

Customer Story



BOUGETZ CELLARS

ABOUT THE COMPANY

Bougetz Cellars, founded by Tom and Joan Bougetz, highlights numerous Bordeaux varieties from Napa Valley including Cabernet Sauvignon, Merlot, Cabernet Franc and Sauvignon Blanc.

The ultimate goal is to deliver well-balanced wines that express the true nature of the fruit and vineyard site. Creating a truly special wine requires spending plenty of time in the vineyards, working closely with the vineyard team. Our wines focus on individual AVAs, or regions in Napa Valley, with the intention of displaying the strengths and unique characteristics of each region. We source from valley floor vineyards in Rutherford and Oakville, as well as mountain/hillside vineyards on Spring Mountain, Prichard Hill and Coombsville. As a Winemaker, Tom believes quality is achieved when you start with great fruit.

To support their Wines, Bougetz operates a tasting room in Napa and a dynamic wine club membership.

With this level of commitment to making great wines and creating experiences for their customers, Tom and his staff need to automate the business as much as possible. Enter Bottle360, a powerful, affordable and feature-rich software platform that allows Bougetz Cellars to manage everything from marketing to bottle inventory to club members and even sales from their tasting rooms.



VISITING BOUGETZ CELLARS

Enjoy your exceptional tasting experience in laid-back luxury at our boutique tasting gallery.

Bougetz Cellars Tasting Room is located at: 1021 Atlas Peak Road Suite C in Napa, California 94558.

Mon - Thurs appointment only.
Fri - Sun 11am to 6pm.

reservations@bougetzcellars.com
or 707-699-2187

THE CHALLENGE

Wineries face several challenges when it comes to managing their customer base. It's paramount to ensure that their customers are happy and satisfied with their products and services. Keeping track of customer preferences can be challenging; favorite wines, purchase history, and other relevant information is a key to shaping product offerings to maintaining customer loyalty. This requires regular communication, follow-up, and personalized offers to build a strong relationship with customers. With wine operators wearing multiple hats on any given day, the use of software technology to automate these tasks becomes required.

SOFTWARE SELECTION

Thomas Bougetz had a background in software and technology management, which provided the knowledge and expertise to build a list of requirements in searching for the right software to manage customer needs. From his experiences, Thomas knew exactly what he was looking for: a web-based product that took advantage of a single database to connect all customer interactions including wine club, online ordering and the tasting room point of sale system. Bottle360 did all of these things, but it also allowed Thomas a high degree of flexibility with how he wanted to manage their customers, which was an important requirement.

BOTTLE360'S SOLUTION

Bottle360 was specifically designed for managing winery operations. With a highly scalable feature set, web-based platform and integrated plug-ins, Bottle360 can effectively operate Wineries from small tasting rooms to large commercial properties. Our web-based architecture allows wineries to manage any aspect of customer engagement in real-time and from the device of your choice.

Easily adopt and begin using Bottle360 immediately realizing the powerful benefits of marketing your winery direct to consumers. Learn more by visiting bottlethreesixty.com and requesting a no-obligation software demonstration.