

E-Commerce on SevenFifty

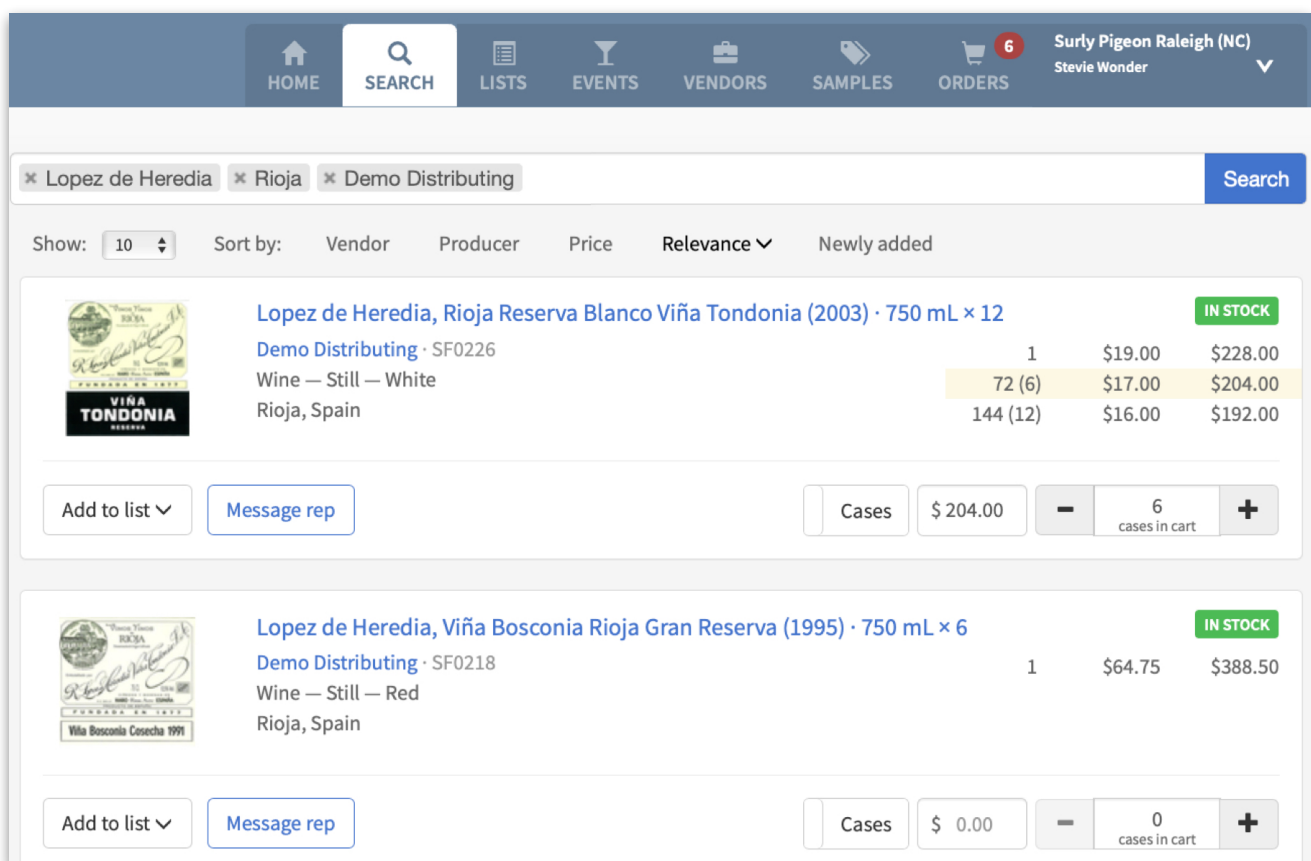
SevenFifty provides the most trusted online ordering experience in the beverage industry. On- and off-premise buyers have access to up-to-date product listings, current pricing, and availability while maintaining direct relationships with their sales reps.

How do buyers order on SevenFifty?

Search

Your customers search your portfolio using keywords and filters powered by SevenFifty’s comprehensive product categorization system.

Buyers add items to a shopping cart through a mobile-friendly order interface. They also see qualifying discounts when provided by distributors.



The screenshot displays the SevenFifty user interface. At the top is a navigation bar with icons for HOME, SEARCH, LISTS, EVENTS, VENDORS, SAMPLES, and ORDERS (with a red notification badge showing '6'). The user's name 'Surly Pigeon Raleigh (NC) Stevie Wonder' is visible in the top right corner.

The search results section shows a search bar with filters: 'Lopez de Heredia', 'Rioja', and 'Demo Distributing'. Below the search bar are sorting options: 'Show: 10', 'Sort by: Vendor, Producer, Price, Relevance', and 'Newly added'. The first product listed is 'Lopez de Heredia, Rioja Reserva Blanco Viña Tondonia (2003) · 750 mL × 12', which is marked as 'IN STOCK'. It is associated with 'Demo Distributing · SF0226' and is categorized as 'Wine — Still — White' from 'Rioja, Spain'. A table shows pricing for 1, 72 (6), and 144 (12) units. Below the product details are buttons for 'Add to list' and 'Message rep', and a quantity selector showing '6 cases in cart' for a total price of '\$ 204.00'.

The second product listed is 'Lopez de Heredia, Viña Bosconia Rioja Gran Reserva (1995) · 750 mL × 6', also marked as 'IN STOCK'. It is associated with 'Demo Distributing · SF0218' and is categorized as 'Wine — Still — Red' from 'Rioja, Spain'. A table shows pricing for 1 unit. Below the product details are buttons for 'Add to list' and 'Message rep', and a quantity selector showing '0 cases in cart' for a total price of '\$ 0.00'.

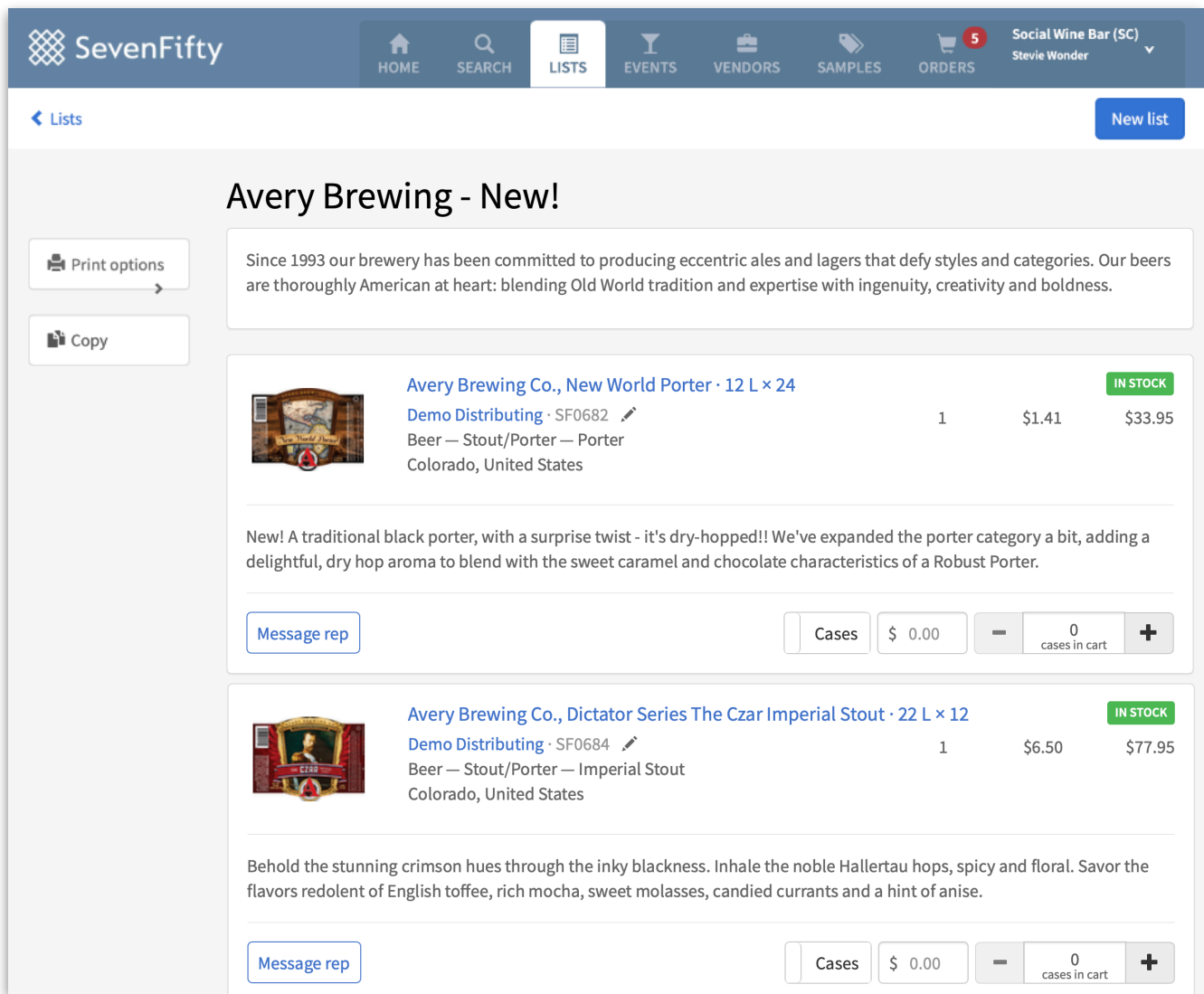
Quantity	Unit Price	Total Price
1	\$19.00	\$228.00
72 (6)	\$17.00	\$204.00
144 (12)	\$16.00	\$192.00

Quantity	Unit Price	Total Price
1	\$64.75	\$388.50

Lists & Sample Sheets

Sales reps can drive customer purchasing decisions by sharing digital Lists and Sample Sheets using SevenFifty. Rather than sending customers a static PDF or email with special offers or follow-ups to tastings, by sharing a List or Sample Sheet reps encourage customers to add products to their carts the same way they build orders using Search.

Read more about sharing [‘digital order forms’](#).

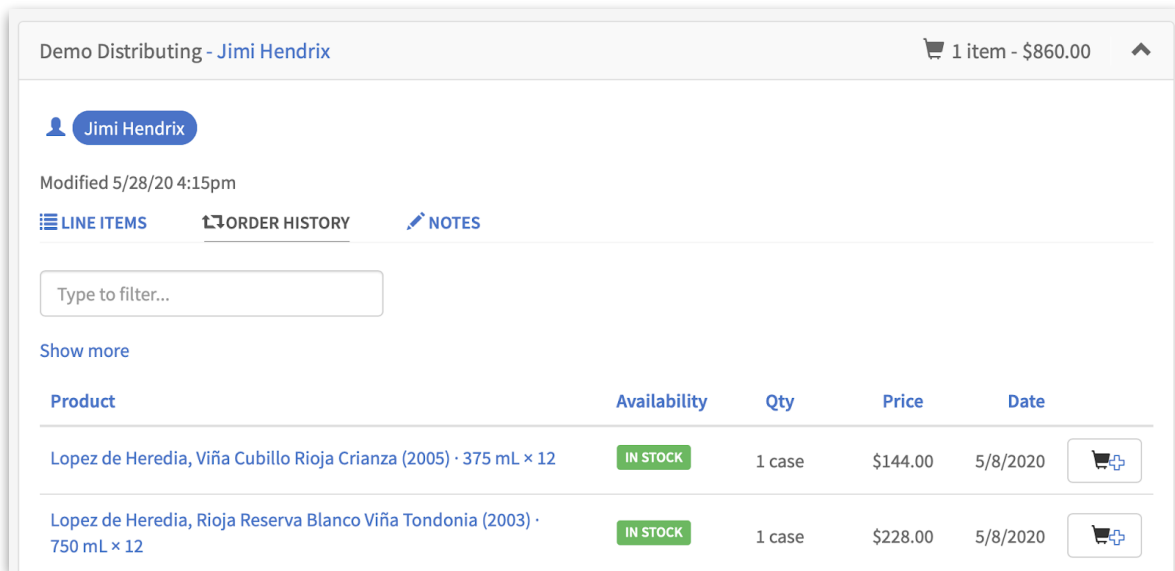


The screenshot shows the SevenFifty web application interface. At the top, there is a navigation bar with the SevenFifty logo and several menu items: HOME, SEARCH, LISTS (active), EVENTS, VENDORS, SAMPLES, and ORDERS (with a red notification badge showing '5'). The user is logged in as 'Social Wine Bar (SC) Stevie Wonder'. Below the navigation bar, there is a 'Lists' section with a 'New list' button. The main content area is titled 'Avery Brewing - New!' and contains two product listings. Each listing includes a product image, name, description, and a quantity selector.

Product Name	SKU	Category	Origin	Unit Price	Case Price	Stock Status
Avery Brewing Co., New World Porter · 12 L × 24	SF0682	Beer — Stout/Porter — Porter	Colorado, United States	\$1.41	\$33.95	IN STOCK
Avery Brewing Co., Dictator Series The Czar Imperial Stout · 22 L × 12	SF0684	Beer — Stout/Porter — Imperial Stout	Colorado, United States	\$6.50	\$77.95	IN STOCK

Re-orders

More than 70% of orders placed on SevenFifty are reorders. Buyers can place reorders from Search or from their order history, and buyers also see recently ordered items when they view their carts.



Demo Distributing - Jimi Hendrix 🛒 1 item - \$860.00

Jimi Hendrix

Modified 5/28/20 4:15pm

[LINE ITEMS](#) [ORDER HISTORY](#) [NOTES](#)

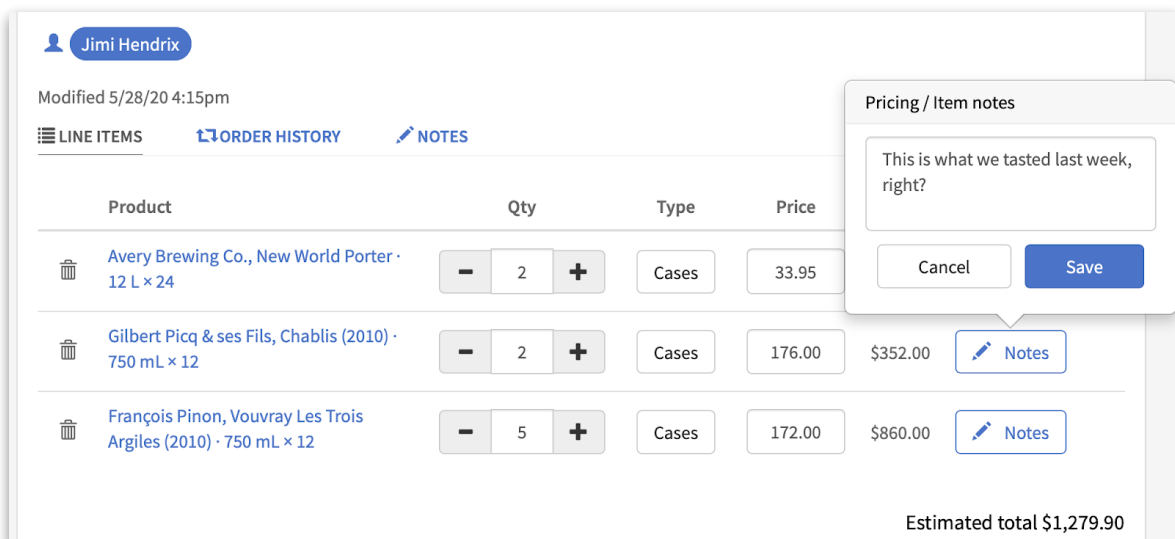
Type to filter...

Show more

Product	Availability	Qty	Price	Date	
Lopez de Heredia, Viña Cubillo Rioja Crianza (2005) · 375 mL × 12	IN STOCK	1 case	\$144.00	5/8/2020	
Lopez de Heredia, Rioja Reserva Blanco Viña Tondonia (2003) · 750 mL × 12	IN STOCK	1 case	\$228.00	5/8/2020	

Order Drafts

Buyers see the clear product description along with package size and vintage on draft orders, reducing the chances they order the wrong product. They can also add custom notes to their order, ensuring that everyone is on the same page.



Jimi Hendrix

Modified 5/28/20 4:15pm

[LINE ITEMS](#) [ORDER HISTORY](#) [NOTES](#)

Product	Qty	Type	Price	
Avery Brewing Co., New World Porter · 12 L × 24	- 2 +	Cases	33.95	
Gilbert Picq & ses Fils, Chablis (2010) · 750 mL × 12	- 2 +	Cases	176.00	\$352.00 Notes
François Pinon, Vouvray Les Trois Argiles (2010) · 750 mL × 12	- 5 +	Cases	172.00	\$860.00 Notes

Pricing / Item notes

This is what we tasted last week, right?

Cancel Save

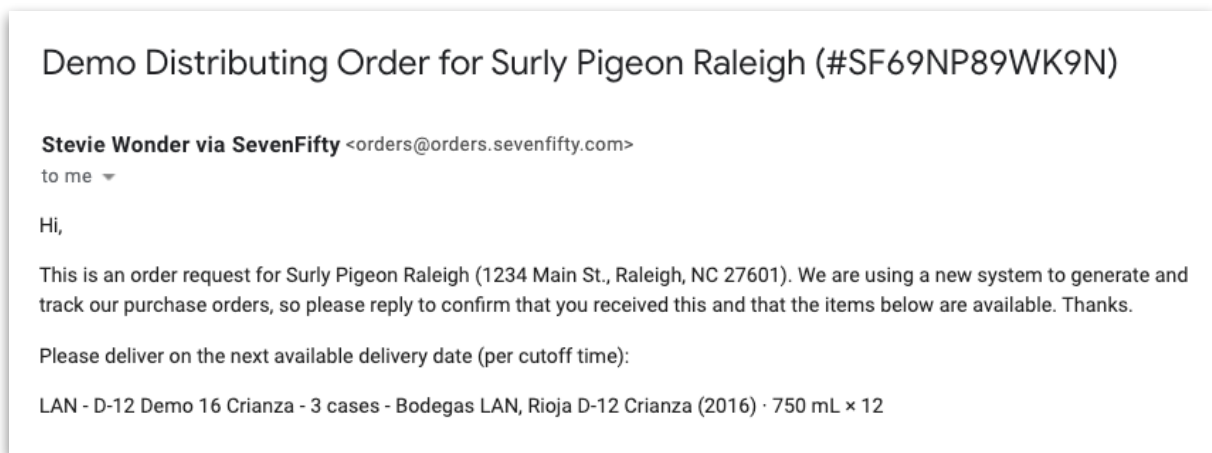
Estimated total \$1,279.90

What happens when an order is submitted?

Orders are sent to the buyers' assigned sales reps via email and text (optional for the buyer), and orders are now also visible to you and your reps inside SevenFifty. This keeps sales reps at the center of a more efficient ordering process and provides them with opportunities for up-sells and cross-sells.

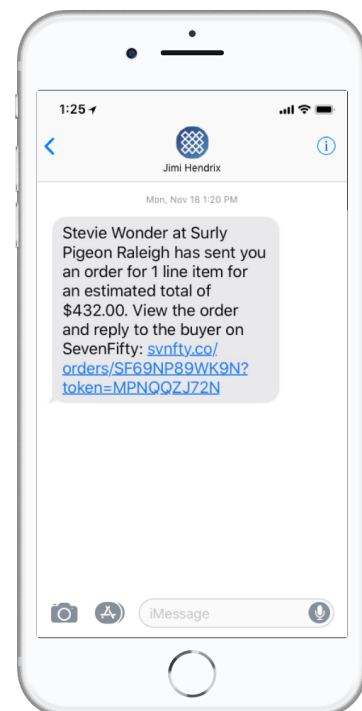
Email Notification

Every order is sent to the assigned sales rep via email and includes product name, pack size, SKU, and quantity.



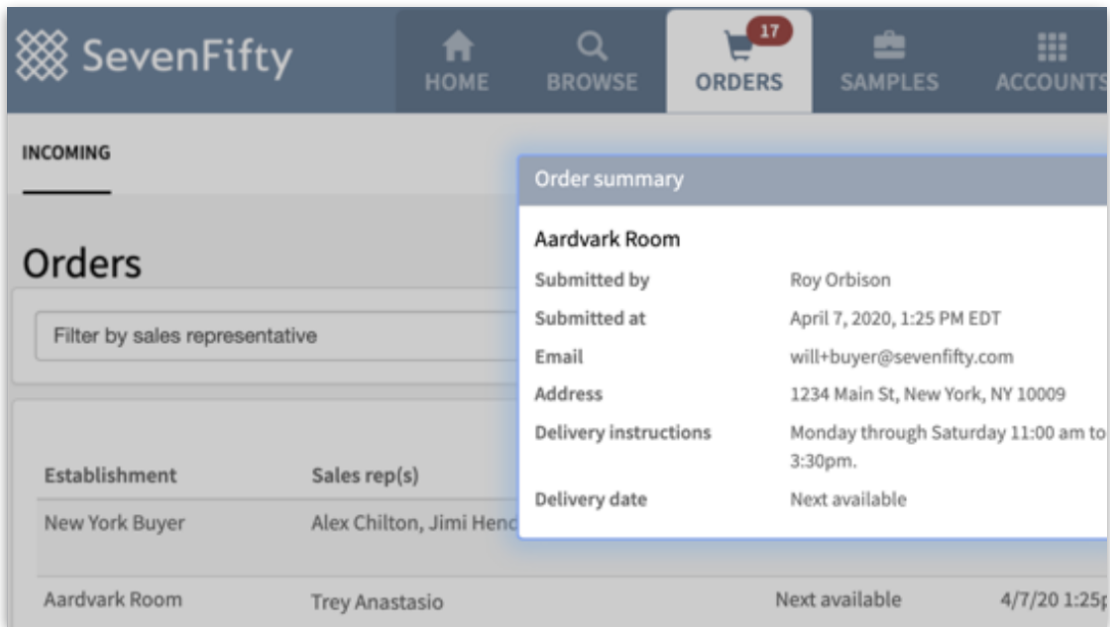
Text Message

When sales reps add their cell phone numbers to SevenFifty they also receive text alerts—in addition to emails—when their buyers place orders on SevenFifty. Buyers can track the status of the order request with new notification badges that confirm the rep has seen the order. Sales reps should confirm their correct phone number is listed in their [SevenFifty profile](#).



Orders Tab

You can now view a complete list of orders that have been sent to you through SevenFifty in the Orders Tab and send messages back to your customers.



The screenshot displays the SevenFifty web application interface. At the top, there is a navigation bar with the SevenFifty logo and menu items: HOME, BROWSE, ORDERS (highlighted with a shopping cart icon and a red notification badge with the number 17), SAMPLES, and ACCOUNTS. Below the navigation bar, the page is titled "INCOMING" and "Orders". A search bar labeled "Filter by sales representative" is present. A table lists orders with columns for "Establishment" and "Sales rep(s)". One order is visible: "Aardvark Room" with sales reps "Trey Anastasio". An "Order summary" pop-up window is open over the table, showing details for the "Aardvark Room" order: Submitted by Roy Orbison, Submitted at April 7, 2020, 1:25 PM EDT, Email will+buyer@sevenfifty.com, Address 1234 Main St, New York, NY 10009, Delivery instructions Monday through Saturday 11:00 am to 3:30pm, and Delivery date Next available.

Establishment	Sales rep(s)
New York Buyer	Alex Chilton, Jimi Henc
Aardvark Room	Trey Anastasio

Order summary

Aardvark Room

Submitted by Roy Orbison

Submitted at April 7, 2020, 1:25 PM EDT

Email will+buyer@sevenfifty.com

Address 1234 Main St, New York, NY 10009

Delivery instructions Monday through Saturday 11:00 am to 3:30pm.

Delivery date Next available

Encourage your customers to order on SevenFifty and start leveraging the efficiencies of e-commerce.