

Company Overview

Launched on the 1st of March 2007, winecard is a national rewards program designed specifically for wine lovers visiting Australia's wine regions. With over 100 cellar doors, restaurants and accommodation providers participating winecard is quickly becoming Australia's leading program for wine lovers. Retailers offer discounts, special offers and priority treatment as a way of attracting card holders, quality customers with whom they can build long term relationships.

Winecards can be purchased for \$20 from participating retailers and provide lifetime membership with no ongoing fees, and no requirement to purchase wine. Wine is a lifetime passion and by offering lifetime membership winecard ensures that cardholders can receive updates from the winemaker about the wines in their cellar over the years as they develop.

Winecard has been founded by Haylee & Andrew Knight, wine enthusiasts from Newcastle who have visited cellar doors in many of Australia's wine regions.

Haylee's background is fine arts marketing and retail management. She has been working in these fields since completing a BA in Visual Arts and English Literature in 1998. Andrew has been working in sales and marketing for over 15 years since completing a Degree in Computer Science.

The key principle driving winecard is that the cellar door is the best place to learn about wine. The services offered are designed to assist wine lovers in making the most of their cellar door experience. Talking to the wine maker, tasting different vintages of the same wine and wines at different stages of the wine making process are experiences unique to the cellar door.

Winecard also provides online services which build on the cellar door experience. Wines purchased by card holders are automatically added to their online cellar and they can add personal tasting notes and ratings for these wines. The rating system developed by winecard is easy to use and demystifies wine evaluation. Reviews from card holders contribute to the overall winecard rating for a wine. This rating is an interesting comparison to the wine judges expert opinion.

Winecard more than just a rewards program, card holders become part of an active community of people passionate about wine.