

One of California's Oldest Vineyards **Thrives with** **Real-Time Store Level Data**



DELICATO FAMILY VINEYARDS

FAMILY FARMED SINCE 1924

COMPANY: DELICATO FAMILY VINEYARDS

Delicato Family Vineyards (DFV Wines) is a family-owned winery founded in California over ninety years ago. Delicato, one of the fastest growing wine companies in the world, remains committed to quality and exceeding customer expectations.

Delicato uses GoSpotCheck to gain marketplace visibility through data collection. Director of Strategic Insights, Richard Holscher, took some time to tell us how the GoSpotCheck platform enables Delicato to strengthen sales and marketing initiatives.



Tell us a bit about DFV Wines...

Established in 1924, Delicato Family Vineyards is a fourth generation family-run California winery with 90 years of vinting and farming experience. In 2013, Delicato sold roughly 7 million cases of wine to more than 65 countries internationally. A large portion of those cases sold under the Bota Box, Gnarly Head and Noble Vines trademarks.

What process did you use before GoSpotCheck?

Prior to implementing GoSpotCheck, the winery utilized a manual paper-based collection model that users summarized and transmitted electronically. While this method was effective, it did not give leadership the *flexibility of seeing data in real time* so that decisions could be made regarding in-store execution. Further, sales associates were burdened with a larger administrative element and thus had less time in their territory to manage distributors and sell more cases.

What was the problem you were trying to solve when you started looking for a tool like GoSpotCheck?

Simply put, we were looking for the ability to gain *real-time store level data* in the most accurate and effective manner possible.

By streamlining the data collection process at the store level, and providing a means of measuring and reporting, the GoSpotCheck mobile application has enhanced our ability to understand business performance like never before.

Anything else you would like to add?

GoSpotCheck is a great fit for our needs for a number of reasons, some of which I previously commented on, but I would also say that the low impact of the app's technology on our current systems is a huge benefit as well as their support staff.



GoSpotCheck Can Help Your Business Too

We have a wide array of solutions. Request a demo to get started:

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is Empowering the Alcohol Beverage Industry