

# Commerce-Powered Marketing for Wine & Spirits Brands

Drive discovery, checkout, and fulfillment  
through the CWSpirits.com ecosystem



# Who We Are

We help spirits brands grow through CWSpirits.com. That means marketing support and a direct path to purchase so customers can discover your brand. And check out through [CWSpirits.com](https://www.cwspirits.com) while we handle fulfillment.

## WHY IT WORKS

Less friction, faster launches, and campaigns that connect visibility to real sales.



# What We Do



- ▶ **Affiliate + Influencer Activation**
- ▶ **Email Marketing + SMS Campaigns**
- ▶ **On-site Merchandising Content (Highlight Reels)**
- ▶ **GEO (Generative Engine Optimization)**
- ▶ **Web Development (Shoppable Sites) + Accessibility (ADA)**

# Why This Works

A complete path from discovery to delivery.

**Brand story + placement  
+ promotion**

**A frictionless buying experience  
through [CWSprits.com](https://www.cwsprits.com)**

**Fulfillment handled by  
[CWSprits.com](https://www.cwsprits.com)**

**Always-on optimization to  
improve performance over time**

# Featured Services

## ▶ Affiliate Network Activation

Tap into our ambassador network to drive trackable sales and brand discovery.

## ▶ On-Site Merchandising

Strategic placements across CWSpirits.com to improve visibility and conversion.

## ▶ Shoppable Website Development

A branded shopping experience with orders processed through CWSpirits.com and fulfillment handled by us.

## ▶ Add-to-Cart Feature at Checkout

High-intent exposure at the point of purchase.

## ▶ Email Campaigns & SMS Campaigns

Branded sends to our customer audience to promote key products and offers.

## ▶ Highlight Reels / Content

Short-form assets to support launches, promotions, and social-ready storytelling.

## ▶ GEO (Generative Engine Optimization)

Improve how your brand appears across AI-driven discovery and search.

## ▶ ADA Accessibility Compliance

One-time setup to make your website ADA compliant.

# Influencer Network

Your brand will get **full access to our affiliate network** of dedicated brand ambassadors, reaching a massive combined audience across TikTok, Facebook, Instagram, and YouTube.



# Email & SMS Campaigns

- ▶ We would headline your products in our email blast & sms campaigns with over 295,000 active subscribers.
- ▶ You will work closely with our creative team to develop content dedicated to your brand.



FREE SHIPPING ON ORDERS OVER \$125

## Top Tequilas for Cinco de Mayo



SHOP NOW

Hi Jaelyn,

Start planning your Cinco de Mayo festivities today!  
Check out our favorite tequilas to get your party started.



CODIGO ROSA TEQUILA  
(750 ML)  
\$64.99



SWOL Tequila Peach  
(750ml)  
\$79.99



Tezcazul Tequila Blanco  
(750ml)  
\$47.99



## THE ORIGINAL AND ONLY POPPING VODKA LIQUEUR

BUY NOW



The best selling Cocktail Caviar is one-of-a-kind, versatile and can easily be added to classic cocktails, boba tea, shots, punch, fruit platters, cheesecakes, pancakes and any other original creation you can think of!



## Buy Now. Pay Later.

4 payments. 6 weeks. 0% interest.



# On-Site Merchandising

- ▶ Product upload with complete product information (specs + descriptions + attributes)
- ▶ Premium placements to drive visibility and conversion
- ▶ Dropdown navigation features
- ▶ Top placement in relevant collections
- ▶ Homepage featured product opportunities

The screenshot displays the CW Spirits website interface. At the top, there's a navigation bar with a search bar and various utility links like 'PRODUCT FINDER', 'LOYALTY', 'MARKETING', 'ACCOUNT', 'TRACK ORDER', and 'CART (0)'. Below this is a dropdown menu for 'Spirits' which is open, showing categories like Tequila, Vodka, Whiskey, Rum, and Liquor Brands. To the right of the dropdown is a 'FEATURED PRODUCTS' section with three product cards: SWOL Tequila GOOD LORD GATSBY Patch (\$114.99), El Cienteleo Tequila Reposado 750MI (\$129.99), and Don Ramon Silver Tequila 750MI (\$39.99, crossed out from \$47.99). The background shows a promotional banner for 'Price Match Guarantee' and other site elements like 'Hot Deals' and 'Brand Ambassadors'.

**Navigation Dropdown:**

- Tequila**
  - Anejo
  - Silver/Blanco
  - Reposado
  - Shop All Tequila
- Other**
  - Brandy
  - Gin
  - Liqueur
  - Non Alcoholic
  - New Arrivals
- Vodka**
  - Fruit Flavored Vodka
  - Botanical & Floral
  - Gluten Free
  - Shop All Vodka
- Sale**
  - Luxury Edition
  - Celebrity Owned
  - Shop All Spirits
- Whiskey**
  - Scotch
  - Bourbons
  - Flavored Whiskey
  - Shop All Whiskey
- Liquor Brands**
  - Don Julio
  - Casamigos
  - Jack Daniel
  - Johnnie Walker
  - Angel's Envy
- Rum**
  - Aged Rum
  - Dark Rum
  - Flavored Rum
  - Shop All Rum
- Buchanans
- Ciroc
- Grey Goose
- Clase Azul
- Shop All Brands

**Featured Products:**

- SWOL Tequila GOOD LORD GATSBY Patch: \$114.99
- El Cienteleo Tequila Reposado 750MI: \$129.99
- Don Ramon Silver Tequila 750MI: \$39.99 (was \$47.99)

# Highlight Reels or Content

Here are just a few examples of some of our brand ambassadors doing what they do best - mixing up fun content with brands we work with here at [www.CWSpirits.com](http://www.CWSpirits.com)!



**JonesNMann**  
42.8K subscribers



**Gary (BBQ & lifestyle)**  
2.6M Followers



**John Rondi**  
3M Followers



**PJ (Heavy Hands)**  
1.2M Followers



**Joji Martinez**  
40.7K Followers

# GEO

- ▶ **What it is: improving visibility in AI-driven discovery/search environments**
- ▶ **What brands get: clearer presence + structured information + discoverability**
- ▶ **Pairs well with web builds**

ChatGPT 5.1 Share Add people

where to buy alcohol online

Good question — there are a number of places where you can legally buy alcohol online in the U.S., depending on the state. Because you're in New York City, I'll focus on what works (or is changing) there — but also include some national-wide options. Here's where to look 🍷

✅ **What to know before you buy alcohol online**

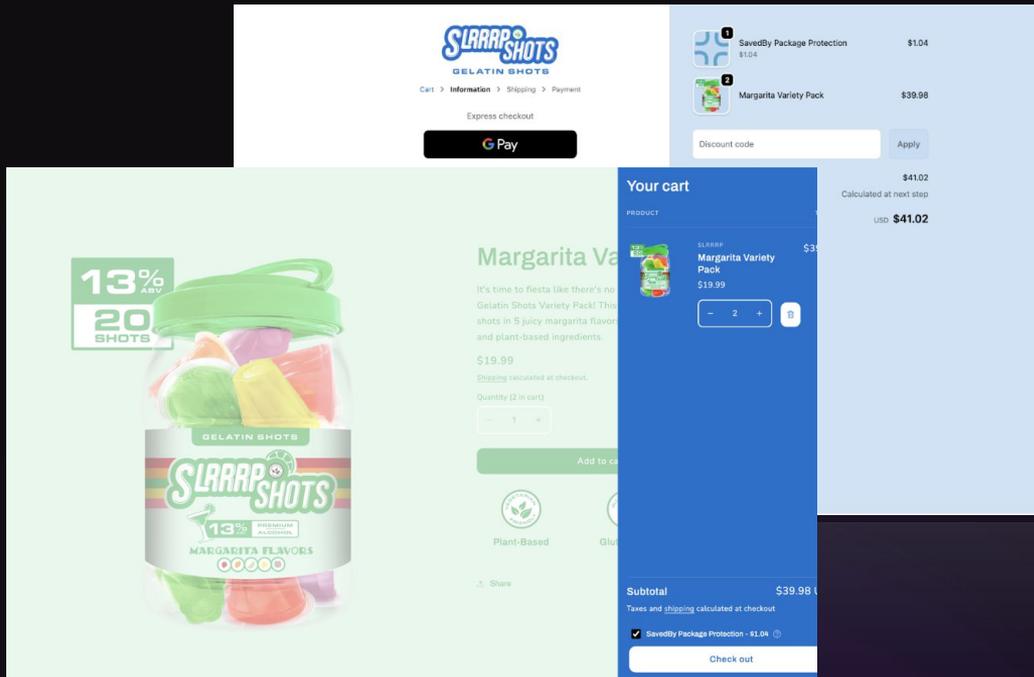
- Online alcohol sales are legal in many (but not all) U.S. states — whether you can buy and have bottles shipped depends heavily on **state & local laws**. [FindLaw](#) +2
- You must be **21+** — sellers will require age verification at checkout and the delivery driver will usually check ID on arrival. [FindLaw](#) +1
- Because laws vary by state, some online alcohol retailers might ship wine or beer but **not** spirits to certain states. [Get Tips](#) +1
- In your state (New York), new legislation passed in 2024 expanded "direct-to-consumer" (DTC) shipping rights for certain distillers, cideries, and meaderies — meaning more small producers can now legally ship to NY-residents. [Governor Kathy ...](#) +2

📄 **Popular / Reliable Online Stores & Delivery Services**

Here are some of the more established online outlets / services where people buy alcohol online across the U.S. (or that ship to NY — but check each site's shipping policy before ordering):

Retailer / Service	What they offer / Why they're useful
<b>CWSpirits.com</b>	Online store with a large catalog — wines, whiskies, vodkas, tequilas and more — and nationwide shipping where legal. <a href="#">Country Wine &amp; ...</a>
OnlineLiquor.com	Claims to offer a <a href="#">wide</a> selection of spirits, wine, bourbon, whiskey and other beverages for delivery to eligible states. <a href="#">OnlineLiquor.com</a>

+ Ask anything 🎤



# Web Development + Accessibility (ADA)

## ► Shoppable Website + Accessibility Compliance

A branded shopping experience for your customers, powered by CWSpirts.com fulfillment.

## ► Accessibility

We make your website ADA compliant (one-time setup)

## WHAT YOU GET

- Fully shoppable branded website (product pages + cart + checkout experience)
- Checkout is branded to your brand; orders are processed through CWSpirts.com
- CWSpirts.com handles fulfillment + shipping
- Mobile-friendly, conversion-focused build

# Pricing Plans

<b>LAUNCH</b> <small>(no long commitment)</small> <b>PAD</b> <b>\$2,000 / month</b>	<b>1 MONTH</b> <b>\$3,500 / month</b>	<b>3 MONTHS</b> <b>\$3,000 / month</b>	<b>6 MONTHS</b> <b>\$2,850 / month</b>	<b>FULL YEAR</b> <b>\$2,500 / month</b>
<p>Affiliate Network Access (Lite): Recruit + manage up to 10 affiliates</p>	<p>Full Access to the CWS Affiliate Network</p>	<p>Includes everything in 1 Month Sprint</p>	<p>Includes everything in 3 Month Sprint</p>	<p>Includes everything in 6 Months</p>
<p>1 Email Campaign / Month: (Basic Creative + Send)</p>	<p>Email Campaigns (1/mo)</p>	<p>Priority optimization + refresh each month (swap creatives, affiliate push, merchandising tweaks)</p>	<p>Quarterly content refresh plan (emails + placements + creative angles)</p>	<p>Annual planning + seasonal promo alignment</p>
<p>1 On-site Placement / Month: (Brand Page or Collection Placement — Not Homepage)</p>	<p>Banner on CWS (non-homepage placement)</p>	<p>More consistent category placement (less "one-and-done")</p>	<p>Expanded affiliate activation (more proactive outreach + recruiting focus)</p>	<p>Included "À La Carte Credit" - instead of the old "\$20K worth" line, make it explicit with examples like \$20,000 credit usable on add-ons (homepage banners, extra emails, extra highlight reels, website builds, etc.)</p>
<p>Monthly Performance Recap (Simple KPIs + Next Steps)</p>	<p>Strategic Category Placement</p> <p>Highlight Reel</p> <p>Add-to-Cart Feature at Checkout</p>			

## ADD ONS

GEO: **\$299/month**

Shoppable Website: **\$1,500**  
(\$1,000 if they already have an active site)

Website Accessibility  
Compliance Setup: **\$150**  
(monthly)

CWS homepage web banner:  
**\$1,000/week**

Blog Writing: **\$45/article**

*À la carte menu (pricing suggestions for every perk) - lets us sell anything without forcing a tier.*

## CWS AFFILIATE NETWORK

Affiliate Network Access (Lite, up to 10 affiliates):  
**\$1,000/mo**

Full Affiliate Network Access: **\$2,500/mo**

Samples: **\$35** shipping/handling per unit — plan for 20 samples to kick off the campaign, then 10/month ongoing (please factor this into budget).

## CONTENT

Highlight Reel (1 video asset): **\$1,250 each**

Highlight Reel bundle (3): **\$3,000**

## ON-SITE PERFORMANCE

(non-homepage)

Banner on CWS (collection/category/brand page): **\$500/week**

Strategic category placement: **\$1,500/mo**

Add-to-cart feature at checkout: **\$1,500/mo (or \$500/week)**

## EMAIL

Email campaign (creative + build + send): **\$900 each**

Extra email in same month (lighter lift): **\$650 each**

# Getting Started / Process

Simple 4-step:



STEP 1

**Choose a Tier**

(or start with Launch Pad)



STEP 2

**Confirm Goals +  
Products + Timing**



STEP 3

**Creative +  
Placements Go Live**



STEP 4

**Monthly Reporting  
+ Optimization**



 LQR HOUSE

# Ready to Launch?

Contact Us!

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504-408-6020

[www.lqrhouse.com](http://www.lqrhouse.com)