourage our Members to give feedbacks and write comments on the website.
7	Determine the selling conditions with our winemaker partner and the services of WA	Determine the conditions of purchases with our Buyers Members of WA
8	Organize the dispatches and all administrative procedures relative to transactions.	Implement any means to guarantee perfect execution of deliveries and transactions.
9	Follow and help solving any problem or litigation.	Follow up all recovery procedures and help solving any litigation
10	Draw up a strategic summary of activities every year.	Draw up a strategic summary of activities every year



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