

# DIRECT TO CONSUMER WINE SYMPOSIUM

PRESENTED BY





Who here has made a purchase — not because you needed the product — but because you connected with the story behind it?

- Eco-conscious
- Values driven
- Willing to pay more for wine brands that align with their beliefs



What are you doing for sustainability?

How are you sharing it in a way that resonates?





Connecting with the Values of the Emerging Consumer

Suzanna Mannion | Doris Cooper | Rhonda Motil





## **Key Objectives Include:**

- Illustrating how younger consumers of legal drinking age have increased interest in sustainability
- Demonstrating the importance of promoting sustainability and offering ways you can connect with these consumers
- Providing insights on how to develop your sustainability storytelling and messaging

## Who are we and what do we do?



Moderator/Presenter: Allison Jordan

Executive Director,

California Sustainable Winegrowing Alliance (CSWA)









**Panelist: Doris Cooper** 

PR Manager

Cooper-Garrod Vineyards at Garrod Farms







### **Panelist: Rhonda Motil**

**VP** of Marketing

J. Lohr Vineyards & Wines





# Setting the stage for today's discussion

# WHAT IS SUSTAINABILITY?



Producing high quality grapes & wine



**Protecting** the environment

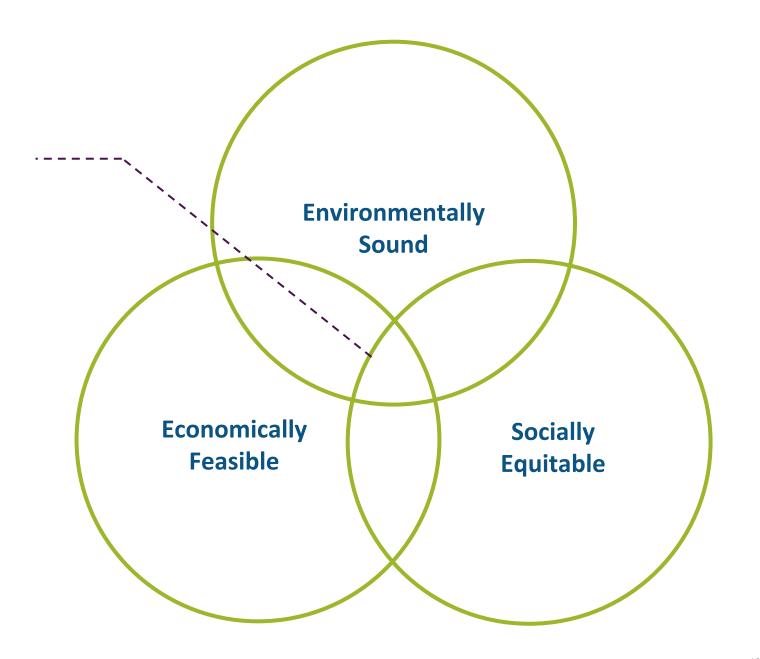


Being a good neighbor & employer



Maintaining a thriving long-term business

# SUSTAINABLE WINEGROWING



# KEY AREAS OF SUSTAINABLE WINEGROWING



# MANY WAYS TO BE SUSTAINABLE: CALIFORNIA



#### **COLLECTION OF MILESTONES**

A Retrospective of California Wine & Sustainability:

californiasustainablewinegrowing.org



#### CALIFORNIA

SUSTAINABLE WINEGROWING

# A COMMON MISSION

**Certification Options** 

#### Sustainable

Various certifications; A comprehensive approach covering all areas of vineyard & winery operations; Highest level of participation

### Organic

Regulated by the USDA; Only allows use of approved materials

### **Biodynamic**

Administered by Demeter; Closed loop farming system

## Regenerative

ROC – Organic + Regenerative; Focus on soil health and social fairness

# The sustainability values of today's consumer.

Why should you care about this?



#### Millennials and Gen Z:

- Expect brands to be socially and environmentally responsible and share these values with them
- Expect sustainability to be at the forefront of their business decisions
- Are more likely to choose a sustainablyproduced wine over one that is not and are willing to pay more for it.
- Value transparency and expect a winery's' sustainability story to be easy to find on their website and other consumer touchpoints.

#### GEN Z CONSUMERS VERY CONCERNED ABOUT SUSTAINABILITY

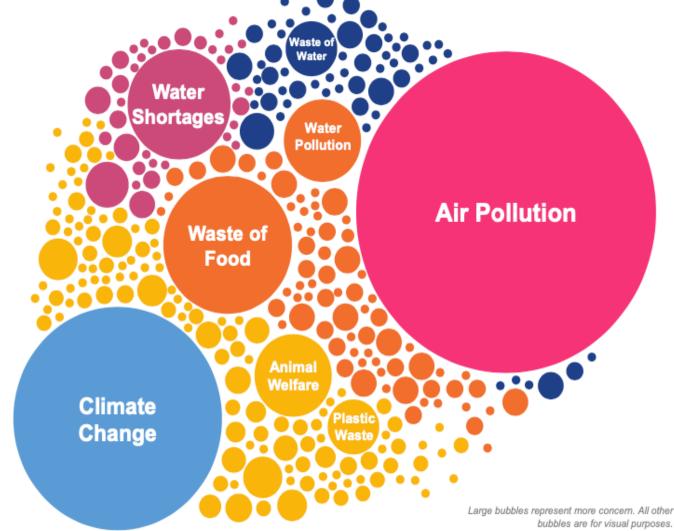


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What are Gen Z (21+) concerned about?

Q4: Which of these topics are you personally most concerned about? select all that apply.



- **Gen Z & Millennials = 42% of population**
- 10,000 Gen Z turn 21 every day
- Gen Z adults currently ages 21-26

Source: US Census

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# GEN Z VERY CONCERNED ABOUT SOCIAL SUSTAINABILITY

How willing would you be to purchase the products of a certain company, if the company...

Supports

LGBT+

Community

Supports
Racial/Ethnic
Minorities

Is socially
Responsible/Active
on Social Issues

34%

Agree they are MORE likely to purchase its products 46%

Agree they are MORE likely to purchase its products 46%

Agree they are MORE likely to purchase its products

NIQ Gen Z Study; Gen Z is legal drinking age 21+ on this slide; Q6 on the survey



## CONSUMER INTEREST IN SUSTAINABLE WINE



74% of U.S. wine drinkers indicated they would consider buying sustainably produced wine in the future\*



Millennials and Gen X are driving the increase in all sustainability attitudes.



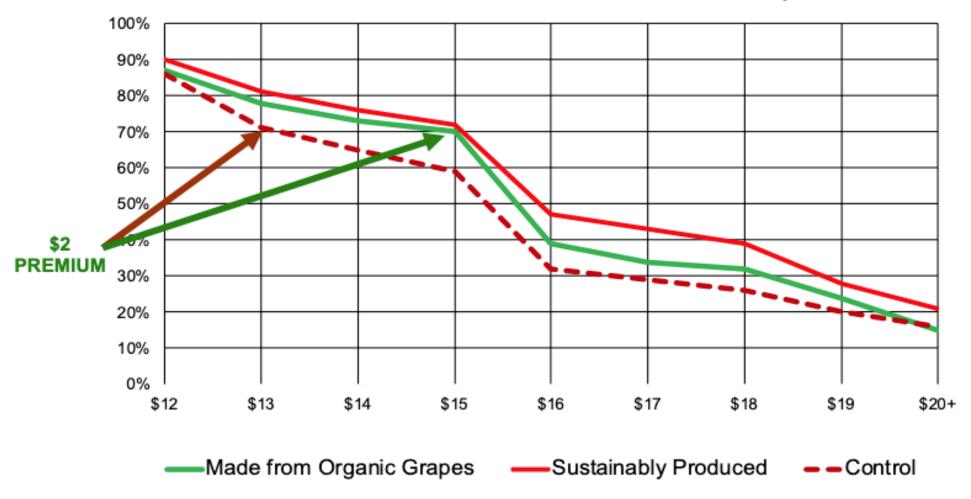
Consumers seek easy-tonavigate ways to find sustainable wines, including tasting opportunities



### CONSUMERS WILLING TO PAY MORE FOR SUSTAINABLE WINE



Source: Wine Marketing Council GREEN STUDY, 2018







#### **Panel Discussion**

# Understanding the Eco-Conscious Consumer

#### **Panel Discussion**

What are the expectations of eco and socially conscious consumers regarding sustainability practices and claims and how can wineries effectively communicate these values across touchpoints?

## J. LOHR'S SUSTAINABILITY JOURNEY

*Q2 – 2022* | *Respecting Nature. Nurturing Balance* 







# Communicating Sustainability:

In-Market Sales Campaigns & Events







# Faces of Sustainability

Q2 - 2025













Zach

Laura

Lily









Darrell

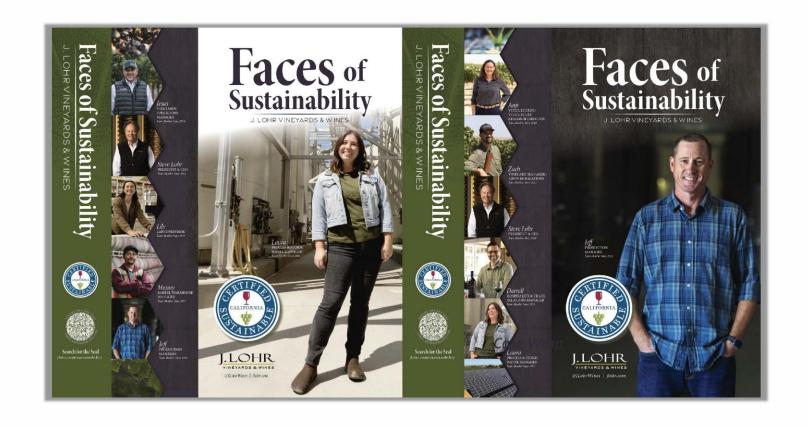
Jesus

Manny

Steve



## Point of Sale



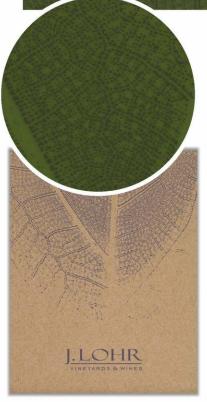


#### **Panel Discussion**

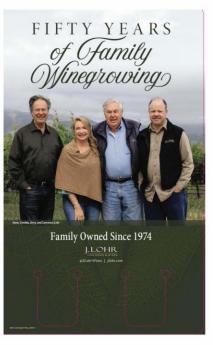
How can wineries emphasize transparency and authenticity in their sustainability messaging to avoid greenwashing and build trust with their audience?

# Faces of Sustainability

J. LOHR VINEYARDS & WINES



Details: Leaf print – that is also found on the cover of our 'Book', and as a background element in many other brand elevating places.





- Headline font is Minion Pro
  - Bold Condensed Display
- California Certified Sustainable Seal
- Hexagon shape is directly pulled from our J. Lohr Sustainability Infographic



CALIFORNIA





#### **Panel Discussion**

# Best Practices in Sustainable Storytelling

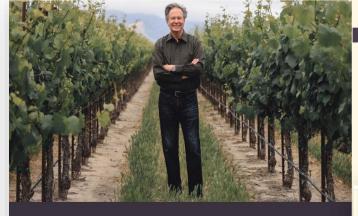
#### **Panel Discussion**

Can you discuss how storytelling has been used in marketing materials to convey sustainability efforts, and highlight specific tactics that resonated with consumers and led to positive brand outcomes?

# Communicating Sustainability: Website

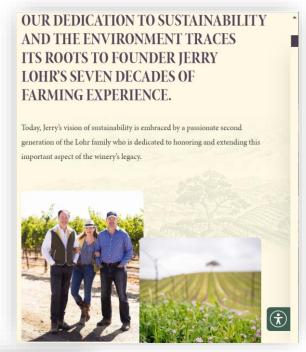


Dedicated to SUSTAINABILITY



# ENVIRONMENTAL LEADERSHIP

"In the vineyards and the wineries, our team is constantly assessing new technologies and practices to better protect and conserve our natural resources for this and future generations."





#### **GROWING SUSTAINABILITY**

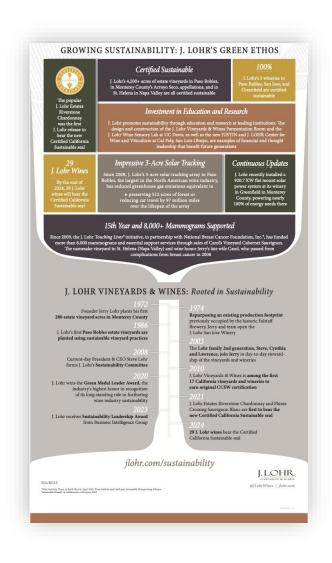
J. Lohr takes very seriously its leadership role in "Growing Sustainability" throughout the wine industry. In acknowledgement of its many contributions to the cause of furthering vineyard and winery sustainable practices, J. Lohr received the Green Medal Leader Award from the California Sustainable Winegrowing Alliance.



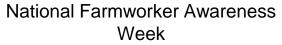
# Communicating Sustainability: Infographic











Total engagements: 255
Total reach: 25,648



Down to Earth Month – Certified Sustainable Seal **Total engagements: 196 Total reach: 37,493** 



Down to Earth Month

Total engagements: 1,006

Total reach: 8,956

## Sustainability Social Media Posts



Earth Day

Total engagements: 307

Total reach: 4,254



National Farmworker
Awareness Week
Total engagements: 255
Total reach: 25,648





Down to Earth Month

Total engagements: 1,006

Total reach: 8,956

Down to Earth Month – Certified Sustainable Seal **Total engagements: 196 Total reach: 37,493** 

#### **Panel Discussion**

Can you share practical examples of sustainability-focused events or collaborations that have effectively communicated a winery's commitment to eco-friendly practices?

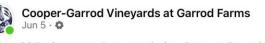




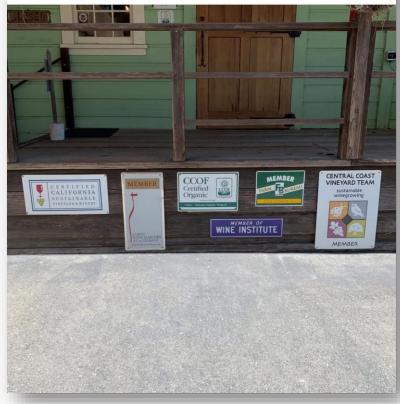


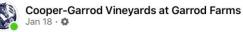




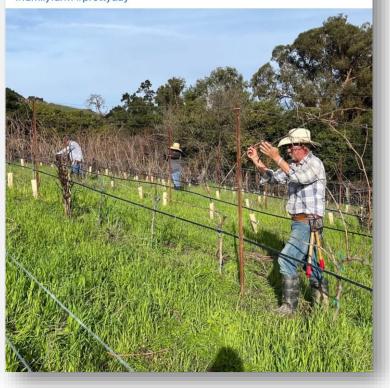


On World Environment Day, we pledge Cooper-Garrod will continue doing our part. When you come wine tasting, you see the certifications we've earned and the organizations we work with to be responsible on this land farmed by our family since 1893. #worldenvironmentday #onlyoneearth #sipsustainably





What goes on in a winter vineyard? While the vines are dormant, the crew at Cooper-Garrod prunes by hand, setting the stage for this year's growth and the 2024 vintage! #sustainablewinegrowing #familyfarm #prettyday



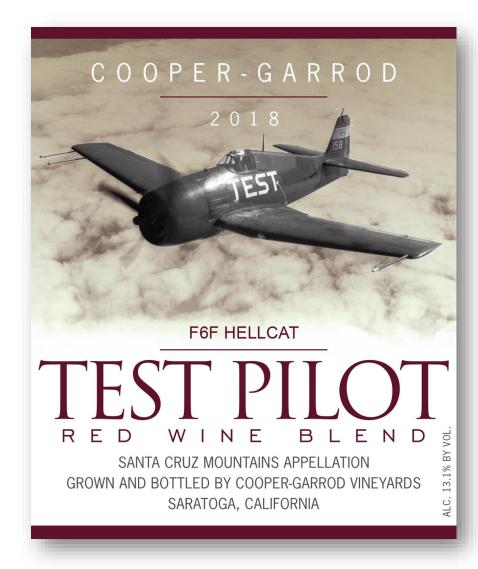
#### **Panel Discussion**

# Discuss the role of packaging, product sourcing and wine production practices in conveying sustainability.



OUR WINERY OUR STABLES OUR LAND OUR STORY Employment Contact





#### THE AIRCRAFT: F6F

### GEORGE COOPER, THE PILOT AND FOUNDER, COOPER-GARROD VINEYARDS



Dihedral, the angle between an upwardly inclined aircraft wing and a horizontal line, affects how an airplane flies. In 1948, to learn how much dihedral a pilot would desire, accept or tolerate, Ames designed variable stability controls: ailerons that respond to the sideslip caused by the rudder, in addition to the pilot's normal aileron control. This F6F Hellcat was modified to become the first in-flight simulator, enabling us as test pilots to establish desirable handling qualities for future aircraft, including

#### TEST THE WINE. TASTE THE DIFFERENCE.

#### TECHNICAL SPECS

- Sustainably grown and hand harvested organic grapes
- 60% Cabernet Franc, 40% Merlot
- Fermented with indigenous yeasts
- Naturally occurring malolactic bacteria
- Minimal effective SO<sub>2</sub>

the B-57, B-58, and XF-104.

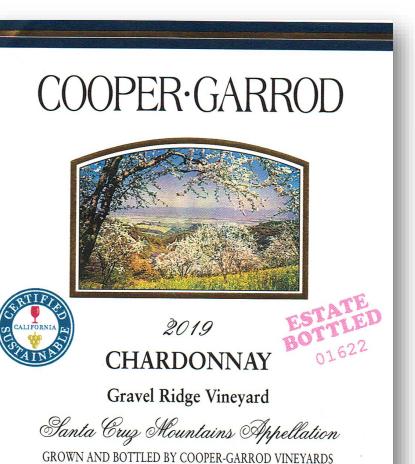
• 120 cases bottled in July 2019



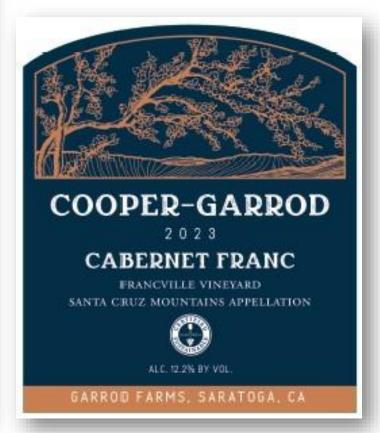
WWW.CGV.COM 408.867.7116

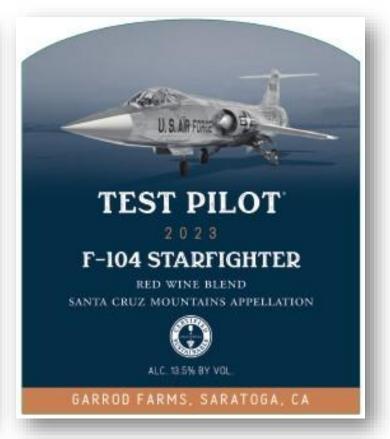
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES



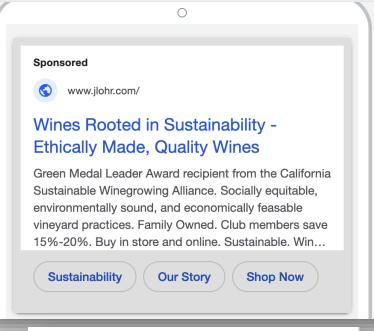
SARATOGA, CALIFORNIA, ALCOHOL 14.5% BY VOLUME

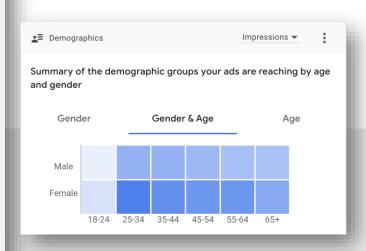


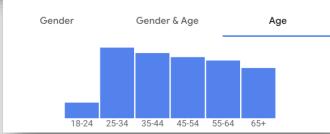


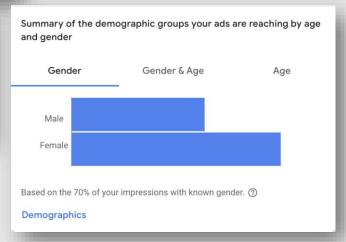
#### **Panel Discussion**

How do you balance storytelling with the need to focus on quality wine production and / or offering compelling visitor experiences?











## Google Ads

(Jan - Nov 2024)

Keywords focused around J. Lohr Sustainability

"sustainable wine," "sustainable vineyards," etc.

Sustainability messaging accounts for 30% of total Google Adwords Budget

Ad performance is strong averaging with all ad groups averaging above a 6% CTR

One of the highest intent customer sets on Google, outside of J. Lohr branded campaigns – i.e. J. Lohr Wine, J. Lohr Cabernet (19.5% CTR)

Visit J. Lohr Campaign (16%)

Demographic reach has been successful at reaching the younger consumer 25-44

#### **Panel Discussion**

What communication channels (digital, print, events, etc.) have the most impact when sharing sustainability stories?

#### DTC MERCHANDISE AND WINE CENTER PRACTICES



FARMER JUTE TOTE
Reusable bag made from natural
jute fibers



WATER FILLING STATION Water dispenser designed to quickly refill reusable bottles



SPROUT PLANTABLE PENCIL
Sustainable writing tool that can
be planted after use



BENTO BOX
Reusable,
compartmentalized
container

- Local sourcing for cheese boards (Cal Poly cheeses, local fruit)
- Eco-friendly carryout boxes, bags, and shippers as well as service items
- Digital newsletter for club releases rather than print and use of iPad for club signups
- Source flowers from our employee garden for arrangements
- Demonstration vineyard adjacent to Wine Center to speak to sustainable farming practices

#### **Actionable Strategies**

## Developing Your Sustainability Story

## Step 1: Grow Your Knowledge

- Enroll in the California Sustainable Winegrowing Ambassador Course.
- Gain further insights on these websites:
- sustainablewinegrowing.org
- californiasustainablewinegrowing.org
- californiasustainablewine.com

Attend a workshop or webinar.





## Step 2: Identify Sustainability Stories

- Make a list of on the-ground sustainability practices at your winery.
- Talk with your vineyard and winemaking teams and ask them to explain the sustainability initiatives in simple terms.
- Find out if your vineyard and/or winery has certifications and what is involved in achieving and maintaining certification each year.
- Gain clarity on the guidelines associated with using certification language.



## Step 3: Integrate Your Messaging

- Determine your target audiences (e.g., winery and website visitors, wine club members, etc.)
- Determine your most interesting sustainability stories.
- Develop clear and concise messages in simple terms.
- Determine touchpoints/communications vehicles such as: talking points for tasting room staff, company meetings, tours, websites, brochures, tasting cards, table tents in the tasting room, social media, videos, eco-tours, etc.



## Step 4: Refine Messages w/Team Input

- Engage your hospitality and sales staff in identifying your most interesting sustainability stories and together, refine the message points.
- Iterate! Test-drive the message points in your DTC communications and meet a month later to debrief.

Ask your team what messaging had impact and what fell flat?

What can be improved?



## Step 5: Communicate Internally

- Provide ongoing training so your staff can effectively communicate your winery's sustainability, including a plan to train new hires.
- Share seasonally relevant sustainability practices and key messages at regular team meetings to keep the content top-of-mind.
- Ask the Vineyard Manager and/or Winemaker to lead educational tours on sustainability.



## Step 6: Communicate Externally

- Make your sustainability story easy to find with a dedicated sustainability page/section on your website and relevant content in your social media campaigns.
- Share your story with wine trade, who have indicated in research that sustainability is a useful selling feature when communicating with their customers.
- Communicate with consumers who increasingly seek out wines that are grown and produced in a sustainable manner.
- Share with community and industry peers which helps foster increased adoption of sustainable practices.
- Get your wine certified; use the logo on wine packaging to support your sustainability communications at point of sale.

## Key Takeaways

#### **The Importance of Communication**

Highlight your sustainability practices to align with consumer values.

#### **Understanding the Next Generation of Wine Consumers**

- Who they are: Gen Z and Millennials make up nearly 50% of the U.S. population.
- What they value: Transparency, social and environmental responsibility.
- Their choices: They prioritize eco-friendly brands and are willing to pay more for sustainable options.

#### **Best Practices for Integration**

- Ensure your sustainability story is accessible across all consumer touchpoints.
- Create a dedicated web page to share your sustainability efforts.
- Train staff on sustainability talking points to engage effectively with customers.
- Involve winemaking and vineyard crews in educating wine club, sales, and tasting room staff.



#### **Quick Tips**

One action wineries can take immediately to improve their sustainability messaging...

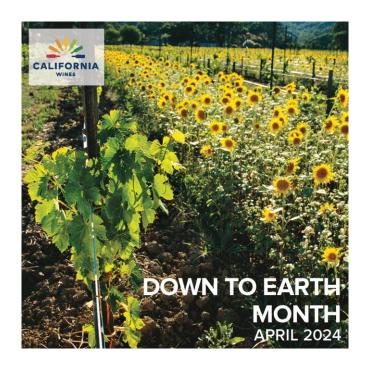
## 2025 California Green Medal Awards



Eligible California wineries may apply through February 5, 2025, at greenmedal.org



## April is Down to Earth Month



Celebrate your sustainability by sharing your sustainability-focused in-person and virtual events and special offers this April.

Learn more at discovercaliforniawines.com/d2e



### Additional Resources

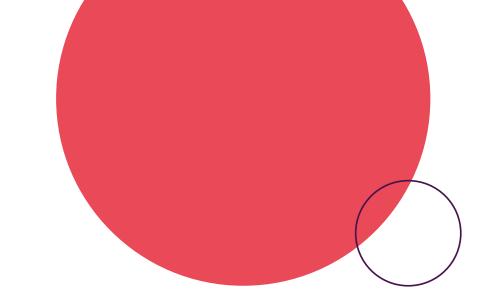
Scan the QR code to access the CCSW Communications Toolkit which includes links to the:

- California Sustainable Winegrowing Ambassador Course and Post-course Worksheet, our Communications Training Guide and more!
- Subscribe to the CSWA e-newsletter to learn about upcoming communications workshops at sustainablewinegrowing.org
- Get in touch!

ajordan@wineinstitute.org doris@cgv.com rmotil@jlohr.com







## Q&A