

 DRINKS x

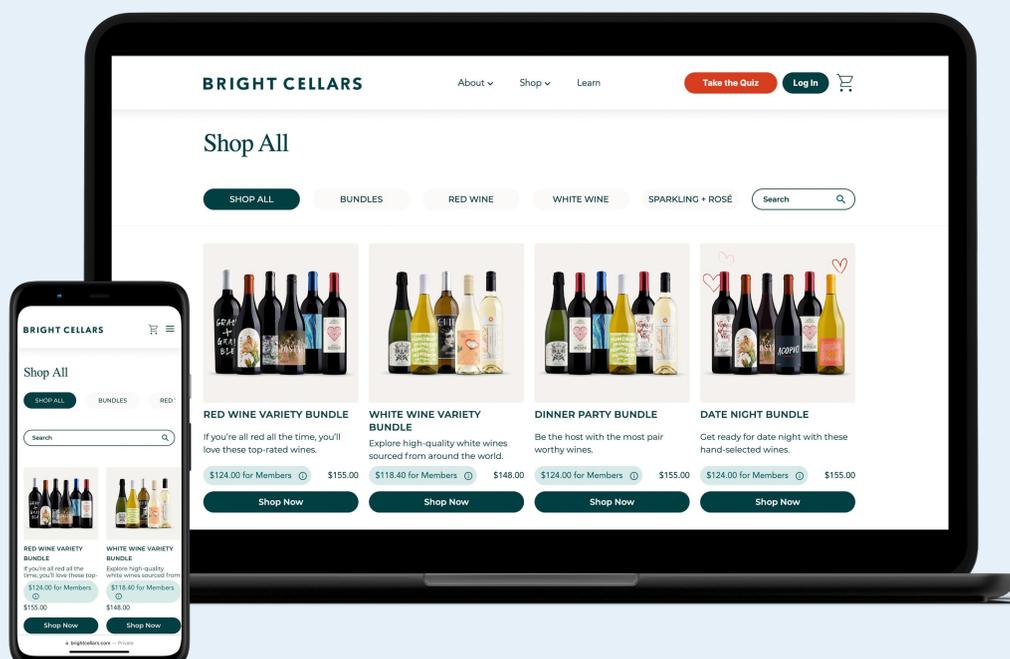
# BRIGHT CELLARS

DRINKS ASSURE | CASE STUDY



"DRINKS has exceeded our expectations from the very first month. It's incredible customization and seamless integration with Shopify not only solved our tax and compliance needs but also expanded our capabilities. The rapid deployment and ongoing support have reduced our internal workload, allowing us to focus on what truly matters - delivering an exceptional customer experience."

**Joe Megibow,**  
CEO of Bright Cellars



## DRINKS X BRIGHT CELLARS

**2 wk**

**Launch  
Timeframe**

**35%**

**Increase in  
conversion rate**

**\$7.5k+**

**in special and  
alcohol taxes  
saved per month**

**\$13.5k+**

**in excise taxes  
saved per month**



## Partner Background

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**Bright Cellars was already running on Shopify but were forced to employ manual work arounds for tax and compliance before onboarding with DRINKS ASSURE.**

Bright Cellars is a subscription service that delivers personalized, high-quality wine to your door every month. Their team of experts matches you with wines you'll love based on your taste preferences.

Bright Cellars chose to onboard with DRINKS ASSURE, enabling them to use the world's best e-commerce platform but with real-time tax and compliance suited to their needs.

## Services Provided

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DRINKS ASSURE real-time tax and compliance onboarding and implementation was supported by DRINKS AMPLIFY's professional services team. The DRINKS team also advised on technology selection and build-out of the Shopify backend to future-proof Bright Cellars' tech stack, allowing them to scale effectively.



### **DRINKS ASSURE:**

Our Shopify Plus integrated App for real-time tax and compliance in checkout.



### **Professional Services:**

Configuring and enabling DRINKS ASSURE inline with Bright Cellar's licensing structure.

## DRINKS X BRIGHT CELLARS



### **White-Glove Support:**

99.99% uptime and same-day responses from our team of alcohol tax and compliance experts.



### **Strategic Support:**

Tech stack consulting and selection, best practices training, regulatory guidance, and more.



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