WINE INDUSTRY TECHNOLOGY SYMPOSIUM
SipSource is a Unique Collaboration Among Multiple Industry Leading Companies

WSWA Wholesalers
- Breakthru
- Lipman
- RNDC
- Southern Glazer’s
- Young’s Market
- and others

A product built around an enormous amount of high quality, precise and proprietary data

Scan Data/Demographics/Advertising

Data Analysis/Quarterly Industry Insights Survey Administration

Aggregate, “same portfolio” depletions combined with additive consumer and retail data

250m+ 9L cases of distributor depletion data by premise and sales channel

Sipsource
The gold standard industry insights product
SipSource Report Products

**Annual SipSource Report (PDF)**

**Basic**
- Depletions growth and share trends over a 12-month rolling period by category, classes, channels, and more
- Based on real, most comprehensive, trustworthy depletions data
- Nielsen’s retail and customer trends data

**Quarterly Report with Industry Survey Analysis**
- Annual SipSource report with quarterly updates including industry insights survey analysis as well as rolling 12-month depletions trends
- Forward-looking insights based on +200 suppliers, distributors, and retailers
- Complements retrospective industry trends from SipSource report

**Expert**
- Tableau-enabled interactive analytics tool embedded with SipSource database
- A full access to web interactive platform at your own convenience
- Enables a user to customize data analysis that suits the user’s needs the best
- Includes annual SipSource report with quarterly updates

**Gold (Coming soon)**
- Full access to raw SipSource data feed as well as concierge-level support to derive insights from data analysis
- Enables users to customize the analysis via his or her own choice of data analytics tool that suits the user’s needs the best
- Includes annual SipSource Report with quarterly updates
- Also includes web interactive platform

**Platinum (Coming soon)**