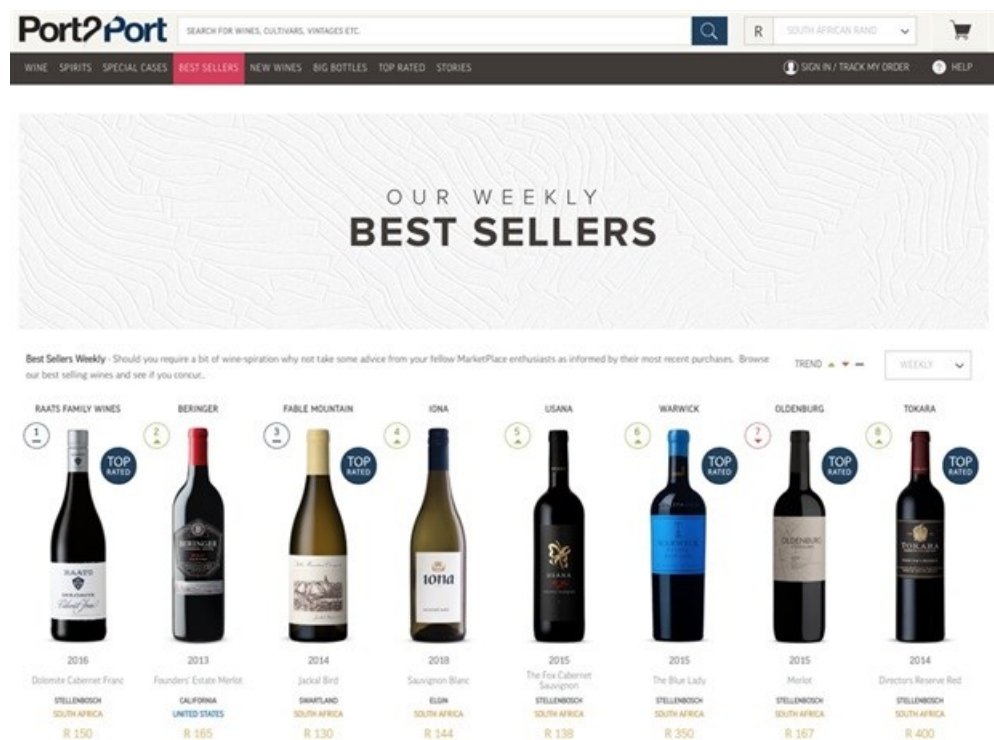


SA's Port2Port globally recognised for comprehensive wine list

South African online wine marketplace, Port2Port.wine, scooped the Best Overall Wine List Award in Wine Searcher's Retailer Awards for the second consecutive year.



Wine Searcher is an international database and search engine platform that compares wines and prices from merchants around the world. The platform is accessed by millions of wine buyers across the globe, who use it to navigate an ocean of online wine buying sites.

Port2Port was recognised in Wine-Searcher's Retailer Awards for its "outstanding range of wines, and its comprehensive, well-thought-out and balanced wine catalogue". The company was awarded medals in three categories, including Gold and Best Overall Wine List, Gold for Best Italian Wine List and Silver for Best European Wine List.

Nicolò Pudél, CEO and co-founder of Port2Port commented: "Port2Port was founded with the vision to build and establish South Africa's biggest fine wine marketplace, connecting premium wineries, importers and retailers to a rapidly growing audience of discerning wine buyers."

Innovating wine commerce

Port2Port's fine wine catalogue includes over 1,600 wines from 12 countries, and it represents 500 brands and 10 specialised retailers, selling to an audience of 200,000 wine lovers. Port2Port says its online solution allows producers to minimise their route to market and maximise their profits.

Wine commerce in South Africa is a substantial market: sales in South Africa reached R9 billion in 2017 and is expected to reach R17 billion by 2021. It's predicted that the proportion of e-commerce in relation to total retail sales in South Africa will increase exponentially over the next three years - estimated to reach 4% by 2021.

The founders, which include Vincent Bühner and former FNB CEO Michael Jordaan, revealed that new technology will continue to inspire innovative ways of providing customers and producers with advanced retail solutions. This expansion includes mono-brand e-stores, a tablet-based point of sales application and a CRM system tailored to the needs of individual wineries – as well as a range of other exciting features in 2019.

“Our mission has always been to consistently offer the most cutting-edge digital platform, world-class service, the biggest selection at the best possible price, all presented through the eyes of the producers, the passionate writers and the critics, utilising our enticing wine stories as our main vehicle. To add this guarantee from Wine-Searcher strengthens our position in the market and shows our consumers that we put action to our words,” said Pudel.

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