

**CASE STUDY:
VINELAND ESTATES WINERY**

Last Call Analytics enables Vineland Estates Winery to optimize its sales pipeline and route to market



CLIENT OVERVIEW

Nestled on the slope of the Niagara Escarpment, The [Vineland Estates Winery and Restaurant](#) is one of the most memorable stops on the wine route. Winemaker Brian Schmidt has over 30 years of experience and devotion to winemaking with world renown Cabernet Franc, expressive Riesling, rare Pinot Meunier and a memorable Chardonnay.

BUSINESS CHALLENGE

Prior to implementing Last Call Analytics, Vineland Estates was struggling to get a full picture on what was happening with their wine sales across the country. They had access to industry numbers via liquor board raw data sets but lacked the staff and analytical skills to parse the data into digestible and actionable figures and insights.

Without being able to decipher and use this data, Vineland Estates was essentially blind in various aspects of their business including sales performance, category trends, inventory levels and success of promotions.

In addition, prior to Last Call Analytics, Vineland Estates Winery was relying on old school sales tactics like relationships and branded merchandise giveaways.

ABOUT LAST CALL ANALYTICS

Last Call Analytics is a powerful sales data analytics and visualization platform that empowers frontline sales teams and managers to identify opportunities to improve sales and profitability. The platform has become a key tool for retail operations teams in the beverage alcohol and cannabis industries.

“The alcohol industry has long run on relationships – the better you were in with the store manager, the better shelf placement you got. In today’s modernized world, you need more than relationships, you need proof. By leveraging the Last Call Analytics dashboard, we are able to make data-driven decisions and our sales team can have more compelling evidence-based conversations.”

- Allan Dupuis, National Key Accounts Manager, Vineland Estates Winery

THE WINNING SOLUTION

Since deploying Last Call Analytics and working closely with the platform’s representatives, Vineland Estates now has insights on matters they couldn’t identify otherwise, including data on which wines perform well in what regions – down to which wine expression performs best in each store, as well as success of promotions. Without Last Call Analytics, Vineland Estates had no idea what was really happening across retail locations, but now, with the dashboard and mobile iOS/Android App, the Vineland Estates team can see real-time, actionable, meaningful data to help address any inventory issues, bolster sales performance and have compelling evidenced based conversations at the store level.

Key Business Benefits for Vineland Estates include:

- Data-driven decision making
- Improved productivity
- More efficient and streamlined operations

THE COVID-19 IMPACT

In early 2020, many parts of Canada shut down all on-premises dining and drinking locations in response to the Covid-19 pandemic, causing Vineland Estates to shut down their restaurant and winery visits; and forcing the business to rely solely on retail and direct to consumer sales for most of the past year. By leveraging the Last Call Analytics dashboard, Vineland Estates was able to execute their retail strategy and keep the business afloat and find growth in new channels.