

2016



DIRECT TO CONSUMER  
WINE SYMPOSIUM

**WELCOME!**

**“DTC Wine Case Studies Revealed”  
January 13, 2106**

@DTCWS #DTCWS16



# PRESENTED BY:



DTC Wine Workshops  
GROW Direct to Consumer Sales

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@DTCWINEWORKSHOP

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# MODERATOR



**SANDRA HESS**  
@dtcwineworkshop

- Founder of DTC Wine Workshops
- DTC Wine Symposium Steering Committee Member Since 2014
- Member of Women for WineSense Napa Sonoma
- Public Speaker Nationally and Internationally on DTC Wine Sales

# SPEAKERS



**Geraldine Flatt**

VP of Retail Operations and HR at Gloria Ferrer



**Zachary Elliott**

Tasting Room Technical Guru at Gloria Ferrer



**Craig Camp**

Managing Partner & Director of Operations at Cornerstone Cellars



**Brendan Finley**

Senior VP of Hospitality & Tastings Room Sales at Wente Vineyards

# AGENDA

- Introductions
- ROI of using Mobile POS to grow in-person sales and improve customer service
- ROI of using Social Media Management and Monitoring Tools to grow direct wine sales and stay connected
- ROI of using Reservation Management Tools to better qualify first-time visitors and increase in-person sales
- Q & A

# Case Study #1



ROI of using Vin65 Mobile POS to grow in-person sales and improve customer service featuring.....

GLORIA  FERRER  
SONOMA, CALIFORNIA

# Case Study #1



- Why Vin65 Mobile POS?
- How did you prepare?
- When did you launch?
- How many iPad Minis?
- Customer and staff response?

We will circle back to get ROI figures in just a bit.....

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GLORIA  FERRER  
SONOMA, CALIFORNIA

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# Case Study #2



ROI of using VinTank Social Media Monitoring and Management Tools to grow direct wine sales and stay connected.....

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NAPA VALLEY & OREGON *Cellars*

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# Case Study #2



- When did you begin using VinTank Elite and can you explain what VinTank is?
- How do you and your staff use the VinTank tools?
- How much time does staff spend monthly?
- Can you share a customer WOW moment?

We will circle back to get ROI figures in just a bit.....

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# Case Study #3



ROI of using CellarPass  
Reservation Management Tools  
to better qualify first-time  
visitors and increase in-person  
sales featuring.....

**WENTE**<sup>®</sup>  
VINEYARDS

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# Case Study #3



- How many visitors does Wente Vineyards serve annually?
- What type of tasting experiences do you offer?
- Why and when did you begin using CellarPass Reservation Management tools?
- What has this meant customers?
- What has this meant for staff?

We will circle back to get ROI figures in just a bit.....

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# TAKEAWAYS



## ROI of using Vin65 Mobile POS since May, 2015:

- ✓ 50% growth in mail list with quality contacts
- ✓ 75% increase in average transaction size
- ✓ 4% increase in wine club sign ups
- ✓ Significant improvement in customer service

# TAKEAWAYS



## ROI of using VinTank Social Monitoring Tools since 2010:

- ✓ 30 new groups per month representing about \$20K in tasting room sales monthly
- ✓ Strong wine club relations and customer loyalty
- ✓ Improved communication channel for top customers
- ✓ Recover annual costs in first two months of each year

# TAKEAWAYS



## ROI of using CellarPass Reservation Management Tools:

- ✓ Average order value has increased by 30%
- ✓ Wine Club conversion from guests of reservation is 25%
- ✓ New visits to the tasting room has increased by 60%

2016

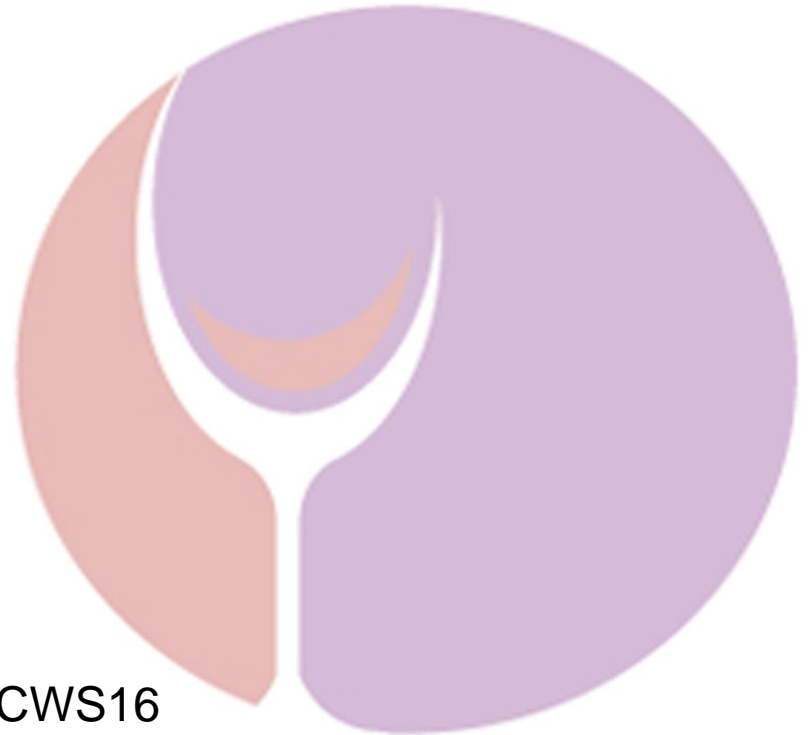


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# Questions & Answers



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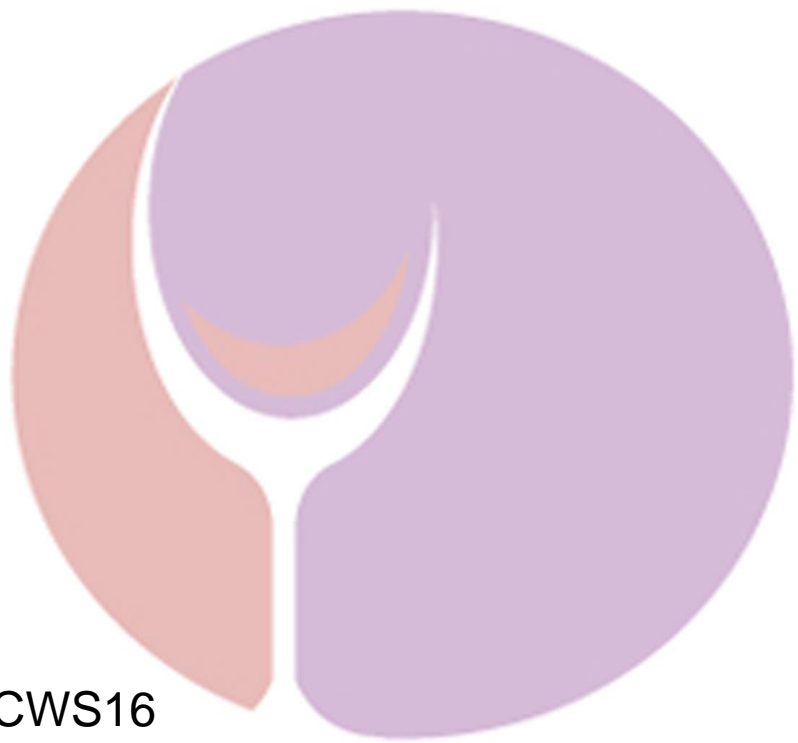
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# Thank You!



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