

HALL Wines Modernizes Four-Brand Wine Club Experience with Shopify and Awtomic

One of Napa Valley's leading wineries replaces a legacy technology stack to create a flexible, scalable foundation for the future of direct-to-consumer wine.

NAPA, CA, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- [HALL](#) Wines has launched a new

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*Emily Harrison, Vice President,
Marketing & Direct Sales*

ecommerce and wine club experience across its portfolio of four winery brands, completing a major technology modernization designed to support the next generation of direct-to-consumer wine sales. Built on [Shopify](#) and powered by [Awtomic](#), the digital transformation was led by CQL across strategy, experience design, and a technically complex build, replacing a legacy commerce environment while preserving the premium member experience HALL has spent years building.

The launch comes as more wineries rethink the technology

behind their wine clubs. Rather than continuing to maintain highly customized ecommerce systems, enterprise wineries are increasingly looking for platforms that allow them to innovate faster, simplify operations, and better adapt to changing customer expectations around flexibility, personalization, and self-service.

As HALL evaluated the future of its legacy ecommerce platform, the team saw an opportunity to do more than replace aging technology. Its existing infrastructure had evolved across multiple platforms and years of custom development which allowed for some flexibility but created operational complexity over time.

Modernizing the technology creates a more scalable foundation for HALL's business. But more importantly, it gives the winery the flexibility to continuously improve the member experience as customer expectations evolve.

Following a seven-month implementation, HALL unified its wine club operations across four winery brands and six tasting room locations, successfully migrating existing members and years of customer history to Shopify and Awtomic.

Key to the project was 100% preservation of customer payment tokens, allowing members to

continue managing their memberships and receiving shipments without needing to re-enter payment information or experiencing any interruption to their club experience.

The launch also included a redesigned wine club experience, new member self-service tools, improved tasting room operations, integrated compliance and fulfillment automation, and advanced loyalty capabilities while maintaining the personalized experience HALL members expect.

"We wanted to preserve the experience our members know and expect while building a foundation that gives us more flexibility to innovate in the years ahead. Our members have always been at the center of every decision we make, and this investment ensures we can continue raising that standard for years to come. We're excited to be part of what Awtomic is building as they continue creating the best wine club software for Shopify."

— Emily Harrison, Vice President, Marketing & Direct Sales

The launch demonstrates a broader shift happening across the wine industry as enterprise wineries move away from maintaining custom-built commerce infrastructure and toward modern platforms designed for continuous improvement. Rather than choosing between operational simplicity and premium customer experiences, wineries are increasingly investing in technology that allows them to deliver both.

For HALL, the migration establishes a modern digital foundation that will allow the winery to continue evolving its wine club experience as customer expectations, and the wine industry itself, continue to change.

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HALL Family Wines is a family-owned winery known for crafting world-class wines from premier vineyards in California, Oregon, and Champagne, France. Founded by Craig and Kathryn Hall 30 years ago, the portfolio includes HALL, WALT, BACA, and Michel Foch, producing acclaimed Cabernet Sauvignon, Pinot Noir, Zinfandel, Champagne, and other varietals. The winery features six tasting rooms across Napa Valley, Sonoma, Palm Springs, and Healdsburg, offering immersive winetasting experiences. Winemaking is led by Megan Gunderson, with a focus on expressing each vineyard's unique terroir. HALL Family Wines farms twelve estate vineyards across California's most celebrated winegrowing region. All estate vineyards are certified sustainable, with select sites organically certified. Sustainability milestones include LEED® Gold Certification for HALL St. Helena in 2009 and its gravity-flow winemaking facility in 2014, plus rooftop solar panels that offset over nine hundred metric tons of CO₂ annually.

Awtomic is the leading wine club platform built for Shopify, helping wineries create flexible membership experiences that increase retention, simplify operations, and strengthen customer relationships.

CQL is the Unified Commerce Agency and Shopify Platinum Partner, helping brands navigate the next era of commerce through conversion-led experiences across ecommerce and physical retail. Our strategy-first approach aligns business goals with the right mix of platform capabilities, partners, and AI technology to deliver smarter, more personalized customer experiences. With 30+ years of expertise, CQL builds scalable commerce solutions that unify commerce and accelerate growth.

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