Microworks rebrands to "Wine Software"

October 23, 2020

As many of you may have noticed, about three months ago, we began referring to ourselves as "Wine Software". And now, we have released a new version of our software suite that has been re-branded as **Wine Software**, while the company behind the software remains Microworks Technologies, Inc. A.K.A. **Wine Software by Microworks**.

Many of you have asked us, "What should we call you?". The answer is **Wine Software**. Our software, phone system, email, website, social media, and collateral materials all refer to us as **Wine Software**. So, when you get asked the question, "Who is your DtC vendor?", or "What DtC platform do you use", the answer is simply **Wine Software**.

We believe this rebrand will provide a unique identity to our products and services. We are focused on winery sales management solutions and committed to helping wineries manage their DtC operations. By re-branding, we are strengthening our brands' long-standing recognition and our commitment to the wine industry.

FIND US ONLINE

If you haven't already, we recommend you spend a few moments on our company Website and in our Support Center. There is a great deal of information and you might just discover something you didn't already know! In addition, we added a blog and social media to our web presence:

> https://winesoftware.com
> https://support.winesoftware.com
> https://blog.winesoftware.com ← NEW!

Like us! – Please support us by going to our Facebook page and Like us. We will be posting updates here over time and stories about our customers.
> https://www.facebook.com/winesoftware/

Follow us! – Do you twitter? If so, feel free to follow us. We will be posting various articles and industry news and updates here that may be of interest to you.
> https://twitter.com/WinesoftwareUS

WHAT'S NEW?

In addition to the re-branding, we have added a few new features to the software. Some larger changes are coming, but we'll keep that a secret for now 😊. Stay tuned!

We publish our updates and new features to our Support Center, so feel free to visit. Simply click the "Support Center" link from the Home page of our Back Office application. On the top right of the Support Center home page, you will see the New Features section where you will find our release notes. Some of the key new features are:

- iPad POS – Sell onsite or offsite
- Re-branding to Wine Software
- New Desktop Icons
- New Toolbar Icons
- New Help buttons
- New Preset Key / List Key editor features
- Large Font for Kitchen Tickets
- Reservations Integration with CellarPass

With the recent events of COVID-19, we realize that business needs have changed. Many of you have resorted to food service and outdoor service. As such, our iPad mobility has proven a very necessary switch from traditional PC based POS. As table service has increased, we found it necessary to provide a reservations solution along with kitchen printing and the ability to hold customer tabs. These new features are one way we can help make your new way of doing business easier.

FEATURE SUGGESTIONS

We are open to suggestions. If you would like to see a new feature, please let us know! You can call, email, or submit a request through our Support Center. We want to hear from you.

We are excited about our rebrand and the new options we have to share with our clients. There is much more to follow as we continue to settle in to the "new norm", post COVID-19.

Sincerely,
Scott Meloney
President and CEO
Wine Software by Microworks

About Wine Software
Wine Software by Microworks is a recognized leader in winery direct-to-consumer sales management software and has been servicing the wine business since 1994. Wine Software enjoys working closely with its family of customers across the US to help them achieve success in their businesses. For more information, visit us online at https://winesoftware.com, or send us email at: support@winesoftware.com