

WINE INDUSTRY

TECHNOLOGY

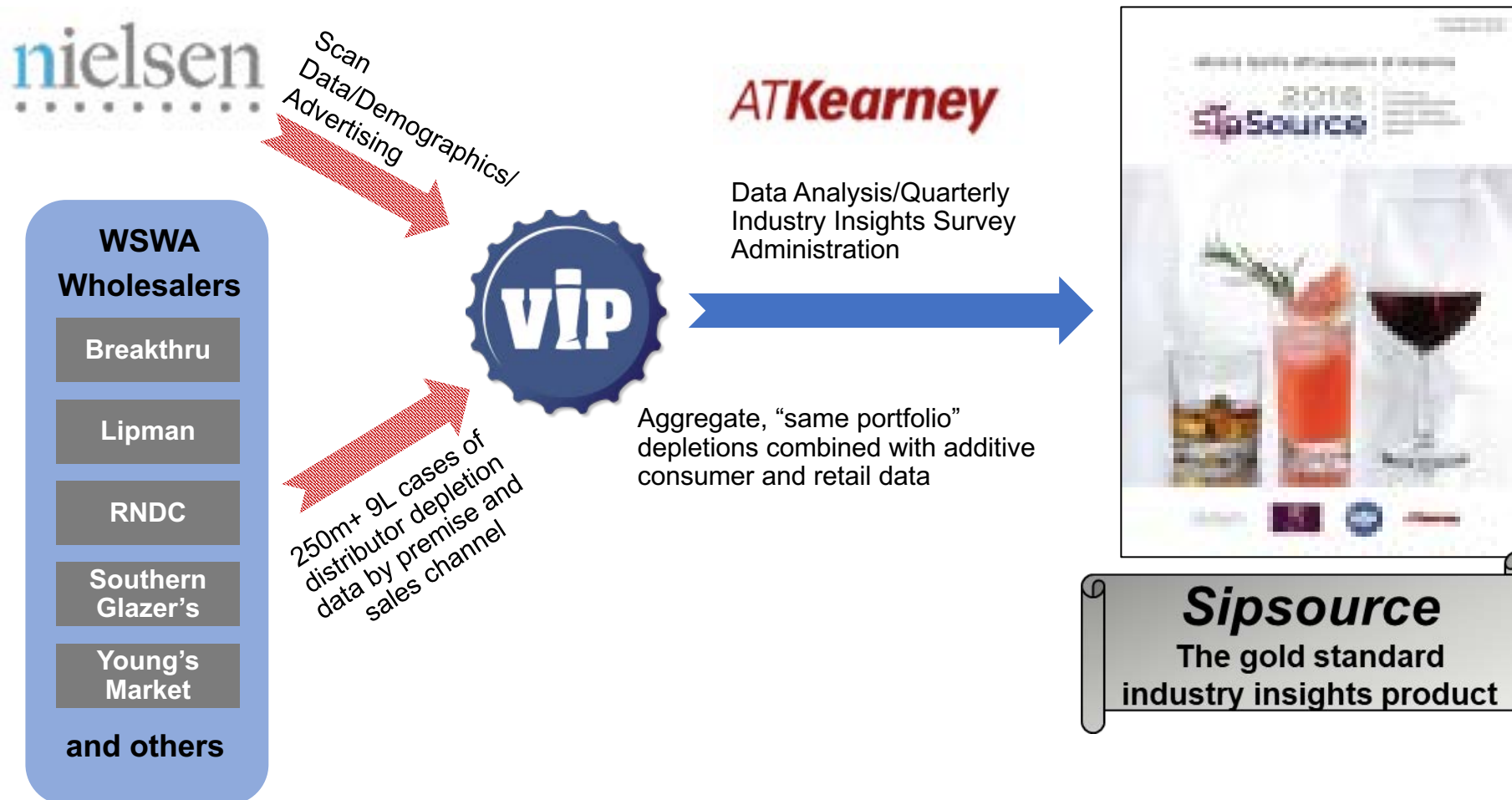
SYMPOSIUM

2018
Sp. Source

Thomas McDevitt



SipSource is a Unique Collaboration Among Multiple Industry Leading Companies



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

SipSource Report Products



Annual SipSource Report (PDF)



Quarterly Report with Industry Survey Analysis



Web Interactive Platform



Concierge Insights Support

Platinum (Coming soon)

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

Expert

- 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

Gold (Coming soon)

- 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

- **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

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