

Focus: Luxury wines

- 100% increase in supply chain visibility and accessibility
- Availability of objective data for future complaints
- Awareness of the main critical points of the supply chain



Business Needs

Gelardini & Romani had to ship pallets of luxury wines from Italy to Hong Kong and wanted to carefully monitor the bottles to be 100% sure that they would remain intact along the supply chain and that they were not exposed to excessive temperatures. The average foreign consumer of luxury wines pays a lot of attention to quality and is oriented towards choosing reliable companies - thanks to supply chain traceability. Therefore, Gelardini & Romani needed to provide its customers with the guarantee of optimal product management.



Solution

Gelardini & Romani used the Wenda Platform to monitor temperatures in real time. The Platform received and analyzed the data collected by the data loggers in the various stages of the supply chain through which Gelardini & Romani's wines pass: the company could observe on a single dashboard both any integrity alerts regarding bottle storage during the trip and an overview of the main critical points along the supply chain. Gelardini & Romani was thus able to provide its customers with the best services currently available for managing the integrity of wines during the trip, and was also able to contact its insurance agency and show objective data on products not perfectly managed, as was agreed.



The client

Gelardini & Romani has been the leading auction house for Italian luxury wines in Hong Kong since 2011. Thanks to its experience, the company is able to provide the client with a reasoned evaluation in a short time based on technical parameters, such as the current market value and prices recorded during the auctions. Since its birth, Gelardini & Romani has been characterized by the management of events concerning the promotion of wine in Italy and China, organizing each event as a tailor-made dress according to the tastes of the public, which each time has different social and cultural origins.

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.

