



OUT OF THE BOX WINE FULFILLMENT & DTC SOLUTIONS

PR BACKGROUNDER

Company Name: Out Of The Box

Location: 940 Dowdell Lane, St. Helena, CA

Founded: 2021

Owners: John & Nat Komes, April Damron

Website: outoftheboxdtc.com

Phone: (707) 968-5526

Services: DTC Wine Fulfillment, Wine Club Shipping, Custom Kitting, Special Projects, Finishing Services

Overview

Out Of The Box is a bespoke DTC wine fulfillment house in the heart of St. Helena—built for the wineries that care about every single detail. Founded by industry veterans who have lived the realities of harvest, bottling lines, club season, and the hustle of DTC, Out Of The Box was created with one purpose: to help wineries unlock the full potential of direct-to-consumer programs.

This is not a warehouse with a “send it and forget it” approach.

This is fulfillment with heart, with craft, and with the belief that DTC is worth the effort—because it’s the most personal relationship a winery has.

Launched in 2021, Out Of The Box has become a trusted partner to Napa Valley’s small and mid-sized wineries. Their reputation is built on precision, responsiveness, and a rare capability among fulfillment centers: the ability to execute hands-on details with the expertise and personal attention luxury brands demand.

Founding Vision

Founded by winery insiders, Out Of The Box exists to safeguard the final promise to the customer—bringing clarity, care, and a touch of magic to DTC fulfillment.

What Sets Out Of The Box Apart - A High-Touch, Boutique Fulfillment Experience

Everything is done by trained hands—not assembly lines. From daily orders to club shipments, gift sets, hand labeling, wax dipping, foiling, and custom kitting, Out Of The Box is built for wineries whose reputation depends on the details.

Every shipment is a brand moment. And they protect that moment fiercely.

Real-Time Logistics & Seamless Technology

Powered by the FORT Systems multi-tenant 3PL platform, Out Of The Box integrates with Shopify, ShipCompliant, Commerce7, Offset, E-Cellar, Vinoshipper...and more.

Clients receive real-time visibility, accurate inventory, and automated customer tracking for a more polished consumer experience.

On-Campus Advantage: Napa Valley Wine Warehouse

By sharing a location with Napa Valley Wine Warehouse, Out Of The Box offers:

- Faster product re-stock
- Reduced handling risk
- Convenient 'up-valley' St. Helena location
- A real time model uncommon in boutique fulfillment

This proximity is key for wineries that need convenient location, speed, agility, and precision.

Core Capabilities

- Daily, Wine club & allocation fulfillment
- Summer-shipping solutions
- Custom kitting & branded packaging planning and implementation
- Special projects: hand labeling, wax dipping, foiling, finishing
- Will-call & pick-up prep for both winery employees and winery clients (St. Helena location)
- Real-time inventory management
- DTC strategy, planning and support

Leadership

Out Of The Box is led by Co-Owner and DTC Strategist **April Damron** and General Manager **Keynan Burnett**—a small but exceptionally skilled team with deep backgrounds in marketing, hospitality, logistics, customer service, and winery operations.

Their combined expertise allows wineries to lean on a partner who understands not just fulfillment, but sales strategy, customer psychology, and brand experience.

Mission

By bringing a true winery perspective, we support sales and strategy through creative, simplified DTC fulfillment—making logistics feel seamless, easy, and almost like magic.