

WINEDEPOT uses Australia Post logistics to launch distribution platform

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Wine distribution company Digital Wine Ventures has partnered with Australia Post to launch WINEDEPOT, a vertically integrated logistics platform to support the country's multi-billion dollar wine industry, and is considering international expansion next year. The platform will offer Australian manufacturers, distributors, importers and retailers of all sizes the opportunity to get orders fulfilled from inventory reserves held in "depots" servicing key markets. This reduces delivery times, freight costs and the possibility of breakages significantly. The five-year agreement with Australia Post enables WINEDEPOT to establish its first four depots within the postal group's current distribution centres in Sydney, Perth, Brisbane and Melbourne.

Source: <https://www.cep-research.com/news/winedepot-uses-australia-post-logistics-to-launch-distribution-platform>