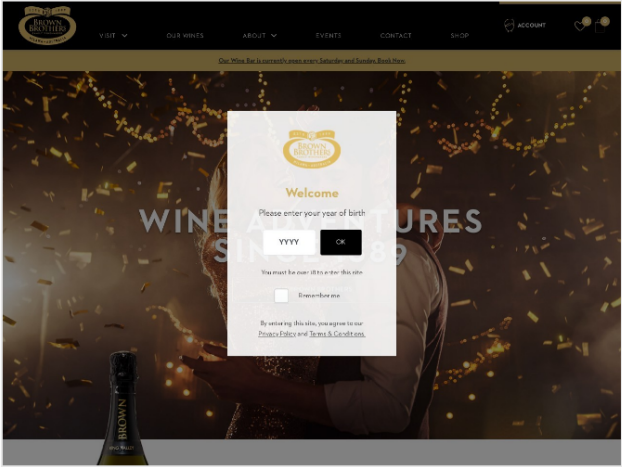




# SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

## Brown Brothers



### EXTENSIONS USED

- WooCommerce Memberships
- WooCommerce Subscriptions
- Product Bundles
- Min/Max Quantities

### DEVELOPER



SITE DEVELOPED BY A  
WOOEKPERT

### CATEGORY

Food & Drink

### COUNTRY

Australia

### VISIT WEBSITE

<https://www.brownbrothers.com.au/>

**Brown Brothers** is one of Australia's leading family-owned wine brands.

The Browns pride themselves on tradition, despite not being a traditional wine company. Steeped in their family's heritage, they have a history of innovation that inspires their future direction.

The family has been **in the wine business since 1889**. Founder, John Francis Brown, produced their first vintage four years after planting 10 acres of vines in Milawa, Victoria. It was under the guidance of his son, John Charles Brown, that Brown Brothers firmly established its reputation for experimentation with innovative grape varieties.

Today, they boast one of the largest selections of wines in Australia. All varietals are available to taste at **the historic Cellar Door** located on the family estate. A number of events, festivals and hands-on experiences are also held at the winery throughout the year.

The Brown family enlisted WooCommerce experts, **Emote Digital**, to revamp and re-work their eCommerce presence. The task included customizing order rules, modular design, and stock control over multiple brand sites. A single, centralized database allows for instantaneous updates across each platform, with stock levels and product information handled in one location.

*"Brown Family Wine Group needed a way to introduce a recently-acquired boutique wine brand in a way that would be well-received by their established customer base. We developed a strategy to not only overhaul their website and online store, but slowly roll out their newest brand as a welcome addition to their product range."*

*– Emote Digital*

The new online store features **several premium wines exclusive to the site**. Each wine comes with recommended food pairings, tasting notes, and information about the winemaker and regional growing conditions.

Customers can choose from each of the Brown Family Wine Group's brands – Brown Brothers, Devil's Corner, Tamar Ridge, and Pirie – or by varietal, price, or range.