
Company: Liquor Import / Wholesale / Retail Buyers

Challenge: Create a 3rd party quality screening process for buyers that advises purchasing decisions for wine, spirits and beer departments

Solution: Certification & QC Program

For companies that have significant margin goals in wine, spirits and beer sales, their buyers have extremely valuable and limited time to dedicate towards product proposals and sample tasting for purchasing. There are speed-networking events that exhaust palates and trade shows that encumber communication. Tastings, powered by the Beverage Testing Institute was challenged by several companies to help advise purchasing decisions using our database of reviews and new entry submission forms to evaluate and test out samples in 45 days from submission. We return with our buying recommendations, tasting notes and analysis.

What is the Beverage Testing Institute?

The Beverage Testing Institute (BTI) has been submersed in the wine, spirits and beer industry for over 34 years. Knowing the challenges time, budget and forecasts place on buyers within a competitive market proves our tasting results are effective tools to make decisions. Numbering 50,000 and climbing, our notes include fault findings, flavor profiles, key price point attributes and more. We provide time-saving and cost-saving benefits to buying departments with our large bank of beverage submissions. No longer do companies have to pull their beneficial staff who measure cost and sales off the floor. The buyers direct producers to send samples to BTI to test out quality control and analysis.

Outcome: We used our proven, blind-tasting methodology to produce these profitable results:

- **Wine Importer:** provided fault findings of imported wines to buyer, reviews used to identify and change cork supplier and conditions of transport
- **Spirits Producer:** built a coffee company's liquor brand from concept to final product
- **NJ Vineyard Association:** BTI is official certification and review board for the Coeur d'Est program, a region-unique recognition for winemakers
- **Wine Distributor:** quality control screening and rating to determine wines they will represent from producers and pitch to retailers
- **E-Commerce Wine Retailer:** provided objective review for their buyer seeking a wine of premium quality status
- **Large Retail Chain:** screened product pitches for quality by review, which avoided costly product returns and bad customer experience on tainted product