

# Lima Bean launches the new Getwine website

Issued by [Lima Bean](#)

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Lima Bean recently launched the all-new [Getwine](#) website.

Getwine is one of the longest running e-commerce websites in South Africa and is much loved by its clientele, depending to a large extent on word of mouth and referrals for sales.

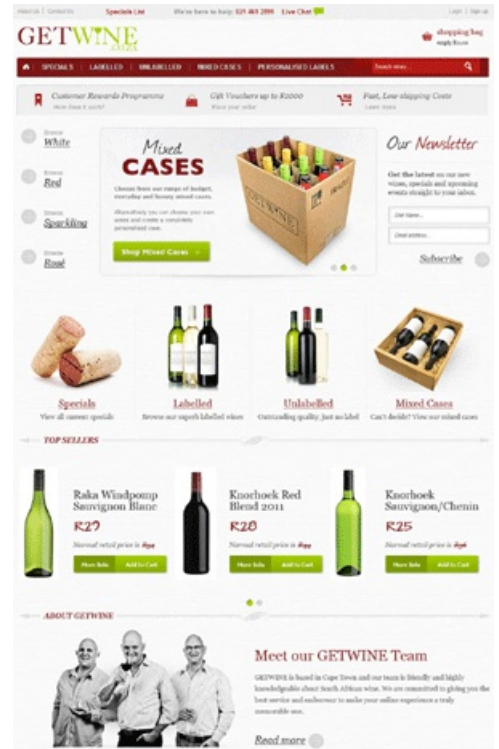
Lima Bean undertook to redesign and revamp the Getwine website, focusing mainly on user experience and website navigation. The site is brighter; with a beautiful modern design and features stronger calls to action that seamlessly navigate users through the site. The new site also features efficient filtering to make it easier for customers to find their desired wine.

Steven Langley, director at Lima Bean and project manager for the project, had this to say about the redesign: "Getwine is a well-established brand with many loyal, repeat customers. Care had to be taken not to alienate clients that had grown accustomed to the ultra-simple interface of old. We feel we have achieved a good balance between a modern and fresh design and an easy to use site."

This is validated by the [positive feedback from customers on Facebook](#).

"We were very pleased with the final outcome of the re-designed website that was produced by Lima Bean. The work was carried out in a very professional and timely manner, which is just what we needed!" says Johan Wegner one of the owners of Getwine.

If you're interested in branching out and taking your brick and mortar store online, or if you're considering a re-design of your current e-commerce store, then [contact Lima Bean](#) today to see what our [web development](#) team can do for you.



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