




Mozo Experts Choice Awards
Online Liquor and Wine Retailers

Methodology Report
October 2019



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Every day, Mozo keeps track of thousands of product and services in banking, insurance, energy and more.

We've been acknowledging the best financial services products since 2014 under the Mozo Experts Choice Awards program, helping Australians to find the best products to manage their money. And in 2019 we've begun to extend the program, using our expertise in research, data analysis and comparison to assess some of the places that Australians *spend* their money. We started in July with Online Grocery Services, and now we are proud to announce the winners of the Online Liquor and Wine Retailer awards.

This report lists the winners and explains the judging methodology.

Unlike some other awards, service providers don't 'enter' the Mozo Experts Choice Awards nor do they pay to be considered. Our in-house team of experts scour the market to find worthy candidates. Then we use our data and our experience to make a hard-nosed assessment of services, to identify which offer the widest range, great value and excellent usability.

- For service providers, a Mozo Experts Choice Award is a thoroughly researched third-party endorsement of their service.
- For consumers, the Mozo Experts Choice Awards badge is a sign that a service is among the leaders in the market, and is worthy of consideration.

Online Liquor and Wine Retailers 2019

Online Liquor Retailer of the Year

danmurphys.com.au



Dan Murphy's

Online Wine Retailer of the Year

justwines.com.au



Online Liquor Retailer - Price

boozebud.com

danmurphys.com.au

Online Liquor Retailer - Product Range

boozebud.com

danmurphys.com.au

nicks.com.au

Online Liquor Retailer - Shopping Experience

danmurphys.com.au

vintagecellars.com.au

Online Wine Retailer - Product Range

justwines.com.au

langtons.com.au

Online Wine Retailer - Shopping Experience

thewinecollective.com.au

How do we judge the winners?

The judges undertook an extensive data collection process to compare services on the basis of product pricing, product range, the ordering and delivery experience, and customer support. The analysis is based on data collected from 30 online retailers during September and October 2019.

Our assessment process for each of these factors is examined below.

Online Liquor Retailer of the Year & Online Wine Retailer of the Year

These major awards recognise those online retailers that were assessed as the best overall in their class, after considering their ranking in each of the following award categories.

In 2019:

- danmurphys.com.au was the clear winner in the Online Liquor Retailer of the Year, having scooped the pool with awards for Price, Range and Shopping Experience.
- justwines.com.au was our Online Wine Retailer of the Year, after earning a Product Range award for their superior range and also returning a solid result in our assessment of Shopping Experience.

Price awards - judging process

To compare product prices between Online Liquor Retailers, we selected a basket of 51 products and compared the price of each item at each retailer.

We chose the basket of goods with the aim of covering:

- Commonly purchased items;
- A range of different brands, styles and price points;
- Items that were offered by a majority of the retailers. This involved gathering a complete list of products from each retailer, and a process of cross-matching products where different retailers described them differently.

Not all retailers stock all of the products in our price comparison basket. Therefore we found the subset of our basket that each retailer offered, and calculated the average savings per item that you would save by buying those products at that retailer instead of at their competitors.

We applied this process to each of the three main categories - beer, wine and spirits. Two retailers stood out as having a higher average-savings-per-item across all three categories.

We did not produce a Price award for specialist Online Wine Retailers in 2019, because there was not sufficient overlap in product ranges to come up with a suitable basket of commonly-held wines.

Product Range awards - judging process

‘Product range’ can mean many things - types of drinks, brands, varieties, places of origin, styles, flavours, container sizes, pack quantities, etc.

To determine the broadest product range for our awards, we searched each retailer’s website to compile a list of *every* alcoholic product listed for sale excluding those that were listed but out of stock. We looked at the range of products from several angles:

- Total number of *unique items* in each category, ignoring differences in container, size or pack quantities; ie counting VB once even though it may be listed per can and bottle and 6-pack and case and so on. This is the key measure of the breadth of range; the number of unique drinks on offer.
- Number of unique items within key *subcategories* - including each of the top 6 wine varietals and their blends and the most popular types of spirits - to ensure that the product range totals were spread broadly and not driven by a deep range in just a few categories or a very shallow range where demand is highest.
- We also looked at the total number of items listed *including* all product & pack variants, as an additional dimension.

Shopping Experience - judging process

(including Ordering, Delivery & Support)

Ordering

For this category we examined website features that determine how easy it is to find a specific product you are looking for, to decide if you want to buy a product, to discover new products, and to buy the ones you've chosen. These factors were scored based on an assessment by the judges:

Major scoring factors:

- How much information does the retailer provide to help you decide on a product, including:
 - detailed notes,
 - expert reviews and/or customer reviews,
 - food matches,
 - recommendations of products to suit your taste?
- Can you filter results by:
 - type of drinks,
 - price range,
 - brand,
 - customer or expert rating,
 - region,
 - whether it's in stock?
- Can you sort results by price, quality rating and product name?

Minor scoring factors:

- Is the site navigation menu concise and well-designed?

- How much detail is there about an individual product in a list, before you click through to the detailed product page?
- What payment options are available?
- Does the search function pre-fill as you type, and can you filter and sort the results you get?
- Can you easily create a shortlist/wishlist of products?

Delivery

Once ready to checkout, the next step for shoppers is the process of getting the products to you.

It would not be feasible to trial the actual delivery process as part of our judging; there's no guarantee that the experience we have would be replicated for other customers. Instead we examine the flexibility and cost of delivery options, and the visibility and communication options provided during the delivery process:

Major scoring factors:

- How much control do you have over the delivery process, including:
 - Ability to select delivery time window,
 - Delivery tracking and/or notifications,
 - Express options
 - Authority to leave
 - Insurance
- Cost of delivery, including:
 - Standard delivery fee for 1 case to Sydney and Hobart
 - How much you need to spend to get free delivery

Minor scoring factors:

- Expected delivery wait time quoted for standard delivery

Support

Like all online purchases, sometimes what's delivered to your front door doesn't quite meet your expectations. We examined the support that's available and published returns policies. These factors were scored based on an assessment by the judges:

Major scoring factors:

- What is the refund policy? Can you get a refund or credit (or not) for:
 - Damaged goods?
 - Wine that you didn't like?

Minor scoring factors:

- Help while shopping, including:
 - Contact options including online chat and phone,
 - What are the support hours, and
 - How easy is it to find answers to common queries online?

Which services did we consider?

We don't require retailers to 'enter' our awards; instead we research the market to identify as wide a range of retailers as we can.

For our 2019 awards, we chose not to include retailers specialising in same day deliveries, because their offering is dependent on your location and they are not easily compared against more traditional retailers. We also did not include wine retailers who require a regular subscription and we excluded mixed-case wines, as these do not allow a like-for-like comparison. We ignored physical store presence and click and collect services; these awards consider online purchases for delivery only. And to make the final list, retailers had to service all State capitals.

Our final list contained 30 retailers, which are listed in the Appendix.

In assessing each one, we programmatically gathered all beer, wine and spirits listed as available and in stock. Across all 30 retailers that added up to 46,468 individually listed items, and that's even before including multiple options in packaging or quantity or in wine vintages.



How we manage conflicts of interest

Mozo Experts Choice Awards are awarded irrespective of a product provider's commercial relationship with Mozo.

The Awards are based on objective verifiable facts and analysis wherever possible, and any assumptions made are set out in this report. Mozo's research team analyses product data and determines the winners in each Mozo Experts Choice category without reference to Mozo's sales or commercial functions.

Companies do not pay to enter the Mozo Experts Choice Awards. Should a winning service wish to use the Mozo Experts Choice Awards badges in their own marketing activities, Mozo charges them a licence fee.



About Mozo

Mozo provides a comparison service with the goal of helping consumers to make their own financial decisions and save money. Mozo offers consumers a comprehensive product comparison service that across the retail banking market, general insurance, life insurance, business banking and energy, and our site content includes rich content about household finances and expenses.

Hundreds of thousands of Australians a month use Mozo's comparison service. Mozo's comparison technology and expertise has been used by some of Australia's largest online publishers.

Mozo holds an Australian Financial Services Licence and an Australian Credit Licence. Mozo's management team have experience in consumer credit and financial services in a variety of roles from executive management, marketing, actuarial services and technology. Mozo's team are often called upon to provide expert media commentary in relation to the product areas they cover.

The Mozo Experts Choice Awards analysis is overseen by AJ Duncanson, Mozo's Data Services Director. AJ is a data scientist and actuary, and has worked in financial services and product comparison for almost 30 years. He is a Responsible Manager on Mozo's Australian Financial Services Licence and Australian Credit Licence.

Important Information

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APPENDIX

Online retailers assessed

australianliquorsuppliers.com.au
beercartel.com.au
boozebud.com
buybooze.com.au
bws.com.au
cellarmasters.com.au
danmurphys.com.au
firstchoiceliquor.com.au
getwinesdirect.com
goodpairdays.com
hellodrinks.com.au
jimscellars.com.au
justwines.com.au
langtons.com.au
liquorhomedelivery.com.au
liquorland.com.au
magnumandqueenswine.com
mybottleshop.com.au
nakedwines.com.au
nicks.com.au
thewinecollective.com.au
vinomofo.com.au
vintagecellars.com.au
waterswine.com.au
winebubble.com.au
winecloud.com.au
winedirect.com.au
winemarket.com.au
winepeople.com.au
wineselectors.com.au

Products used in like-for-like comparison of prices

Beer; range of quantities:

4 Pines Pale Ale	6	330ml bottle
Balter XPA	4	375ml can
Carlton Draught	24	375ml bottle
Coopers Pale Ale	24	375ml bottle
Crown Lager	24	375ml bottle
Guinness Draught	24	440ml can
Little Creatures Pale	24	330ml bottle
Peroni Nastro Azzurro	24	330ml bottle
Sierra Nevada Pale Ale	24	355ml bottle
Stella Artois	24	330ml bottle
Stone & Wood Pacific Ale	24	330ml bottle
Tooheys Extra Dry	24	345ml bottle
Victoria Bitter	24	375ml bottle
Weihenstephaner Hefe Weissbier	12	500ml bottle
XXXX Gold	30	375ml can
Young Henrys Newtowner	6	375ml can

Single 700ml bottle of spirits:

Beefeater London Dry Gin
Bundaberg UP Rum
Finlandia Vodka
Frangelico Hazelnut Liqueur
Glenmorangie The Original Single Malt Scotch Whisky
Grey Goose Vodka
Hendrick's Gin
Jameson Irish Whiskey
Johnnie Walker Red Label Scotch Whisky
Jose Cuervo Especial Reposado Tequila
Midori Melon Liqueur
Patron Silver Tequila
Wild Turkey Bourbon Whiskey 86.8 Proof

Single 750ml bottle of wine:

42 Degrees South Pinot Noir
Barossa Valley Estate Shiraz
Brown Brothers Prosecco Spritz
Cape Mentelle Sauvignon Blanc Semillon
Cloudy Bay Pinot Noir
Coldstream Hills Pinot Noir (Yarra Valley)
Jacob's Creek Double Barrel Cabernet Sauvignon
Jacob's Creek Prosecco Spritz
Leeuwin Estate Art Series Sauvignon Blanc
Oyster Bay Merlot
Oyster Bay Pinot Noir
Oyster Bay Sauvignon Blanc
Penfolds Koonunga Hill Shiraz Cabernet
Penfolds Max's Shiraz
Pepperjack Cabernet Sauvignon
Pikes Traditionale Riesling
Squealing Pig Pinot Gris
St Hugo Cabernet Sauvignon
Taylors Estate Sauvignon Blanc
Villa Maria Private Bin Sauvignon Blanc
Yellow Tail Merlot
Zilzie Selection 23 Pinot Noir