



Curbside Webinar

April 2, 2020

Curbside Webinar Agenda

- Benefits of Offering Curbside Service
- Properly Setting Your Holiday Schedule
- Creating Schedule for Curbside Pickup
- Announcing Your Curbside Service
- Communicating Clear P/U Instructions
- Booking Curbside Pickups
- Proper Packaging & Handling of P/U Packages
- Curbside Pickup Check-In

Curbside Pickup Benefits

- Customers can show their support
- People (we) need wine, more than ever!
- Stay connected with club members
- Offer as club member-only benefit
- First 5 days – 1427 reservations!
- One winery sold \$80K in wine
- Maintain proper social distancing
- **Keep the retail margins**

Setting Your Holiday Schedule

1. Log into [admin panel](#)
2. Select **Settings**
3. Select **Holiday Manager**
4. Click **Create Date Range** button
5. Click **Closed** checkbox
6. Enter **Holiday Name**
7. Enter **Start Date**
8. Enter **End Date**
9. Click **Confirm**

Set Holiday Date Range

Creating a date range for holidays will close all bookings

Closed


☒

Holiday Name

COVID CLOSURE


Start Date

04/02/2020



End Date

04/30/2020



Cancel

Confirm

Creating Curbside Event

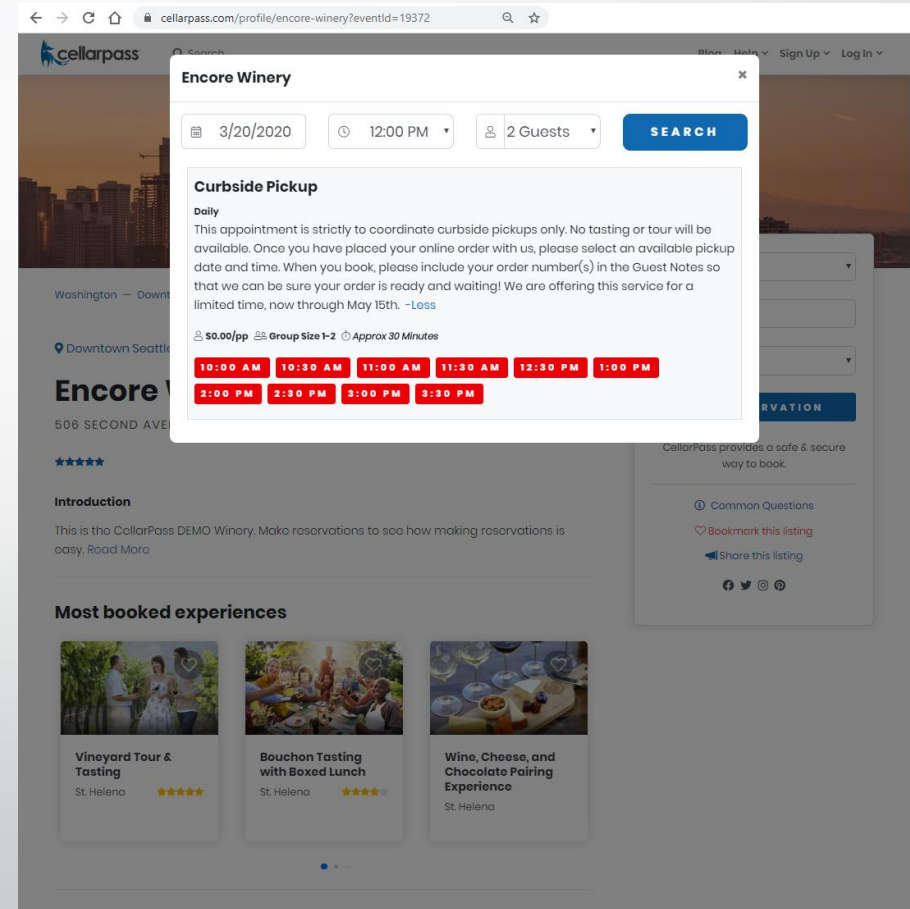
1. Log into [admin panel](#)
2. Select **Reservations**
3. Select **Create & Manage**
4. Click **Create Date Range** button
5. Click **New Event** button
6. Select **Curbside Pickup** as Event Type
7. Complete **Details** page
8. Click **Save**

Creating Curbside Schedule

1. Click the **Schedule** icon
2. Create your **Recurring Schedule**
3. Click **Auto** checkbox
4. Set **Group** to "2"
5. Click **Save**
6. Complete the rest of the event setup as usual
7. Click **Save**

Announcing Curbside Service

- [Embed](#) EventID Widget on website
- Test, test, test, end to end!
- Is everything clear?
- Yes? Announce on your homepage
- Send email/newsletter to customers
- Post to social media with [#curbsidepickup](#) @cellarpass



Booking Curbside Pickups

- Customers can book online
- Customers call to book
- CellarPass website
- CellarPass newsletter

Most Popular Experiences
Get inspired to book the top-trending types of experiences.

CURBSIDE PICKUP
Back to basics, casual tastings
INSPIRE ME >

GENERAL TASTING
Back to basics, casual tastings
INSPIRE ME >

CAVE TOUR
Back to basics, casual tastings
INSPIRE ME >

FOOD & WINE
Back to basics, casual tastings
INSPIRE ME >

Popular destinations in Sonoma County

Local Area

- ☐ Alexander Valley
- ☐ Chalk Hill
- ☐ Dry Creek Valley
- ☐ Fort Ross - Seaview
- ☐ Green Valley
- ☐ Los Carneros
- ☐ Russian River Valley
- ☐ Sonoma Coast
- ☐ Sonoma Valley

Types of Events

- ☐ Aroma Tasting
- ☐ Bar Tasting
- ☐ Barrel Tasting
- ☐ Blending Seminar
- ☐ Cave Tour
- ☐ Chocolate Pairing
- ☒ Curbside Pickup
- ☐ Dinner
- ☐ Food & Wine
- ☐ General Tasting
- ☐ Lunch
- ☐ Meeting-Public
- ☐ Private Tasting

J Vineyards & Winery
Healdsburg ★★★★★

Buena Vista Winery
Sonoma ★★★★★

Benovia Winery
Santa Rosa ★★★★★

Landmark Vineyards
Kenwood ★★★★★

DeLoach Vineyards
Santa Rosa ★★★★★

Larson Family Winery
Sonoma ★★★★★

Dry Creek Vineyard
Healdsburg ★★★★★

Keller Estate
Petaluma ★★★★★

Fog Crest Vineyard
Sebastopol ★★★★★

Curbside Pickup
Buy online, pickup at the tasting room!

FOG CREST VINEYARD
Curbside Pickup
Located in the Russian River Valley AKA of Sonoma County, Fog Crest Vineyard, a family owned winery, produces award winning Chardonnay and Pinot Noir.

BENOVIA WINERY
Curbside Pickup
Benovia Winery is a hidden gem in the heart of the Russian River Valley. Our family owned, small production winery specializes in hand crafted Pinot Noir, Chardonnay, and Zinfandel, from our estate vineyards.

SONOMA COUNTY

Handling Packages Properly

- Employees that do not feel well, should not work.
- Maintain space between employees.
- Follow all [CDC Guidelines](#) for packages
- Dedicate single employee to handle order from start to finish.
- Wear sterile latex gloves.
- Wipe down bottles before packing.
- Completely tape box shut.
- Add clear labeling (customer info, invoice, etc.)

Pickup Ready Communicate

- Clearly communicate to customer their package is ready for pickup (email, SMS, etc.)
- Include link or embedded pickup instructions
- Customer must provide valid ID.
- No additional guests, unless you allow it.
- Additional purchases must be made online.

Let Them Know Where to Go

THIS



NOT THIS



Curbside Pickup Check-In

- Have clear signage at your entrance where curbside pickup is handled.
- Be ready to greet customer- one employee only.
- Instruct customer to not exit vehicle.
- Request customer to provide valid ID and Order#.
- Request customer to open trunk.
- Same employee that packed should deliver package.
- Use CellarPass Guest Link Pro to check-in Guest.
- Send personal follow-up email, thanking guest for their support.



We're here to help

Not a CellarPass Subscriber?

[Receive a free 60-day trial](#)

Detailed Curbside Instructions

[View](#)

Monday – Friday

8AM – 5PM

(855) 423-4448

<https://www.cellarpass.com/support>