

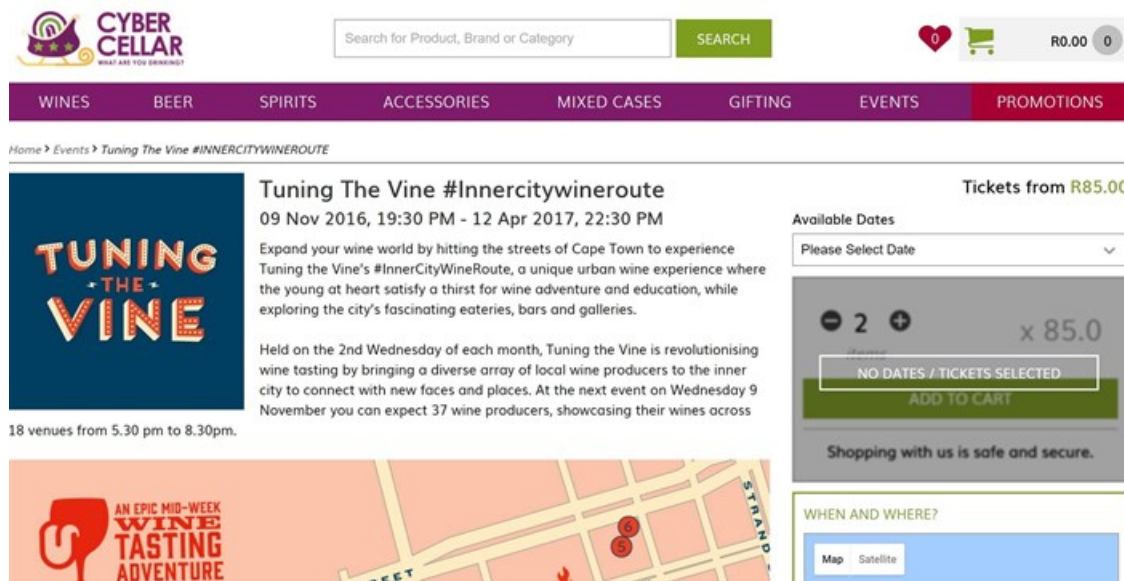
# Cybercellar and Quicket partner to offer tickets for wine and other alcohol events

Quicket and Cybercellar.com have partnered to integrate the two platforms into one streamlined experience, whereby customers can book any wine, beer and spirit-related festivals and events, and order alcoholic beverages at the same time.

The initiative comes as both companies are experiencing a period of immense growth and developing strong brand presence in the country.

[Cybercellar](#) is South Africa's oldest e-commerce site and has been in operation since 1997. It has since experienced unprecedented growth and over the last few years has become the dominant go-to site to purchase alcoholic beverages online. The past two years have seen the company extend to non-alcoholic beverages as well as accessories. The move to include alcohol-related ticket sales was simply the next logical step. Quicket entered into the South African market in September 2011 as the first self-managed ticketing system in the country. It has since transformed into one of the largest event ticketing sites in SA.

James Hedley, co-founder of [Quicket](#), comments: "We feel this partnership has the potential to create a lot of value for our event organisers in terms of brand exposure, extra sales and the ability to seamlessly upsell a range of products with tickets."



The screenshot shows the Cybercellar website interface. At the top, there is a search bar with the text "Search for Product, Brand or Category" and a "SEARCH" button. To the right of the search bar is a shopping cart icon with a heart symbol and a price of "R0.00". Below the search bar is a navigation menu with links for WINES, BEER, SPIRITS, ACCESSORIES, MIXED CASES, GIFTING, EVENTS, and PROMOTIONS. The main content area displays the event "Tuning The Vine #Innercitywineroute" with the dates "09 Nov 2016, 19:30 PM - 12 Apr 2017, 22:30 PM". The event description states: "Expand your wine world by hitting the streets of Cape Town to experience Tuning the Vine's #InnerCityWineRoute, a unique urban wine experience where the young at heart satisfy a thirst for wine adventure and education, while exploring the city's fascinating eateries, bars and galleries." It also mentions: "Held on the 2nd Wednesday of each month, Tuning the Vine is revolutionising wine tasting by bringing a diverse array of local wine producers to the inner city to connect with new faces and places. At the next event on Wednesday 9 November you can expect 37 wine producers, showcasing their wines across 18 venues from 5.30 pm to 8.30pm." To the right of the event details is a ticket purchase interface showing "Tickets from R85.00", "Available Dates" with a dropdown menu, and a "Please Select Date" button. Below this is a quantity selector showing "2" and a price of "x 85.0". A green button labeled "ADD TO CART" is visible, along with a message "NO DATES / TICKETS SELECTED". At the bottom of the ticket purchase section, it says "Shopping with us is safe and secure." Below the event details is a map showing the event location in Cape Town, with a red pin and the text "AN EPIC MID-WEEK WINE TASTING ADVENTURE".

Picture: [Cybercellar.com](#)

The latest exciting development for the partnership is the addition of the popular inner city wine tasting adventure, [Tuning the Vine](#). Richard Mills, CEO of Tuning the Vine, says that the move to Cybercellar was strategic, creating the opportunity for greater exposure and wine sales for producers signing up to be a part of the Tuning the Vine [#InnerCityWineRoute](#) experience. Popular estates like Thelema, Zevenwacht and Vergenoegd are familiar faces at the event and are strong brands on the Cybercellar.com site. It makes sense to bring it all together to move the whole industry forward and create a strong brand presence for all involved.

Gavin Forsyth, chief marketing officer at Cybercellar says that he is excited by the future of the new venture. "Wine is one of the few truly lifestyle FMCG products out there. This means that brand affinity isn't just created by the product itself, but also by the environment in which it is consumed. It therefore makes sense to incorporate events with wine, allowing us to provide customers with a complementary service to enhance their Cybercellar experience."

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