



SMWE WINE COMPANION



smwewinecompanion.com

Scan the code to access all the Ste. Michelle Wine Estates' essential wine education, sales tools, and resources.

Bookmark this site!

The tools and links listed below are all contained on the SMWE Wine Companion Site.

HELPFUL SHORTCUTS

Wine Education Resources

A comprehensive list of deeper education resources available for download.

Pro Tip: Check out the Brand Education PowerPoint presentations for a deeper dive into our brands and wines.

Fact Sheets & Assets

A robust download center containing all our vintage fact sheets and supporting assets organized by category. Simply select the brand and asset type from the dropdown menu.

Pro Tip: When using a mobile device or tablet this link will direct you to a mobile version for speedy download of fact sheets by vintage.

Education YouTube Channel

Find our current Video Fact Sheets and other terrific videos in one place.

Pro Tip: Video Fact Sheets are perfect for staff trainings and easily shareable.

SMWE Wine School LMS

Access to our brand learning modules for SMWE employees, trade accounts, and independent distributor groups.

Pro Tip: SGWS employees should access our modules through their internal SGWS Learning Portal.

INNOVATIVE LEARNING

Portfolio Style Guide

An interactive guide to explore, discover, and learn about our wines leveraging infographic depictions. Sort and filter results by style, price, and format.

Pro tip: Click the  in the corner of each wine to expand the view to additional information including videos.

Wine 101

A free, web-based tutorial covering the fundamentals of wine, including winemaking, tasting, and serving.

Pro tip: Share this tool with your accounts looking for an easy, mobile-friendly, server training program. There are even quizzes embedded right in the site!

Discover WA Wine

Get to know why Washington is the most exciting wine region in the world through an immersive learning experience.

Pro tip: Just like the Wine 101 site, there are quizzes at the end of each chapter to incentivize completion. Great for your on- or off-premise accounts to drive WA wine sales.

Links to IMPORTANT SALES TOOLS

Sell Sheet Builder

Quickly create and customizable a professional leave-behind of the wines presented to your customer.

Pro Tip: This is the BEST tool in the industry to organize and communicate key points, pricing, and acclaim to your customer.

Infographic Builder

Create instant tasting sheets or at-a-glance depictions of every wine in our portfolio.

Pro Tip: GREAT for in-store tastings or server training.

Shelf Talker Builder

Quickly print all your shelf-talkers for acclaim or tasting notes pre-formatted for up to 8 per page.