

**Diana's Fine Wines webshop Boiler Plate**

**Language: English**

**Version 6.5, 09/05/2014**



*Diana Fine Wines*

## E-Commerce Project

Coordinator:

Mr Xavier Delcourt

Author & Owner: Diana Poleac & Léo Palmaro

Spell Check: Diana Poleac

Content Check: Léo Palmaro

Technical data: Diana Poleac

Financial data: Léo Palmaro

Business Plan watchdog: Léo Palmaro

**Sommaire**

- Mission statement..... 3
- Executive Summary ..... 3
- Tagline ..... 3
- Logo ..... 3
- Product categories ..... 3
  - A. White Wines ..... 3
  - B. Red wines ..... 4
  - C. Sparkling Wines ..... 4
  - D. Accessories ..... 4
- Products..... 4
  - A. White Wines ..... 4
  - B. Red Wines..... 5
  - C. Sparkling Wines ..... 7
  - D. Accessories ..... 7
  - E. Extra..... 9
  - F. Contact information ..... 10
    - Introduction..... 10
    - Description ..... 10
- Disclaimer ..... 11
- Privacy statement..... 12
- Information Collection and Use ..... 12
- Registration ..... 12
- Ordering ..... 13
- Cookies..... 13
- Log Files..... 13
- Sharing ..... 13
- Links..... 14
- Security..... 14
- Correcting/Updating Personal Information ..... 14
- Delivery details ..... 14
- Return policy ..... 15
- Copyrights..... 15
- Warranty ..... 16

## Mission statement

In order to satisfy our high-class clients, we are selecting the greatest wines available in France in the most famous regions. We are proud to say that our products and services are of the best quality.

## Executive Summary

Diana's Fine Wines is a retail French company which started as a family business in 1992. While in the beginning the products we offered were exclusively French wines, at the moment we are also selling wine accessories, which ensure that your experience with our wines is the best it could be.

## Tagline

“The finest French wines for the finest gourmets”

## Logo

*Diana Fine Wines*

## Product categories

### A. White Wines



Celebrated by writers, poets, singers and painters, white wine is used as an Aperitif during the meal, with dessert, or as a refreshing drink between meals. They are more refreshing, lighter in both style and taste than the majority of their red wine counterparts, making them ideal for spring and summer occasions.

## B. Red wines



Red wine is considered to be the most classic in the kingdom of wines, mixing the delicious red grapes with a wide range of aromas, from oak to eucalypti, chocolate or even mint hints.

## C. Sparkling Wines



Sparkling wine adds a hint of luxury to every good wine, through a fizzy/bubbly texture.

## D. Accessories



A wine accessory for every wine lover! See our wide selection of wine accessories like wine openers, corks and wine holders. They come in different shapes, materials and colours, so you will find at least one accessory suitable for your taste!

## A. White Wines

**Sauvignon Blanc** can present a huge range of flavours from sour green fruits of apples, pears and gooseberries through to exotics tropical fruits of melon, mango and blackcurrant. In the coolest regions and vintages, these vines have “grassy”, gooseberry characters, whereas, in slightly warmer vintages the more passion fruit flavour with a zing of acidity, are more typical. Sauvignon Blanc is often blended with Semillon which creates a perfect partnership and fuller palate style.



**Baron de Ladoucette, Pouilly-Fume "Baron de L" 2006**

This wine stands out with its light yet acidic taste, with aromas of grapefruit, bell pepper, and grass. It is a classic choice for wine lovers, and comes as a great pair to salads and poultry dishes. Some wine drinkers enjoy it served as spritzes, with sparkling water.

**Chardonnay** is an exquisite white wine, produced mostly in Burgundy in France, but also on the coast of California. A glass of Chardonnay comes with a refreshing taste of oak and citrus fruit and hints of apple, pear, and melon. The delicious wine is a great accompaniment to seafood dishes, poultry, and pork.



- **Bonneau du Martray, Corton Charlemagne – 2010**

This wine is crammed tight with opulent white peach, nectarine and subtle leesy flavours. Characteristic creamy texture of a Corton Chardonnay yet it is tightly structured and coiled around taut racy acidity.

**Riesling wine** comes with appetizing flavours of lime, apple, and pear, combined in a crisp blend. The grapes are famously grown in Germany, but there are also some producers in France and New York. This wine goes nicely with poultry and pork dishes, especially ones with a spicy twist.



- **Trimbach, Riesling "Cuvée Frédéric Emile" 2006**

This rich golden wine is made from hand selected botrytis grapes. With a juicy mouthful of ripe honeyed fruits and a finish that is long and satisfying, but never heavy, it is pure luxury. Enjoy with another luxury - foie gras.

## B. Red Wines

**Cabernet Sauvignon** - This sophisticated French wine is a mix of Cabernet Franc and Merlot, with a full-bodied taste of currant and bell pepper. It is one of the most famous types of wines in the world, especially among the French, Australians, Californians, and Chileans. Cabernet Sauvignon pairs perfectly with meat dishes.

- **Corison Vineyard, Cabernet Sauvignon "Kronos Vineyard" – 2010**



The nose of this 2010 Cabernet Sauvignon shows somewhere between cassis and blackcurrant with a hint of cigar box. This carries onto the palate combining with some dark chocolate overtones to give way to a luscious mouthful with fine grain tannins and nice acid, creating a savouries, well balanced wine.

**Bordeaux wine** is any wine produced in the Bordeaux region of France, centred on the city of Bordeaux and covering the whole area of the Gironde department, with a total vineyard area of over 120,000 hectares, making it the largest wine growing area in France.



**Duhart-Milon, (Pauillac) – 2010**

This full-bodied Bordeaux red fine wine is renowned for its bouquet, but also for its finesse. Its powerful intensity will accompany all sorts of sophisticated meals, with red meat but also the famous foie gras, or with good cheese of which they will enhance the savour.

**Pinot noir** wines are among the most popular in the world. Joel Fleischman of Vanity Fair describes this wine as: *"the most romantic of wines, with so voluptuous a perfume, so sweet an edge, and so powerful a punch that, like falling in love, they make the blood run hot and the soul wax embarrassingly poetic."*

Option product: Size: Normal, Magnum, Jeroboam



**Louis Jadot, Echezeaux – 2010**

This soft, spicy Louis Jadot wine is a treat full of raspberry, violet and cherry flavours. You'll get the best out of this fruity red if you partner it with ham and pork cuts, mushrooms or cheese dishes.

## C. Sparkling Wines

**Champagne** - By far the most luxurious drink of all is Champagne, a well-known produce of France. Champagne is savoured in moments of celebration, and the prices reach the levels of its worldwide fame.



### **Krug, Grande Cuvée MV**

Marvellously complex and full-bodied, its bouquet is both fresh and lively, with light floral notes. The Champagne's texture is deliciously creamy, with great depth paired with a long, silky finish.

**Option product: Package: Classical Box, Gift Box, Chic Box**

### **Sparkling Rosé**



### **Louis Bouillot Perle d'Aurore Rose**

A sophisticated rosé made using the Champagne method from Pinot Noir grapes. Pale rose in colour with a medium-body and fine bubbles. The bouquet and palate feature cherry and strawberry notes with a dry creamy finish. This wine is superb with Salmon, Shrimp and Lobster.

## D. Accessories

**Wine corks** – are one of the most important factors in the successful maturing and selling of wines. There are different types (natural, agglomerate, colmated, twin-top) and grades of wine corks for all your 'selling' needs.



- **Metal Cork**

This metal wine stopper fits perfectly in an elegant environment, due to its minimalistic shape and fancy design details.



- **Heart Metal Cork**

This metal wine stopper fits perfectly in a romantic atmosphere; it will be perfect for a romantic diner.



- **Classical Cork**

This classical cork is a good tool to conserve your wine, meanwhile a chic diner.



- **Gear Lever Cork**

This exceptional cork is made for connoisseur passionate of wine.

**Wine Holders** – For a very precious wine, you need a special wine holder. Our list of products allows you to choose the one that suits you best!



- **Balance Wine Holder**

An elegant display to hold your bottle of wine. With an amazing and an extraordinary shape, this wine holder will perfectly match in a cosy environment. The bottle is store horizontally, keeping the cork moist so wines last longer!



- **Artistic Wine Holder**

An artistic and original wine holder in silvered metal. With a design and a curved shape, this wine holder will perfectly match in a cosy environment. The bottle is almost store at 90° to keep the cork moist so wines last longer!



- **Wooden Wolf Wine Holder**

A wooden version of wine holder with a wolf shape. This creation gives a warm atmosphere. Fit perfectly for winter celebrations.



- **Wooden Elephant Wine Holder**

A wooden version of wine holder with an elephant shape. This creation gives a warm atmosphere. Fit perfectly for winter celebrations.

**Corkscrews** – Useful and indispensable tools for those passionate about fine wine. Discover our range of special corkscrews.



- **Modern Corkscrew**

This tool is a modern wine opener that integrates new technology and futurist design. With a practical and handy shape, it will be part of your enjoyable time with a good bottle of wine.

Options product: Colour → Black, Red Grey



- **High-tech Corkscrew**

This tool is a super high tech wine opener that integrates new technology using electricity with a futurist design. With a practical and handy shape, it will be part of your enjoyable time with a good bottle of wine. Easy to tidy, it will follow you all your life.



- **Classic Corkscrew**

This tool is a classical wine opener using a traditional design with sophisticate materials. With a wooden handle, this product is the typical wine opener that every wine lover should have in their collection.



- **Original Corkscrew**

This tool is a high tech wine opener that integrates a new technology and a futurist design. With a practical and handy shape, it will be part of your enjoyable time with a good bottle of wine.

## E. Extra

**Thank you**

Thank You!

Thank You for purchasing from Diana's Fine Wines. We are glad to have you as a customer.

Feel free to visit our website anytime!

Thank  
You



### **Transaction failed**

This transaction was unsuccessful. Please try again.

## **F. Contact information**

### **Introduction**

#### **Diana's Fine Wines**

48 av. Profonde ville

Roquebrune Cap Martin, 06190

Tel: +33 6 30 00 26 59 Fax: +44 92 04 03 92

Tasting Room Address: 72 Valley of Gorbio, 06 500

**Media Contact:** Diana Poleac +4 85 75 41 29 [dianafinewines@gmail.com](mailto:dianafinewines@gmail.com)

**Trade Contact:** Léo Palmaro +33 6 30 00 26 59 [leofinewines@gmail.com](mailto:leofinewines@gmail.com)

### **Description**

*We welcome your comments, communications and interest in our wines. If you are going to be in the area, and would like to schedule a winery visit, please let us know. We'll do everything*

*possible to accommodate your schedule and share with you more about the wonderful world of Diana's Fine Wines.*

For general questions, please call the office at +33 6 30 00 26 59.

Become a Fan of Diana's Fine Wines on Facebook!

Map! <P class=MsoNormal style="MARGIN: 0cm 0cm 10pt"><FONT size=3 face=Calibri>Become a Fan of&nbsp;Diana's Fine Wines&nbsp;on [...]

## **Disclaimer**

Buyers: To buy wine via the website, the buyer must be at least 18 years of age, be located within Australia and specify a delivery address within Australia.

Crammed tight with opulent white peach, nectarine and subtle leesy flavours. Characteristic creamy texture of a Corton Chardonnay yet it is tightly structured and coiled around taut racy acidity.

Under law, alcoholic beverages can only be sold or supplied to persons aged 18 years of age or over. By placing an order, the buyer confirms they are at least 18 years of age. If buying wine as a gift, the recipient must also be at least 18 years of age. The courier will request some form of ID if there is any doubt about the age of the recipient on delivery. If that recipient is unable to produce appropriate ID, the courier cannot leave the wine.

Special offers: At any time, Diana's Fine Wines may terminate any special offer without advance notice. Vouchers: Each promotional voucher may only be redeemed once per household. Vouchers may not be redeemed on beer. Vouchers may not be used in conjunction with any other vouchers – strict limit of one voucher per order.

## Privacy statement

Because Diana's Fine Wines is committed to your privacy we are making our information policies transparent.

On this page we describe the following:

What personally identifiable information of yours or third party personally identification is collected from you through the web site

The organization collecting the information

How the information is used

With whom the information may be shared

What choices are available to you regarding collection, use and distribution of the information

The kind of security procedures that are in place to protect the loss, misuse or alteration of information under our control

How you can correct any inaccuracies in the information

If you feel that we are not abiding by our posted privacy policy, you should first contact Diana's Fine Wines Customer Service through email or by mail at Diana's Fine Wines 125 Paris...

### Information Collection and Use

Marty's Fine Wines is the sole owner of the information collected on this site. We will not sell, share, or rent this information to others in ways different from what is disclosed in this statement. Diana's Fine Wines collects information from our customers at several different points on our website.

### Registration

No registration is required in order to use this website, although a customer must create an account prior to any purchase. During account creation a customer is required to give their name, email address, zip code, and a password. This information is used to contact our customers about the services on our site for which they have expressed interest. It is optional for a customer to provide a phone number, but encouraged so we can have another means to contact you regarding your order.

## **Ordering**

We request information from our customers on our order form. Here a customer must provide contact information (like name and shipping address) and financial information (like credit card number, expiration date). This information is used for billing purposes and to fill the customer's orders. If we have trouble processing an order, this contact information is used to get in touch with the user.

## **Gift Recipients**

We collect contact information for gift recipients in order to ensure correct gift delivery. We do not sell or rent any contact information for gift recipients. Beyond completing delivery of their gift, we do not contact gift recipients in any way.

## **Cookies**

A cookie is a piece of data stored on the visitor's hard drive containing information specific to that visitor's use of the website. Any information placed in the cookie is accessible only to [www.martysfinewine.com](http://www.martysfinewine.com), and will not be sold or shared with anyone else under any circumstances. We use a cookie to store a unique session identifier, and this allows us to maintain your shopping cart from one page request to the next. We are also able to maintain your session information from one visit to the next. By setting a cookie on our site, our customers do not have to log in more than once, thereby saving time while on our site. If a customer rejects the cookie, they may still browse our site. Unfortunately, the customer experience will be greatly curtailed, as the customer will be unable to log in or make a purchase.

## **Log Files**

We use IP addresses to analyze trends, administer the site, track customer's movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

## **Sharing**

Diana's Fine Wines will share aggregate demographic information with its partners. This is not linked to any personal information that can identify any individual person.

We use an outside shipping company to ship orders, and a credit card processing company to bill customers for goods and services. Our website is supported by the Beverage Network who helps with the technical operation of our website and provides additional service as required. These companies do not retain share, store or use personally identifiable information for any secondary purposes.

We value your privacy very much at Diana's Fine Wines, and will never release any account information to anyone outside of the necessary core groups that help our business function, like those mentioned above unless our customers give us the authority to do so.

## **Links**

This web site contains links to other sites. Please be aware that Marty's Fine Wines is not responsible for the privacy practices of such other sites. We encourage our customers to be aware when they leave our site and to read the privacy statements of each and every web site that collects personally identifiable information. This privacy statement applies solely to information collected by this Web site.

## **Security**

When our order form asks customers to enter sensitive information (such as credit card number and/or social security number), that information is encrypted and is protected with the best encryption software in the industry - SSL (Secure Socket Layers), provided by Thawte, a leading encryption software company available today. While on a secure page such as our order form, the lock icon on the bottom of Web browsers such as Netscape Navigator and Microsoft Internet Explorer becomes locked, as opposed to unlocked, or open, when you are just 'surfing'.

While we use SSL encryption to protect sensitive information online, we also do everything in our power to protect customer-information offline. All of our customers' information, like the sensitive information mentioned above, is restricted in our offices. Only employees who need the information to perform a specific job (for example, a salesperson) are given access to personally identifiable information.

If you have any questions about the security at our website, you can send an email to our Customer Service department

### **Correcting/Updating Personal Information**

If your personal information changes (such as your shipping or billing address, etc.), you can add new information or delete any addresses or credit cards from your account at the "My Account" page of our site. You can also modify your login information and opt out of our newsletter from the same page. Of course, if you prefer speak to a human, we can be reached at 617-582-1450.

## **Delivery details**

There's a couple of tiny corners of this big, brown land we can't quite get too – any island smaller than Tassie is a bit of a problem, we're not too keen to break the law when it comes to dry communities and we don't deliver to PO box's – but if you're one of the 99.999% of the population we can get to why don't you give us a try. We ship wine to most places within Australia from our warehouse in the Barossa Valley for a rate of just \$8 for one case, \$16 for two cases and \$20 for three, four, five, or as many cases as you like. Most orders will be delivered to your door; however some rural or remote areas will have delivery to the nearest depot.

Diana's Fine Wines endeavour to deliver wine to Russia capital city metropolitan areas within 7-10 working days. For delivery addresses in Russian regional centres and outside metropolitan capital cities, allow at least 14 working days. In outlying areas, delivery will be may take a little longer. Diana's Fine Wines do not however guarantee any specific delivery date.

Wine is normally delivered Monday to Friday 9.00 am to 5.00 pm and to either business premises or a residence. If the premises are unattended, the wine will not be left but rather the courier will leave a card and the buyer needs to arrange delivery to an attended address.

Alcohol and Dry Area restrictions for Queensland.

Delivery of freight into the areas specified is restricted and Diana's Fine Wines Pty Ltd and its couriers will not deliver to the following postcodes.

## Return policy

At Diana's Fine Wines, our goal is your complete satisfaction.

Within 90 days of buying merchandise from Diana's Fine Wine, customers with a receipt may return or exchange products to this store or any Diana's Fine Wines store and receive an immediate cash refund (if a cash purchase) or credit card adjustment (if a credit card purchase).

More than 90 days after purchase, customers with a receipt will receive a gift card for the amount paid.

Customers without a receipt will receive a gift card for the lowest charged price for the merchandise in the previous 90 days. To be eligible for return or exchange, merchandise must still be carried by Diana's Fine Wines. Returns over \$50 require District Manager approval.

## Copyrights

In accordance with French Government policy, Wine France aims to make its information available on an open and reusable basis where possible, including on its websites and social media channels

Most material on Diana's Fine Wines websites will be protected by copyright held by Diana's Fine Wines or a supplier of information to Diana's Fine Wines. Your right to use this material may be permitted under:

An open access licence:

For example:

A Creative Commons (CC) Attribution 3.0 France licence. The terms and conditions of the CC licences are available on the CC France website. Where a CC licence applies, the material will be marked with a CC logo such as: Diana's Fine Wines Privacy Policy - CC Logo

A restricted licence: The terms of such a licence will be set out in association with the material covered by it.

Wine Diana's Fine Wines default terms of use: Where no terms of use are associated with a set of material (for example, in a copyright notice on a publication), then you may download and use that material for personal non-commercial use but you may not otherwise copy or change the material or supply that material to any other person. You must not alter or remove any copyright statement or logo included on, or in connection with, the material.

## Warranty

Product availability: All products are offered for sale on the basis of while stocks last. If a product is out of stock, Diana's Fine Wines may substitute wines of at least equal quality. The "Customer Promise" (see later) covers all wines supplied, so if the substituted wine is not acceptable, the buyer need not pay for that wine.