Uproot integrates industry-leading tools with Shopify

Uproot is an alternative choice for the next generation of wine drinkers. With the massive foodie culture that has exploded onto the scene, Uproot decided to provide top quality wines to go with that food. "It's all about the experience, our great customer support, and the great stories behind our wines," says Jay Levy, co-founder of Uproot.

"We're part of the makers market. We make very small batches of premium wine using the best french oak barrels." Uproot creates between 75 to 500 cases of each wine annually — that's it.

SELLING WINE ONLINE IS NOT EASY

"It got to a point where I wanted to just start selling t-shirts," Jay jokes. "They don't go bad, you don't need to be 21 to sign for them, they aren't fragile and don't break." Additionally, each US state has its own regulations on how wineries can sell direct to consumers. That's why Uproot needed ShipCompliant.

"Being able to accept alternative forms of payment like Bitcoin, having better analytics and data for targeting customers – these were all key in our decision to choose Shopify Plus."

JAY LEVY CO-FOUNDER OF UPROOT

SHIPCOMPLIANT + SHOPIFY

ShipCompliant is an industry-leading tool that automates real-time compliance checks for wine orders being shipped to customers. Uproot also wanted to sell their goods on Shopify Plus instead of traditional wine ecommerce platforms with limited functionality. To do this, Uproot needed to integrate ShipCompliant with Shopify.

SEAMLESS INTEGRATION

"Shopify's API and extensive documentation gave us the ability to rather seamlessly integrate with ShipCompliant using an embedded SDK," describes Caroline Molloy of Verbal+Visual. Jay Levy adds, "We're able to automate the passing back and forth of orders into ShipCompliant from Shopify,"

THE FUTURE OF WINE ECOMMERCE

ShipCompliant is currently working on developing a Shopify app that any Shopify store can use to integrate ShipCompliant. "Launching an application to introduce compliance checks for a Shopify store would create an opportunity for Shopify to service the wine industry, and for wineries to take advantage of Shopify's quick setup and feature rich app environment," says Emily Sheehan from ShipCompliant.

Learn more at **shopify.com/plus**

shopify plus

Everything you need to run a high volume store