

(PRLEAP.COM) Long Island, NY, August 1, 2013 – TheWineGrabber.com, first to market with an "Amazon.com like" online wholesale wine ordering system linking wineries to restaurants and wine/liquor stores, announced today that the platform now allows wholesale staff to enter order details manually, and have the information saved in the cloud as well as email a receipt to their customers for their records. Once a manual order has been placed, other staff members also receive a notification and can begin processing the order. "We believe this new feature will reduce the amount of time it takes for wine to get in to the hands of restaurants and wine stores, while at the same time, making the process almost error-proof. Automatic tracking translates to less dropped balls." - Says Deji Abraham, the Co-Founder & CTO at TheWineGrabber.

The site officially launched in February of this year and has since been working with several businesses in the industry, currently serving about 10% of all the wineries on the North Fork and growing rapidly. The site touts a simple 3-step ordering process for restaurants and wine/liquor stores that replaces the antiquated processes that have plagued the industry for decades. Leveraging the infinite reach of the Internet, wineries can expand their reach to anyone with a web browser, without the need for distributors who require deep discounts translating to reduced or negative margins for wineries.

Gaurav Prasad, Co-Founder and Chief Executive Officer, said, "We are extremely excited to introduce this online game changing platform to the industry which has already started revolutionizing the Wholesale Wine Ordering Process. Not only is it going to alleviate most of the pains associated with it, but it will help wineries realize positive margins instead of having to give distributors steep discounts typically resulting in negative margins. Wineries are now free of the minutia that has plagued them for years related from antiquated ordering processes, and can now re-focus their sales staff on marketing, sales, and brand management."

Founded in 2009, TheWineGrabber.com is the first to market with an "Amazon.com" like online wine ordering platform connecting wineries to restaurants and wine/liquor stores in 3 easy steps.

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