

# Hallgarten & Novum Wines: Creating a platform for growth

## Supporting the next phase of growth through digital transformation

### The challenge

Hallgarten & Novum Wines is one of the UK's leading wine distributors, with over 90 years of heritage and a portfolio of more than 1,800 wines from across the world.

Their existing web platform had served them well, but it was no longer keeping pace with the business. Hallgarten & Novum Wines needed a modern, dynamic site that reflected their position in the market, supported the way their teams and customers work, and gave them the flexibility to manage and evolve content across the site and external channels.

The new solution needed to:

- Better reflect the quality and story behind the brand.
- Make it easier for trade customers to find and select wines.
- Give the internal team control, without relying on developers.
- Integrate live data from the CRM to keep everything accurate and up to date.
- Provide a platform for ongoing development and innovation.
- Be supported through a service level agreement.

This wasn't a website refresh. It was about creating a platform to support the next phase of growth.



**5**

Team size

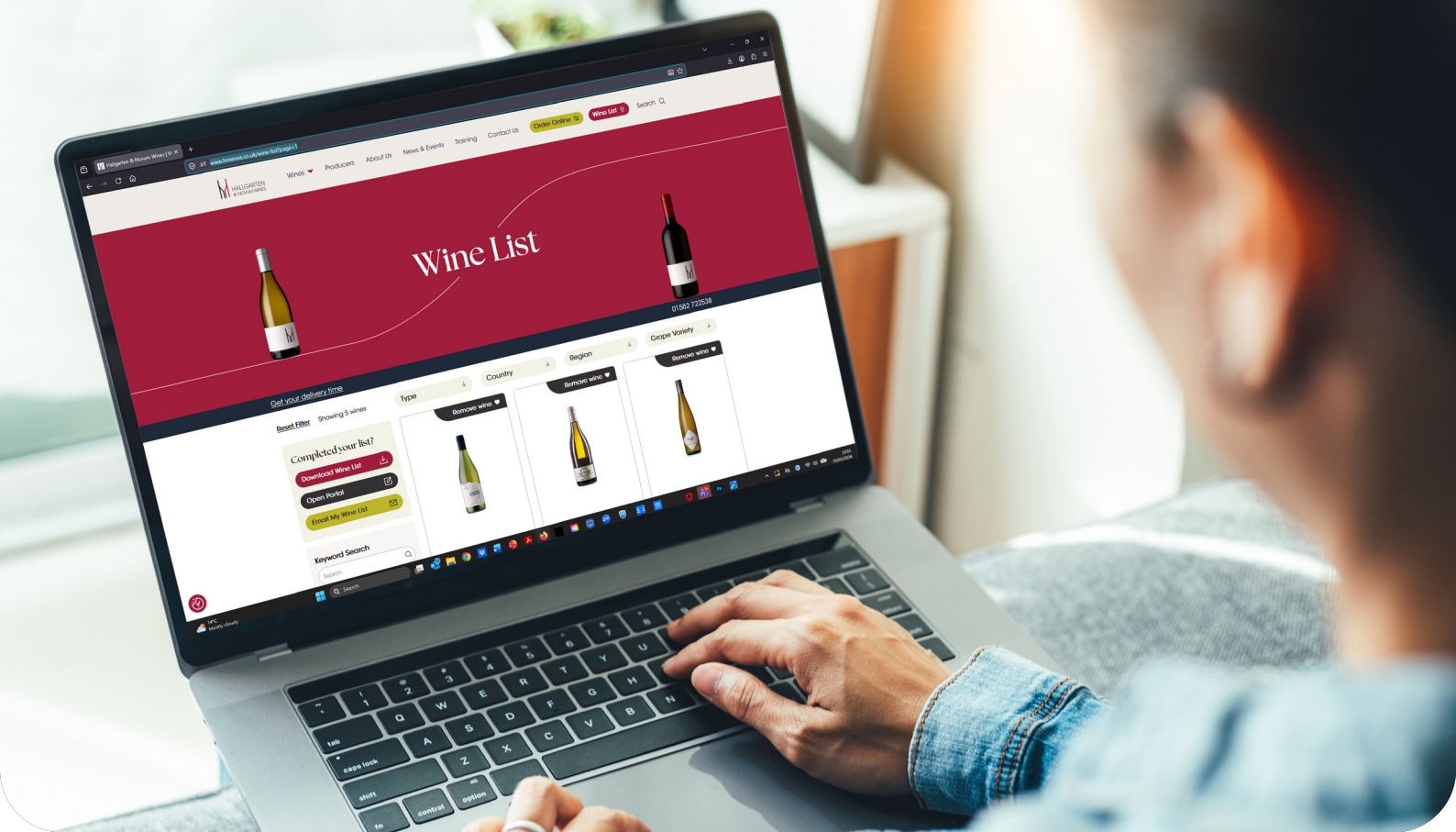
**6 months**

Project timeline

**2025**

Project start date





## The approach

GEOTECH worked as the technical delivery partner, collaborating with Hallgarten & Novum Wines and external integration partners to lead delivery of the platform from discovery through to launch and ongoing support.

This included:

- Project leadership and coordination across internal and external delivery partners.
- Technical discovery, audience profiling and API mapping workshops.
- UX and UI design, wireframing and interface prototyping.
- Frontend and backend platform development on Umbraco Cloud.
- Bevica CRM integration, data migration and live product synchronisation.
- QA testing, deployment management and post-launch support.
- Ongoing optimisation, maintenance and platform evolution.





## What was delivered

A scalable digital platform designed to bring together storytelling, product discovery, live data and customer experience in one connected ecosystem. Key features include:



### **Advanced wine search**

To help buyers quickly find the right products.



### **Interactive maps**

To explore producer regions and vineyards.



### **Rich story telling**

To bring the brand, wines and producers to life.



### **Wine list creation**

To support sales and sharing.



### **Real-time data integration**

To ensure accuracy across the entire website.

Built on Umbraco Cloud, the platform gives the Hallgarten & Novum Wines team greater flexibility and control over content management, while integrating directly with Bevica CRM to ensure product information, pricing and availability remain accurate and up to date.



## The impact

The difference has been immediate.

### **Stronger brand presence**

The platform now reflects the quality and personality of the business.

### **Increased engagement**

Customers are spending longer on the site and exploring more content.

### **Faster decision making**

Buyers can find what they need quickly and confidently.

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2

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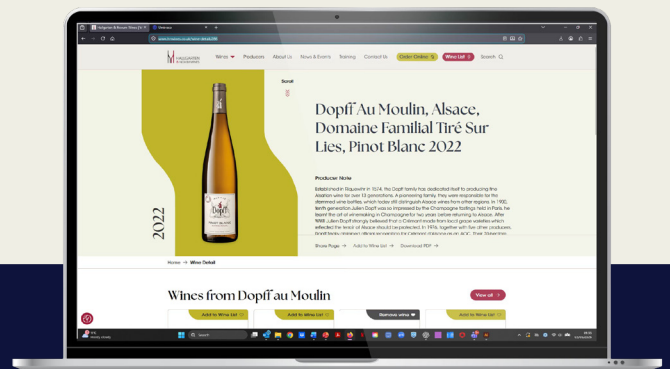
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### **Greater internal control**

The marketing team can create and update content without developer support.

### **A platform built for growth**

With live data integration and ongoing support, the business is set up for the future.



**“Our brand image has improved dramatically and is now more aligned with who we are. Visitors are spending longer on the site and finding what they need faster than ever before.”**

Colin Cameron. Marketing Director, Hallgarten & Novum Wines



## Why it matters

Whether it's wine, spirits, craft beer or another beverage business, digital platforms are no longer just shop windows. They are a central part of how audiences discover, evaluate and engage with a brand.

This project shows what happens when:

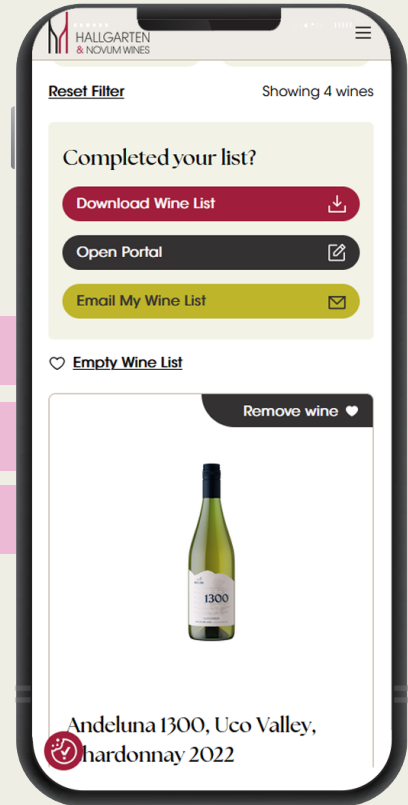
- Brand, user experience and technology are aligned.
- Data is fully integrated, not bolted on.
- Internal teams are given the tools to move quickly.

## A collaborative delivery partnership

GEOTECH UK worked closely with the Hallgarten & Novum Wines team throughout the project, from initial planning and technical architecture through to UX implementation, UI design, platform development, CRM integration and launch

The team adopted a sprint-based approach, allowing the platform to be developed in components rather than as a single release. This enabled Hallgarten & Novum Wines internal teams to begin training, migrating and managing content earlier in the process, creating a smoother transition and helping avoid many of the content population challenges typically associated with a traditional handover phase.

Alongside the technical delivery, GEOTECH UK provided ongoing account and project management, helping the project adapt quickly as priorities evolved and new requirements emerged. The focus throughout was on maintaining momentum, solving problems collaboratively, and delivering a scalable digital platform designed to support Hallgarten & Novum Wines next stage of growth.



## What next

The new platform went live on 15th January 2026 and is supported under an SLA model with a structured triage and ongoing development programme.

***“GEOTECH listened, responded and worked collaboratively, there was never a sense of friction or blockers, just a team focused on doing what was needed to support my team and deliver a great solution.”***

Ben Jackson, Senior PR & Communications Manager, Hallgarten & Novum Wines

If you're looking to transform your digital experience, speak to our Partnership Director on +44 (0)7917 123507 or email [info@geotechinfo.net](mailto:info@geotechinfo.net)

