Focus: Wine and Spirits Distribution

- Advanced supply chain traceability and accessibility
- 100% increase in end-to-end supply chain visibility
- Customized accounts for other supply chain actors

Business Needs

Venegazzù, having received an order for wine from customers in China, wanted to respond in the best possible way in order to strengthen its business relations with an increasingly important business area in the wine industry as a receptive market. Venegazzù's goal was to evaluate any problems or obstacles that he might encounter during the shipment from Italy. For this reason it needed a technological and precise system that would monitor both geolocalization and temperatures remotely, without managing complex analytical instruments.

Solution

Wenda has provided Venegazzù with access to the Platform, allowing real-time monitoring of products' temperature and geolocalization. Venegazzù was able to observe on a single dashboard the integrity alerts for wine bottles along the way and an overview of critical points along the supply chain. The shipment was successful: temperatures remained almost always below critical levels, recording only two very short peaks - normal when products pass from the Mediterranean area to the Arab region. Travel and Quality papers were stored in a cloud wallet so that Venegazzù could take advantage of the information and easily share it with its customers.

The client

Venegazzù is an Italian wine and spirits producer working both nationally and internationally, distributing its products in about 30 Countries including the United States, Germany and Northern Europe. Among the founding values of the company are the love for Made in Italy, the passion for quality and respect for the environment, fundamental qualities to create products of great character and uniqueness.

Wenda is the Italian company, with an international footprint, which has created the only cloud, collaborative, all-in-one Platform able to govern temperature and traceability data, from production to sale.