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Get that tech stack

Flakon

March 26, 2025



As a premier wine seller in France, Flakon is committed to making the world of fine wine more accessible. From sourcing rare bottles of merlot to offering exclusive wine subscriptions, Flakon introduces customers to wines they wouldn't otherwise be able to try. And they use a well-balanced blend of apps to make sure everyone gets a taste.

Gift it forward

Since a large part of their revenue comes from subscriptions, Flakon needed a subscriptions app that offered it all. With Recharge, customers can not only subscribe themselves, but they can also share their love of wine with friends and family by giving subscriptions as gifts.



Recharge Subscriptions App

4.8 ★ (2,930) • Free trial available

The subscription platform built for the fastest-growing brands

Install

Pair with a pinot

Buying a bottle of wine? Why not add an aerator! Thanks to Bundles, Flakon has been able to increase their average order volume, boosting the number of items each wine-lover takes home at checkout.



Shopify Bundles

2.8 ★ (539) • Free

Offer fixed bundles and multipacks to drive more sales

Install

Plan a pickup

Maple lets customers choose if they want to pick up wine in person, which means local shoppers get their wine faster, and Flakon saves on handling costs—increasing their overall profits. And after adding the app, Flakon saw their number of pickups double.



Maple - Pickup Points Selector

5.0 ★ (7) • Free plan available

Multi-carrier pickup point selection map in and after checkout

Install

Share your feedback

Flakon appreciates the value of customer feedback, which is why they tapped the (fittingly named) Grapevine app to start sending post-purchase surveys. The app's analytics feature lets Flakon make informed improvements, so the business continues to age like a fine wine.



Grapevine Post Purchase Survey

5.0 ★ (177) • Free trial available

Post purchase, NPS & attribution surveys, unlimited responses

♥ Built for Shopify

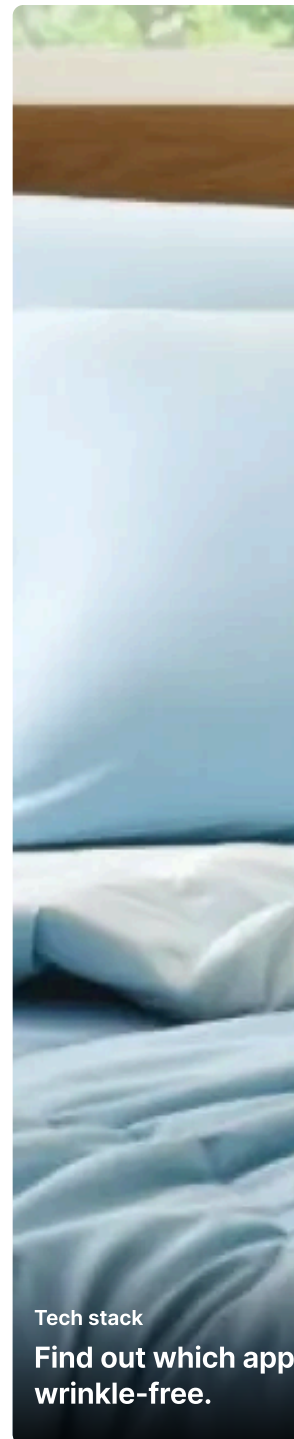
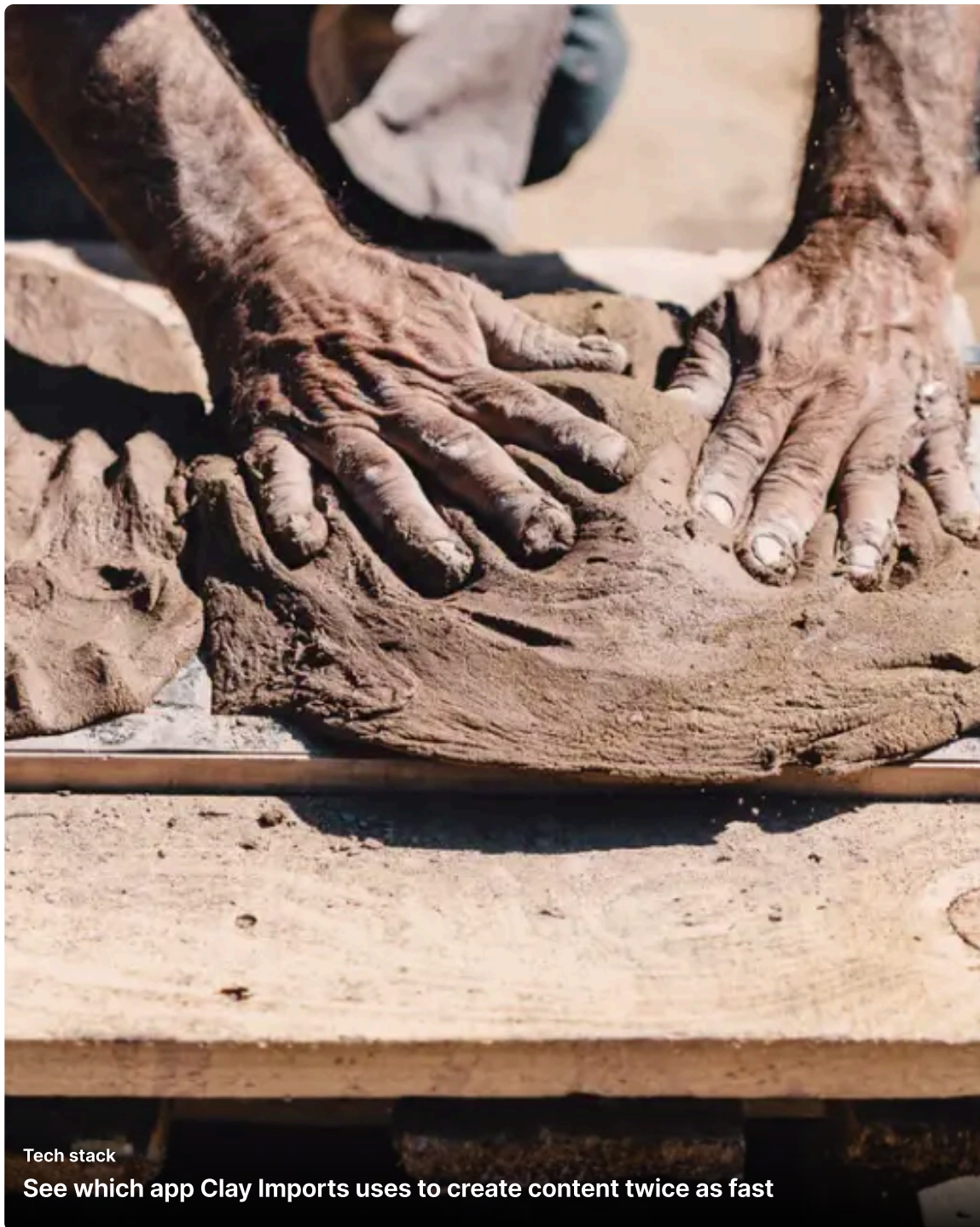
Install



“Flakon became France’s leading wine tasting company thanks to Shopify’s ecosystem and the Shopify App Store. The apps we use have helped streamline operations and boost customer engagement, enhancing our unique wine tasting experiences.”

Clément Gavault, Founder, [Flakon](#)

How other merchants stack up



[All app stories >](#)



App categories

- Sales channels
- Finding products
- Selling products
- Orders and shipping
- Store design
- Marketing and conversion
- Store management

Resources

- Shopify Help Center
- API documentation
- Shopify Community
- Community Events
- Shopify Blog
- Research

Top categories

- Dropshipping
- Marketplaces
- Product reviews
- Upsell and bundles
- Email marketing
- SEO
- Shipping
- Currency and translation

Shopify

- About
- Careers
- Investors
- Press and media
- Partners
- Affiliates
- Legal
- Service status

 English 

Developer login

Terms of service

Privacy policy

Sitemap

Your privacy choices 