

Cultivate Systems Acquires the Wine Business Engine

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NAPA, Calif., Feb. 5 /PRNewswire/ — Eric Binau, CEO of Cultivate Systems, announced today the purchase of a competing product, the Wine Business Engine, from its parent company, Six88 Solutions. Terms of the deal were undisclosed.

The Wine Business Engine was amongst the first web-based e - commerce solutions to cater to prestigious wineries in California. This acquisition strengthens Cultivate Systems' position as the leading on-demand systems provider to artisan wineries which dominate the Direct to Consumer space.

“Since our inception ten years ago, we have seen a lot of companies try and tackle the unique needs of artisan wineries,” said Binau. “The Wine Business Engine has provided an integrated systems backbone to wineries who execute a very high volume of direct to consumer sales, handling traffic on their websites and in their tasting rooms. With this acquisition, we are thrilled to be able to fold a few key technology features into our own platform and to offer our services to well-matched wineries.”

With the transition of the Wine Business Engine, Six88 will be able to singularly focus attention on their core product, ShipCompliant, the industry leading wine direct shipping compliance solution.

Cultivate Systems, based in Napa, CA, is the premier on-demand technology provider used by wineries to address the unique business challenges faced by artisan producers. Wineries choose Cultivate Systems to manage release periods, e - commerce and offline orders, allocations, personal product offerings, and wine club shipments — all while preserving the sophistication of the winery's message. Cultivate Systems is entering its tenth year, providing internet-based systems to artisan wineries across the United States. For more information, please visit <http://www.cultivatesystems.com>.

Six88 Solutions, based in Boulder, Colorado, is the leading provider of automated compliance services in the wine industry servicing wine shippers in over 24 states. ShipCompliant also powers the wine industry's go-to source for compliance information on behalf of San Francisco based Wine Institute. For more information, please visit <http://www.shipcompliant.com>.