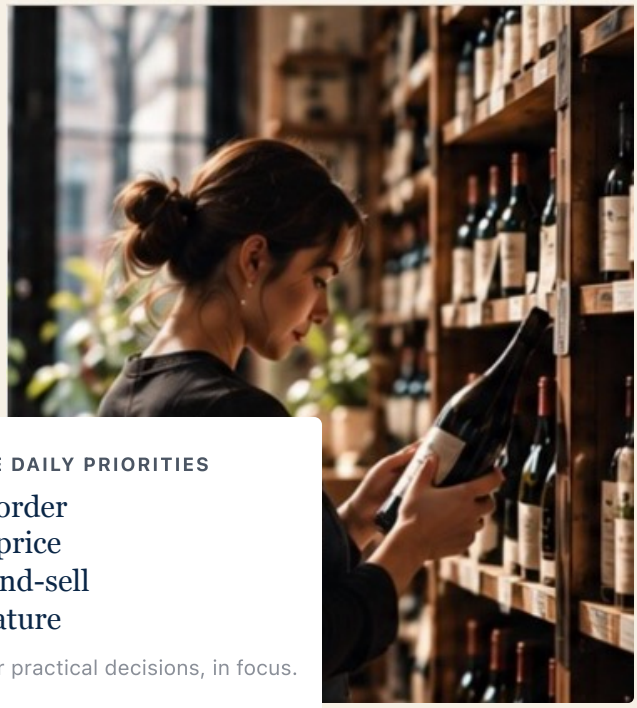
BlueTurtle

COMMERCIAL INTELLIGENCE & BUSINESS MANAGEMENT
FOR WINE & SPIRITS

Know your stock. Grow your business.

We do the math. You make the call.

We do the heavy thinking for everything beyond your top 20 sellers. BlueTurtle brings your sales, stock, and distributor pricing into focus, so you can stop leaving margin on the table.



THE DAILY PRIORITIES

Reorder
Reprice
Hand-sell
Feature

Four practical decisions, in focus.

FOR **SMALL & MEDIUM-SIZED** BUSINESSES
IN **WINE & SPIRITS**
NEW YORK PRICING BUILT IN

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COMMERCIAL INTELLIGENCE & BUSINESS MANAGEMENT

Everything your POS was never built to tell you.

Your sales, stock and the posted prices of 500+ New York distributors, in one view.

Enterprise-grade insight. Built primarily for small & medium-sized businesses. Big companies pay for expensive enterprise systems to see this. We built BlueTurtle so a small or medium-sized business can see it too.

01 / PURCHASING

Knowing what to buy.

Keep strong sellers on the shelf with revenue-first reordering, strict cash caps, and smart turn pacing.

02 / CAPITAL & SPACE

Freeing cash & real estate.

See which bottles are dusty, avoid unnecessary case breaks, and clear out tied-up cash.

03 / GROWTH & EARNINGS

Growing the bottom line.

Find margin headroom, track post-offs, and grow margins without guesswork.

THE CORE ENGINE

Store Reality + Market Pricing.

We cross-reference your live POS sales velocity against the price books of 500+ New York distributors to auto-spot price gaps directly against your shelf.

Connect · we map it · decide. A read-only link to your POS (Square, Shopify, Santé and more). We map every product. Your Daily Priorities land the next morning.

MORE THAN ONE STORE?

Portfolio Console

Benchmark your stores side by side with the same Store Checkup. Move tied-up stock to the store where it sells, and combine orders to hit volume tiers. *For states that permit more than one license per owner.*

Read-only connections · every store ring-fenced · encrypted in transit and at rest · nothing moves without your approval.

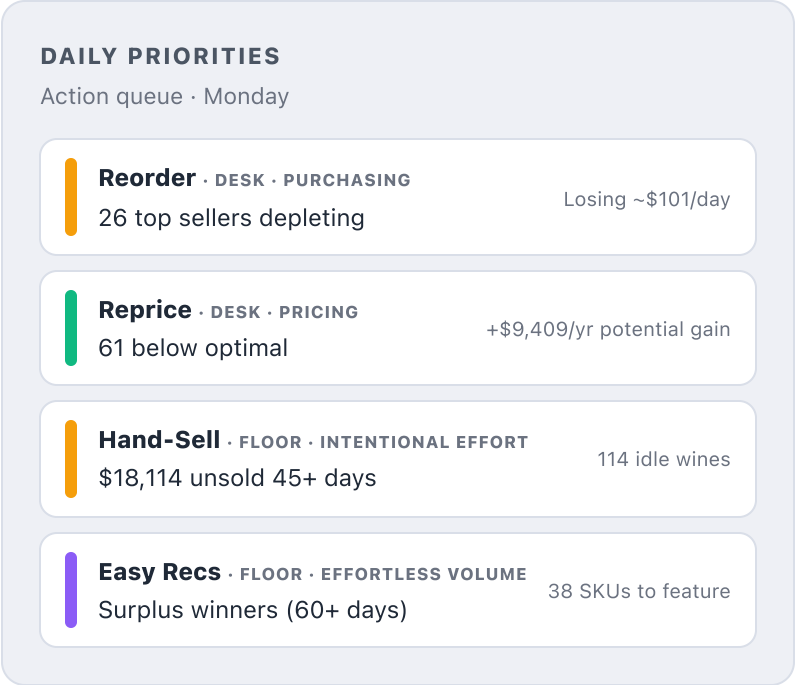
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EVERY MORNING

Your day, in four lines.

Daily Priorities opens your dashboard with the four things worth doing today: what to reorder, what to reprice, what to hand-sell, and what to feature. Each line carries the money behind it and opens the page where you act on it.

It is on your phone too, so you can work through it from the floor or at a distributor tasting.



FOUR OF OUR MOST-USED TOOLS

Smart Reordering: buy what sells, protect your budget.

Your purchasing list ranked by revenue risk. Set a dollar budget and we fund the top sellers first, warning you if key products are still unfunded.

Budget control

Margin Lift: find the hidden money on your shelves.

We spot what you sell for less than its category peers, suggest a target price, and estimate how much demand can drop before the increase stops paying.

Pricing power

Stock Health: turn dusty stock back into cash.

One bar for your whole inventory: healthy, low, overstocked and slow. Pick a date to clear it, and we suggest the markdown needed.

Cash diagnostics

Assortment Imbalance: give your best space to what sells.

See which categories bring in the revenue and which just hold floor space, and where to expand before the weekend rush.

Floor balance

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BUILT FOR THE BEVERAGE INDUSTRY

New York's whole wholesale market, already loaded.

500+ New York distributors post their prices a month before you pay them. BlueTurtle reads every posting against your shelf.

500+	350,000+	25,000+	3,400+
distributors posting	prices every month	bottles with 2+ sellers	priced 10%+ apart



The state runs a lookup: one product at a time, and you have to know what to ask for. Fewer than 1 in 100 lines on its price list carries a barcode, so we match every wine by name, producer, size and vintage.

Don't take our word for it: the state publishes it all at nyslapricepostings.com.

Best price you can order

This month's posting first, with the history low and next month beside it.

Next month's pricing

Post-offs, closeouts and price rises, a month ahead of the invoice.

Shelf gaps

Better-priced lines for the wines you already sell, called out by name.

Allocated & not orderable

What you carry that can't be ordered this month, and when it's back.

Deals, case breaks & combos

Quantity deals you're close to, the split fee before you break a case, and mixed-case combos compared by the ounce.

Wholesale Lookup

Every distributor, every size, NYS and NYC price bases, export to CSV.

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THE TOOLKIT

Twenty-eight tools, four parts of the business.

Named as you will find them in the app.

Purchasing

Smart Reordering
Funds your best sellers first, inside your budget.
In the app: Order Queue

Stockout Alerts
Flags top sellers before they run dry.
In the app: Dashboard

Allocated Tracking
Warns if an order relies on limited supply.
In the app: Wholesale Alerts

Demand Forecasting
Predicts the sales pace for every SKU.
In the app: Demand Forecast

Order Ahead
Spots products heading into a seasonal peak.
In the app: Demand Forecast

Season & Weather
Adjusts forecasts for holidays and heatwaves.
In the app: Demand Forecast

Capital & Space

New Arrival Tracking
See if a new launch is taking off or dying.
In the app: Tools › New Arrivals

Trend Detection
Separates a holiday bump from a fading trend.
In the app: Product Trends

Clearance Pacing
The markdown needed to clear stock by your date.
In the app: Product Trends › Unproductive Stock

Shelf Footprint
Maps shelf space against register revenue.
In the app: Dashboard

Growth & Earnings

Next Month's Pricing
Reads distributor postings a month early.
In the app: Wholesale Lookup

Price Headroom
Finds products priced below their peers.
In the app: Price Optimization

Margin Strategy
Which categories protect your margin.
In the app: Price Optimization

Deal Finder
Flags quantity discounts you naturally hit.
In the app: Order Queue

Mixed Cases
Compares sizes by the unit.
In the app: Order Queue

Delivery P&L
True margins after app commissions.
In the app: Tools › Channel P&L

Best Customers
Puts names to your revenue.
In the app: Customer

Customer Matching
Matches new arrivals to your regulars.
In the app: Campaigns

Back-in-Stock
Alerts the customers waiting for it.
In the app: Campaigns

Campaigns & Tastings
Drafts the email, then shows what it sold.
In the app: Campaigns

The Engine

Daily Priorities
Four decisions every morning.
In the app: Dashboard

POS Integration
Read-only sync with the POS you use.
In the app: Integrations & Sync

Taxonomy Engine
Cleans messy product names, beyond barcodes.
In the app: Inventory

Mobile App
Priorities and approvals from the floor.
In the app: iPhone & iPad

Store Checkup
The whole business, in plain words.
In the app: Store Health

Track Record
Cash freed and savings, month by month.
In the app: Reports

Scheduled Reports
Monthly reports, emailed when ready.
In the app: Reports

Multi-Store Console
Benchmark your stores, move stock to where it sells.
In the app: Portfolio Console

Works with your POS

Square · Shopify · Santé, and more, plus file-based imports. Read-only, in your own database.

Download on the App Store

Your business in your pocket
iPhone & iPad

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YOUR NEXT STEP

A 20-minute call.

Tell us about your store and send a sales export. We'll come back with the bottles you're overpaying on, by name, before you commit to anything.

It takes a few minutes in the morning. There's nothing to install, and nothing in your store changes unless you say so.

Bobby 862-579-7821 · Danny 212-300-6555 · hello@blueturtle.live

1
A 20-minute call.
Tell us about your store.

2
Send a sales export.
We show you what we find, by name.

3
Connect, read-only.
We read your POS. We never change it.

4
The next morning.
Your first Daily Priorities arrive.



Bobby Zhou, Founder & CEO. 20 years building trading, risk and operations systems at Credit Suisse, Barclays, Lehman Brothers and FIS.

DM

Daniel Mensch, Co-founder & Head of Industry. 20+ years owning and managing independent bottle shops.

BlueTurtle

blueturtle.live · Know your stock. Grow your business.

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