

New tech targets relationships



The South Australian wine industry has endured bushfires, drought and a global pandemic during the past year alone.

However, Adelaide-based firms KWP! Technology and Evans + Ayers saw the struggle as an opportunity to create a platform to help wineries support relationships with their customers.

Working alongside a few key foundation clients, including Wirra Wirra winery, the companies co-developed Winem8, an online subscription management tool.

“Winem8 was inspired by the challenges that the Australian wine industry faces at the moment and as a result, businesses are recognising the importance of direct consumer sales,” Winem8 director Marc Allgrove said.

“The platform has been developed for the wine industry to have all the tech based in Adelaide and I think that’s very important. All the support services and development has taken place in SA, which demonstrates a belief in the future of not only the wine industry, but also SA.”

With six wineries currently using the platform, Mr Allgrove said there had been plenty of interest, including from New Zealand.

Wirra Wirra marketing manager Luke Tyler said the winery had previously established their own wine club, The Tribe, however it was limited in options.

“The way it worked previously was we would curate the wine packs for them, they’d commit to a dozen or two dozen a year and we’d send them out,” he said.

“We wanted to give our customers the choice of what they wanted to receive, so that’s how it all started. We ended up going to Winem8 to give us a solution that would give us that service.”

With the platform launching in June, Mr Tyler said it has been proving a great result for the winery and their customer base.

“We’ve had a much better response to people joining The Tribe with the ability to choose their own wines basically,” he said.