

CASE STUDY

 DRINKS + Quince

# How an Accessible Luxury Brand Turned Wine Into Its Next Essential Category



## In December 2025, Quince partnered with DRINKS to launch a curated wine assortment – no licenses, no inventory, no separate checkout.

From the customer's perspective, wine appeared naturally alongside caviar, serving pieces, and gourmet pantry staples. Add to cart. Single checkout.

Behind the scenes, DRINKS handles the regulatory and operational requirements. The complexity stays invisible. The customer experience stays premium.

“ The response has been really strong. We definitely want to expand the assortment to lend itself even more to weekly consumption for customers. You’ll certainly be seeing the Quince wine assortment grow, in terms of product offering, this year.

**Daphne de Chatellus**  
**Head of Emerging Categories at Quince**

**5x**

Holiday sales spike vs. average weekly volume

**1.79**

Avg. bottles per order during quieter weeks – deliberate, not impulsive

**28%**

Lift in wine sales during Valentine's Day vs. typical weekly average

# Background

Quince built its reputation on a deceptively simple idea: premium essentials at accessible prices. \$50 cashmere. Organic bedding. Italian leather. The brand's millions of customers — affluent, digitally native, and deeply loyal — trusted Quince to curate quality across every category they entered. Wine was the obvious next step. Customers already shopping for caviar, serving platters, and linen napkins wanted to complete the occasion in a single cart.



The launch strategy reflected Quince's brand DNA: start premium, curate intentionally.

- Launched with Dom Pérignon Vintage 2015: signaling that Quince's wine standards match its standards everywhere else
- Assortment spans \$74.99 to \$259.99, positioned as accessible luxury rather than commodity volume
- Expansion roadmap mirrors Quince's broader playbook: tiered offerings across price points, with spirits to follow



**Quince had already proven that its customers would follow the brand into new categories. A caviar launch sold out in under a week. The signal was clear: Quince shoppers weren't just buying products, they were buying into a curation philosophy. Wine fit that philosophy precisely.**

### **The market context reinforced the case:**

- +** Two-thirds of consumers say they'd prefer to buy alcohol from their favorite online retailers over traditional liquor stores (DRINKS / Dynata research)
- +** The U.S. alcohol market is worth approximately \$285 billion, with online penetration still in early stages
- +** Most wine sales still happen in physical stores — a structural gap that digitally native brands are positioned to close

**For Quince, the question wasn't whether customers wanted wine. It was whether the infrastructure existed to offer it without compromising the experience their customers trusted.**

## The purchase pattern tells a coherent story.

Quince wine buyers aren't stopping at the shelf on the way to a party. They're making considered decisions: pairing wine with a broader lifestyle purchase and treating Quince as a one-stop destination for an occasion.

### DRINKS + QUINCE

Wine discovery at Quince happens contextually, not transactionally:

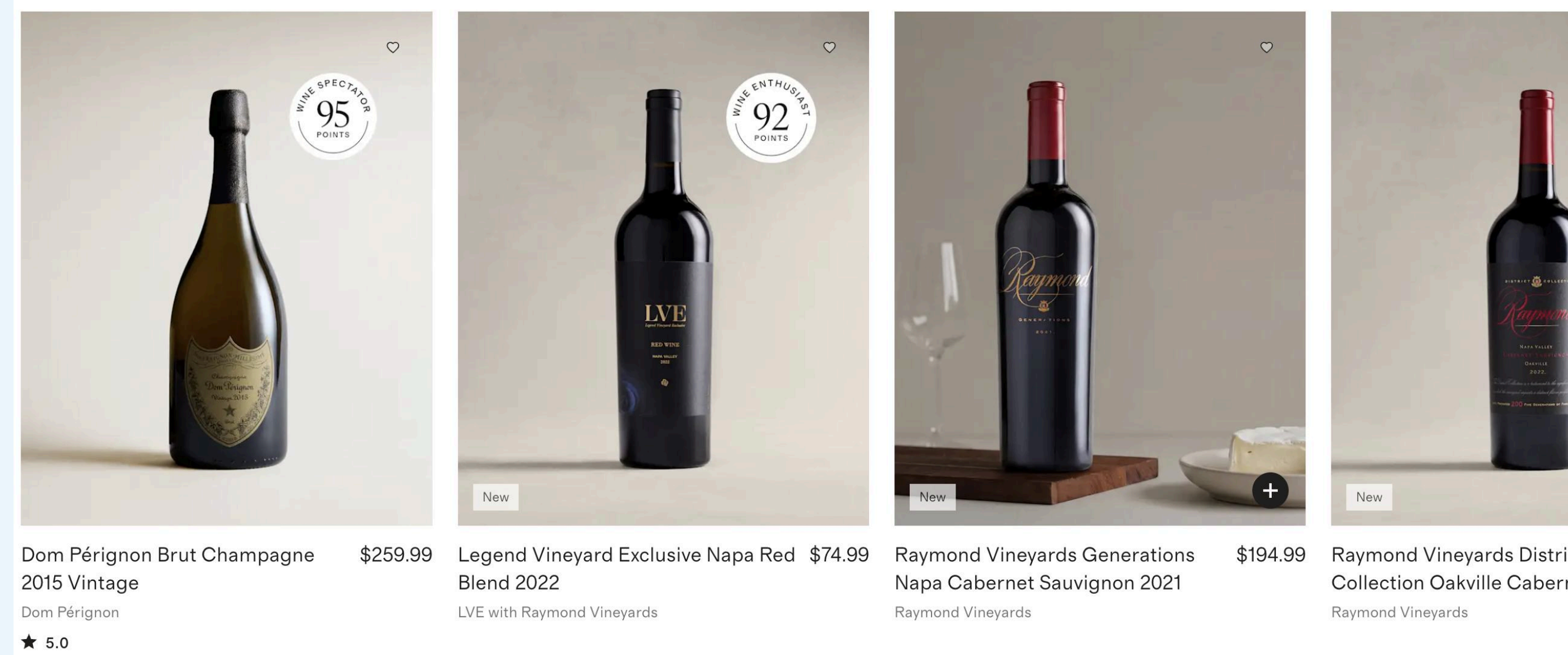
- + Browsing a cashmere throw → wine suggestions for a cozy evening appear
- + Adding serving platters to cart → curated pairings for entertaining surface
- + Purchasing gourmet caviar → wines to complement dinner

This contextual discovery model creates purchase occasions that wouldn't exist in traditional alcohol retail and builds a customer relationship with wine that extends well beyond the holiday season.

# Ready to add wine to your next essential category?

Quince didn't add wine to sell wine. It added wine to complete the experience its customers were already building, one elevated essential at a time. By plugging **DRINKS Anywhere** into an existing checkout, **Quince** added a high-margin category, lifted AOV, and deepened customer relationships without adding operational complexity.

**Learn how DRINKS Anywhere works →**  
**[drinks.com/anywhere](https://drinks.com/anywhere)**





[www.drinks.com](http://www.drinks.com)