



Introducing Popsy & JJ Exclusive Partnerships

Bringing artisan wines from the
globe, direct to your customers





Introduction

We are two down to earth dads, who struck up an immediate friendship 16 years ago over our common interest in wine and food.

After completing various successful ventures, we spotted a gap in Australia's current wine buying and consuming habits.

Australia accounts for just over 4% of global wine production, however the typical Aussie wine lover consumes predominantly Australian wines as the availability of global wines is limited.

So we felt it was time to help our fellow Australians open their minds and palates to the other 96% of wines available from around the world. Helping them experience carefully selected artisan wines from iconic, historic wine regions at very good prices.

Most Aussie wine consumers are actually very interested to learn more about global wine, the origin of the grapes they already know such as chardonnay and sample a few wines from some iconic areas they haven't yet tried. An educate-the-educator program and a series of fun and enlightening wine tastings will be key to our success.

This is the start of Popsy & JJ!

Paul 'Popsy' Farrell & Jonathon 'JJ' Curry
Co-Founders & Wine Merchants

Why become a Popsy & JJ Partner?



Be the exclusive Popsy & JJ wine store for your area

As a Popsy & JJ licensee, you will be granted an exclusion zone, whereby only your store can offer imported Popsy & JJ products to consumers in your area. This includes an online presence.



Offer wines that are unique, exclusive, artisan products from iconic global regions

The Popsy & JJ range has been personally tasted and selected from small family producers within world famous regions. The quality of these wines are extremely high and are exclusively imported by Popsy & JJ.

Our retail prices are competitive and our wines have created quite a following. Over half of our customers buy on a regular basis. QR codes on the back of every wine bottle and our shelf talkers direct the consumer to written and video reviews and allow them to pair our wines to their perfect meal.



Take ownership of online sales for Popsy & JJ products in your exclusive area

We are offering our partners 10% on all retail sales that occur via the Popsy & JJ website for your designated exclusion zone (ex GST).



Partner & benefit in Popsy & JJ's website & social media promotions

We will list your business on our website as an exclusive partner as well as promoting your monthly wine tasting events through our social media profile and customer database.

All marketing collateral will be exclusively produced for Popsy & JJ partners and will be made available for use in local promotions.



Your store will become the 'Cru capital' for members in your exclusion zone

Cru members in your area will naturally gravitate to your store for enquiries, tastings, customer support and sales.



Attractive margins on the Popsy & JJ product range

Attractive margins – better than industry standard – giving our partners an edge over other suppliers.



Monthly wine tasting tours at your outlets generating local interest

Receive regular promotional material to market your monthly wine tasting tour on your social media and customer databases. The Popsy & JJ customer database will also be made available to you for greater market reach. Tempt consumers to a Tour of Brilliant Bordeaux or Titillating Tuscany!



Generate more interest & sales from your local wine loving customers & increase traffic to your store

Partner in the 'educate-the-educator' program in your store through a wine education and tasting program mastered by Popsy & JJ. Your staff will become gurus of iconic global wine regions and speak to their famous products. They will learn about grape varieties, vinification and understand the names on European bottles in a fun and motivating way.

Did you know that chardonnay was invented in a town called Chablis, the northern most part of Burgundy? That cabernet sauvignon, was invented in Bordeaux and is a marriage of its indigenous grapes cabernet franc and sauvignon blanc?



Popsy and/or JJ will also have a presence at your store's launch & at tasting days throughout the year!

How does it work?

01



Contact our team to get started

For QLD, NSW, ACT contact
Paul 'Popsy' Farrell

+61 409 603 579 • popsy@popsyandjj.com

For VIC, SA, WA & TAS contact
Jonathon 'JJ' Curry

+61 407 437 267 • jj@popsyandjj.com

02



Application & approval

Complete the Popsy & JJ licensee application form. Once approved we will supply you with the licensee documents for you to review and complete.

03



Variety selection & store setup

Self select wine varieties and quantities of each SKU for your store, along with approved Popsy & JJ promotional materials and shelving configuration.

Minimum quantity of total bottles and some specific SKUs may be required to be stocked in store.

04



Launch with a bang!

Set up a date for your launch function and promote using social media, your customer database, and ours.

Continually educate & involve customers with Popsy & JJ activities & promotions

- ✓ Prominently display Popsy & JJ signage, shelving and relevant point of sale material.
- ✓ Conduct monthly educational wine tasting tours and participate in all Popsy & JJ promotions.
- ✓ Update and amend your customer database to the Popsy & JJ communications and promotions list.
- ✓ Reach mutually agreed sales goals and recruit a target number of Popsy & JJ 'Cru' members each month.

Hear what our customers are saying about our product

Definitely 5 stars! Thank you so much to Paul for going above and beyond with your assistance and amazing recommendations. We have never been disappointed!

Joy Metros ————— ★ ★ ★ ★ ★

I love the wines from PopsyJJ and now have my family hooked. Their Champagne was divine and a beautiful surprise and we mainly focus on the whites and have tried around 6 now with the soave and Domaine Saget Pouilly-Fumé our fav's. Love trying new wine at great prices - thank you!

Kylie Evans ————— ★ ★ ★ ★ ★

We have had the privilege of tasting the bulk of Popsy & JJs wines & can attest that the time & love they put into sourcing these amazing wines will only benefit your knowledge of wine & your taste buds! We are fans of their French wines particularly, the Charles Mignon Champagne is sensational, much better than well known brands, as is both the Chablis & red Burgundy (pinot noir) from Domaine Fourrey & if you love a rosé try the La Petite Perrière pinot noir rosé...it's delicious!

Craig Shearn ————— ★ ★ ★ ★ ★

Could not recommend enough. Tune into their Facebook videos - informative and entertaining. The wines ordered were TOP NOTCH, and value for what arrived. Delivery etc was quick and seamless.

Simon Olive ————— ★ ★ ★ ★ ★

Loving all of the videos showing where the wines come from- allows me to dream a little about being in Europe. Loving the wines and the easy ordering and speedy delivery.

Kay Godfrey ————— ★ ★ ★ ★ ★

A great way to buy wine - knowledge, insights, food matching tips, fair pricing and best of all, some amazing wines.

David Mahony ————— ★ ★ ★ ★ ★

Bringing the veracious taste and wonderful memories of Tuscany home in every mouth full of Chianti is truly splendid. A brilliant drop during (and well after) lock-down. Thanks boys.

Chris Jensen ————— ★ ★ ★ ★ ★

Recently got a selection of Italian red wines including a nebbiolo that was absolutely unreal. Popsy & JJ are incredibly knowledgeable about wine, super friendly and provide top notch service. Could not recommend them enough!

Andres Varela ————— ★ ★ ★ ★ ★

Amazing service and selection of European wines. Really love that they share details on how to pair with food! Makes my life a lot easier. Our favourite is the Charles Mignon Brut Champagne, highly recommend!

Elodie O ————— ★ ★ ★ ★ ★

Engaging point of sale, ready to inform your customers

We have created a set of point of sale items to help capture your customers' attention throughout all points of their journey in your store.

Window posters shows potential customer that you are an exclusive Popsy & JJ partner. Engaging them to enter the store to view the range.

Branded shelf-talkers accompany the featured wines and display information, pricing and QR codes.

QR codes allow the customer to use their device to instantly access more detailed information, video reviews and food pairing for the wines.

Pull-up banners are great to display at wine tasting events or in areas where you want to create a stronger visual for the Popsy & JJ brand.

Pin badges create a talking point with customers when in contact with staff members.

Cash desk info cards create a talking point with customers as they are making a purchase.

Wine holders & gift bags continue advertising the Popsy & JJ partner theme post purchase.





01



02



03



04



05



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1.Window poster (QR leads to about Popsy & JJ) 2.Branded shelf-talkers (QR leads to wine review & food pairing) 3.Pull up banner (QR code leads to about Popsy & JJ) 4.Pin badge 5.Cash desk info card (QR leads to newsletter sign-up) 6.Wine holders & Gift bags (QR code leads to newsletter sign-up)

Interested? Great! Let's get started.

We can't wait to discuss why becoming a Popsy & JJ exclusive partner could increase your business significantly. This happens in two main ways.

Firstly, by increasing the number of customers walking in your door. Secondly, by educating your loyal supporters on wines of the world, you give them more reasons to purchase.



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Thank you!