



CASE STUDY

Riboli Family Wines Uses Salsify PXM To Improve Content Scores and Own Its Brand Presence on the Digital Shelf

The century-old winemaker used Salsify to standardize and optimize its product information, driving a cohesive brand presence on retailer sites.

About Riboli Wines

Founded in 1917, Riboli Family Wines is a fourth-generation, family-owned and -operated winery headquartered in California. The company farms more than 1,000 acres of sustainably grown estate vineyards across Paso Robles, Monterey, and Napa Valley, and owns San Antonio Winery — the oldest producing winery in Los Angeles.

Best known for Stella Rosa, the number one imported semi-sweet wine brand in the U.S., Riboli's portfolio includes a diverse mix of estate-driven wines and innovative ready-to-drink offerings.

With a strong focus on quality, sustainability, and innovation, Riboli Family Wines continues to grow its presence across both traditional retail and modern digital commerce channels.



THE CHALLENGE

Before implementing a product information management (PIM) solution, Riboli Family Wines faced challenges with centralizing and managing product information across its portfolio.

“We were using spreadsheets to track retail partner requirements, manually checking off where we did or didn’t have the right data for each product,” says Jenna Steele, VP of ecommerce and digital at Riboli Family Wines. “It was inefficient and unsustainable.”

Like many alcohol suppliers, Riboli relied on distributors to submit and update product content on retailer product detail pages (PDPs). But with thousands of products to manage across its catalogs, distributors often couldn’t provide the attention needed to optimize performance. Key details were frequently missing — in some cases, even the word “wine” was omitted from product titles, making Riboli’s SKUs virtually unsearchable.

“These gaps in the content meant that we would either rank poorly in search or never go live on the retailer site at all,” Steele says. “We had to take a step back, understand where our information was coming from, and create a standardized, accurate source of truth. That’s where Salsify came in.”

Before, conversations were focused on fixing problems. Now we can have strategic discussions about how to grow — it’s a real partnership.

— **Jake Randall**

Digital Shelf Manager, Riboli Family Wines



THE SOLUTION

Salsify as a Source of Truth and Syndication Hub

With Salsify, Riboli established a centralized source of truth for its product content and began owning the syndication process across key retail partners, including Walmart. They activated dozens of syndication channels and implemented data standards to ensure clean, compliant, and optimized content tailored for each retailer.

“Before Salsify, asking our distributors to make frequent updates was pretty ineffective — they’re managing thousands of SKUs,” says Jake Randall, digital shelf manager at Riboli Family Wines. “Now, we own our content and the submission process.”

“Syndicating directly to Walmart has been crucial, especially since Walmart only accepts content from a limited number of [content service providers] (CSPs). Without Salsify, we wouldn’t even have a submission path,” Randall says.

Salsify has also strengthened cross-functional collaboration within Riboli. Teams across marketing, operations, and sales now rely on the platform for real-time product information.

The digital catalogs feature, in particular, has become an everyday tool.

“Our team uses the catalogs so frequently that I’ve seen them saved on their phones like apps,” Steele says. “Having instant access to accurate information frees them up to focus on selling, not searching through systems or spreadsheets.”

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THE RESULTS

Stronger Content, Higher Conversions, Better Retailer Relationships

Since adopting Salsify, Riboli Family Wines has:

- ✓ Boosted its Walmart content score from 73% to 93%
- ✓ Boosted its Target content score from 61% to 98%
- ✓ Stella Rosa has outperformed key competitors in digital-led formats, with online sales up 7.1% and pickup up 12.5% year-over-year (YoY) through March 29, 2025, as measured by Nielsen
- ✓ Achieved broader PDP coverage and improved retailer compliance across the board

“It’s so important to have ownership over your content in today’s commerce landscape,” Steele says. “With Salsify, we now see our content consistently going live and ranking as expected. We even received direct praise from a senior Walmart executive about how much we’ve improved. That kind of validation means a lot.”

Beyond performance metrics, Salsify has helped Riboli strengthen relationships with retail partners.

“Before, conversations were focused on fixing problems,” Randall says. “Now we can have strategic discussions about how to grow — it’s a real partnership.”

Looking ahead, Riboli has plans to integrate Salsify with its enterprise resource planning (ERP) and data asset management (DAM) systems, and plans to leverage the platform further for its direct-to-consumer (D2C) operations.

“We have so much opportunity ahead,” Steele says. “Salsify gives us the foundation to create consistent, compelling product experiences across every channel.”



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