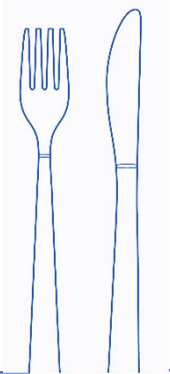




Restaurant
& Catering

cellar Reserve





ABOUT CELLAR RESERVE

WHAT IS CELLAR RESERVE?

Cellar Reserve is the first online marketplace of its kind, matching restaurants with wineries that have a small amount of stock specific for on premises distribution in a cost effective and simple manner.

WHAT SERVICES ARE AVAILABLE?

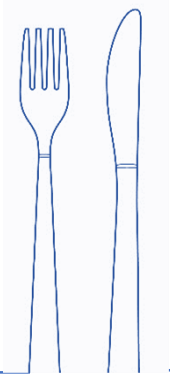
Cellar Reserve allows wineries to list and sell small amounts of stock direct to restaurants for on premise distribution. Restaurants can search for particular wines and purchase direct from wineries.

HOW TO GET INVOLVED?

Restaurants and wineries can join Cellar Reserve for free at www.cellarreserve.com.au. Registration is a short and simple process.

FURTHER INFORMATION?

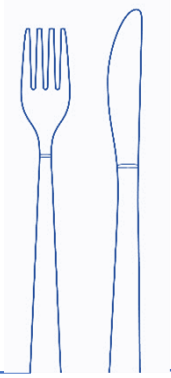
For further information, you can visit www.rca.asn.au/cellar-reserve or call 1300 722 878.



'HOW TO' GUIDE - RESTAURANTS

The following is a step by step guide for restaurants to purchase wine on Cellar Reserve for their establishments.

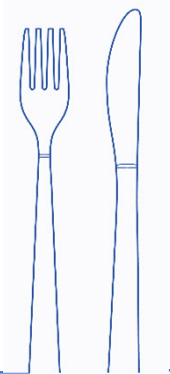
1. Create an account on Cellar Reserve
2. Start scrolling down the home page and look for wine listings that might be of interest to your restaurant.
3. Click on the name of the wine and review the listing.
4. If the wine is of interest, please click on 'Contact'
5. Please send a message directly to the winery whether it be questions about the wine itself, costings, delivery costs etc.
6. Alternatively, you can post a question on the page of the winery that other restaurants will be able to see if they are looking at the page.
7. The winery will then contact you directly to negotiate the purchase.
8. From here the restaurant will deal directly with the winery to settle the transaction.
9. The restaurant will pay the winery directly.
10. The restaurant will sort out shipping costs and details directly with the winery.



'HOW TO' GUIDE - WINERIES

The following is a step by step guide for wineries to post their wines on Cellar Reserve for on premise distribution.

1. Create an account on Cellar Reserve
2. At the top of the right hand side of the home page click 'post a new listing'
3. Select a category of wine
4. Select a variety of wine
5. Add a 'Listing Title' – this is name of the wine and you can include the winery too.
6. Add a 'Price' – it is recommended to put a per bottle price. You can have case price too however you will need to explain in the description which pricing you have chosen.
7. Add a detailed description:
 - a. Use the description to promote the wine. If you have awards or accolades this is the place to put that type of information.
 - b. If you have specific details about the flavours of the wine, the year, variety please put it in the description.
 - c. If you have specific shipping costs, please put it in the description.
8. Quantity – this can be the total amount that particular wine you have available. You don't have to complete this section.
9. Location – please add the wine region and State if possible.
10. Image – please add an image – it can be the company logo or a photo of the wine.
11. Press Save Listing
12. Your listing will be posted on the homepage.
13. If you have more than one wine, please go back to homepage and press 'Post a new listing' and start the process again.
14. Please ensure you respond to the restaurants if they are seeking a particular type of wine.



FREQUENTLY ASKED QUESTIONS

The following is a list of frequently asked questions in either posting or searching on Cellar Reserve.

IMAGES

Q - I am having trouble loading images is there something I can do to make it faster?

A - It may take time to load up images (up to 3 minutes) and please check your browser or use an alternative browser if you are consistently having problems.

Q - Do I need to have an image?

A - Having an image certainly adds to the listing. It can be your company logo.

PRICING

Q - I am a winery and I am not sure what pricing to use?

A - As Cellar Reserve is for on premise distribution only, it is recommended to use 'LUC' price or Landed Unit Cost which is generally the bottle price after WET tax but before GST. Please note, the GST will be added at the time of payment.

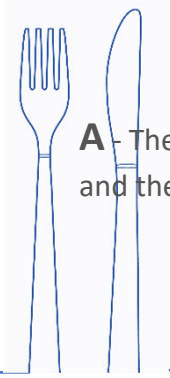
WHICH WINES SHOULD I LIST?

Q - Is Cellar Reserve for on premise distribution only?

A - Yes it is recommended that wineries only list the wines they have for on premise distribution.

DELIVERY/SHIPPING

Q - Can you please let me know the shipping costs?



A - The delivery details and shipping costs need to be negotiated directly with the restaurant and the winery.

PAYMENT

Q - How do I make payment for the wine?

A - The restaurant needs to contact the winery directly to purchase the wine.

DESCRIPTION

Q - What do I put in the description on the posting?

A - Use the description to promote the wine. If you have awards or accolades this is the place to put that type of information. If you have specific details about the flavours of the wine, the year, variety please put this information with in the description section. In addition, if you have specific shipping costs please include in the description.

Q - How do I find more information about the wine?

A - Please contact the winery and discuss directly.