

Company: Small Businesses of Australia

Nomination Submitted by: Annette Densham, Award Writing Specialist

Company Description: Award Writing Specialist

Nomination Category: Company / Organization Categories

Nomination Sub Category: Company of the Year - Food & Beverage - Medium-size

Nomination Title: United Cellars

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 200 words used.

Buying wine should never be a one-size-fits-all experience. United Cellars doesn't just sell wine, we curate experiences. Since launching in 2004 from a small office with nothing but phones, passion, and a good nose for great drops, we've grown into one of Australia and New Zealand's most trusted premium wine merchants, helping customers discover rare, boutique, and world-class wines with a personal touch.

We're proudly independent, with our own warehouse and delivery fleet out of Sydney. What started as a direct-to-consumer telemarketing business has transformed into a fully-fledged omnichannel brand, blending technology with old-school service. Today, we operate across two countries, with our own warehouse and logistics fleet in Sydney, a highly experienced team of Wine Brokers, and a growing online presence that includes curated subscriptions, events, auctions and a brand-new ecommerce platform.

Every customer is paired with a dedicated Wine Broker, part wine expert, part personal concierge who gets to know their tastes, guides them through new discoveries, and makes every bottle count. Whether it's a collector's vintage or a Tuesday-night Pinot, we make sure it's the right fit. From curated boxes to unforgettable tastings for curious newcomers to seasoned collectors, we've built a loyal community of wine lovers.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 250 words used.

We've grown revenue by 22% year-on-year, reaching over \$22 million in turnover with a lean team of 54, driven by a major digital transformation, including a Shopify site rebuild in July 2024, the launch of three niche sub-brands, and the relaunch of our customer auction platform, now live and giving clients access to rare, collectible wines in a competitive, high-engagement format.

The new website delivered a faster, more intuitive experience, contributing to a 30% increase in online sales and a significant boost in conversion rates. Enhanced customer lifecycle marketing and personalised subscription offerings helped increase retention and recurring revenue.

A major CX leap was our Wine Broker Live Chat, connecting customers with real wine experts in real time. This replicates the warmth and expertise of an in-store sommelier online, resulting in a 25% uplift in conversions and a 15% increase in average order value. Our Trustpilot reviews soared from 10 to 2,113 in 12 months, with 75 five-star reviews, a hat tip to our focus on customer service excellence.

Operationally, we implemented a fully integrated CRM, streamlined customer support, and maintained an average case resolution time of just over 2 hours, even during peak periods.

We launched AnyWine Anywhere, a concierge-style sourcing service where we find and deliver rare or requested wines globally, one of the only offerings of its kind.

Our events program grew to over 72 annual experiences, and our Winetopia sub-brand was refreshed to better reflect what women want from wine, more inclusive, relaxed, and lifestyle-led.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 244 words used.

The way we've structured United Cellars reflects a rare balance in the wine industry, scaling a retail business while staying deeply personal. Buying wine online is usually automated and impersonal. We've flipped that model. We're not a warehouse discounter, we're a trusted guide, helping customers navigate the complex world of wine with tailored service and a care factor.

We specialise in small-batch, rare, and premium wines you won't find in supermarkets. Our Wine Brokers offer personalised service by phone, email, and live chat, as expert concierges, not scripted chat bots. Every recommendation is thoughtful, based on real relationships and deep knowledge.

We control every part of the experience, from our Sydney-based warehouse and trackable delivery fleet to our Australian support team. We resolve customer issues in 2 hours on average, ahead of the 24–72 hour industry norm. Speed matters because wine is often tied to a celebration, gift or special moment.

In 2024, we received 2,113 total reviews, with 81% positive, 14% neutral, and just 5% negative, along with a customer satisfaction score of 85.6. Trustpilot reviews jumped from 10 to 2,085 in 12 months, driven by improved service and word of mouth. After our Shopify website relaunch in July, we saw a 30% increase in online sales, 63.2% boost in conversion rates, and stronger customer engagement. Combined with the success of Wine Broker Live Chat and expanded subscription offerings, we've proven personalisation at scale delivers loyalty and measurable growth.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 76 words used.

The support document contains graphics of our key growth points and reflects the focus we have on customer experience, which we believe is the secret to our growth over the past year. We are on track to turn over \$27m this FY, growing from \$22m.

We've also included links to our website and TrustPilot, so you can see our point of difference and how it has impacted our growth and brought more customers to United Cellars.

Attachments/Videos/Links:

[United Cellars](#)

[REDACTED FOR PUBLICATION]



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