

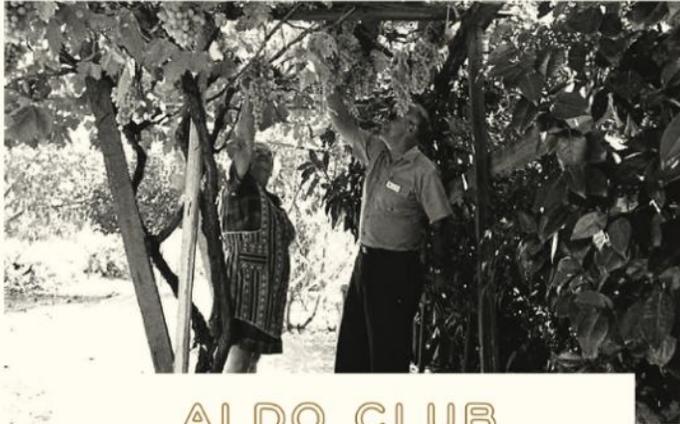


DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

Edio Vineyards Member Account Club

Christine Delfino Noonan
Co-Owner & General Manager
Edio Vineyards at Delfino Farms
El Dorado AVA

Member Account Club Goals

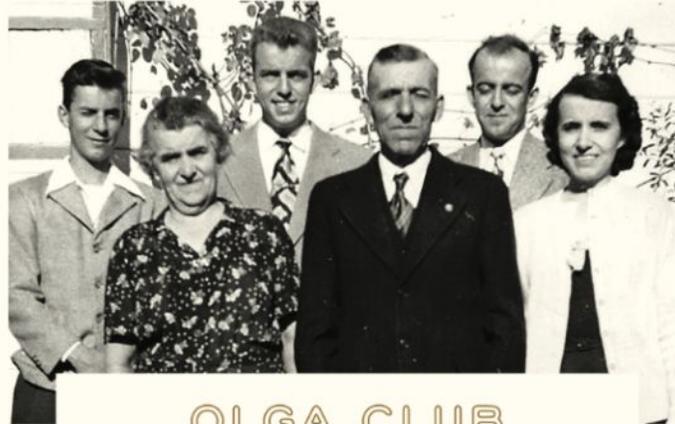


ALDO CLUB

\$99 PER MONTH INTO MEMBER ACCOUNT

ALL UNUSED MONTHLY FUNDS ROLL OVER AND ACCUMULATE IN MEMBERSHIP ACCOUNT

- COMPLIMENTARY TASTING FLIGHT FOR MEMBER AND FIVE GUESTS
- 20% DISCOUNT ON EDIO VINEYARDS
- 20% DISCOUNT ON HENRIETTA STICH HARD CIDER
- 20% DISCOUNT ON JOAN'S APPLE BAKERY
- SHIPPING INCLUDED ON ALL WINE AND HARD CIDER ORDERS
- ACCESS TO NEW RELEASE, LIMITED PRODUCTION, LIBRARY AND



OLGA CLUB

\$59 PER MONTH INTO MEMBER ACCOUNT

ALL UNUSED MONTHLY FUNDS ROLL OVER AND ACCUMULATE IN MEMBERSHIP ACCOUNT

- COMPLIMENTARY TASTING FLIGHT FOR MEMBER AND THREE GUESTS
- 15% DISCOUNT ON EDIO VINEYARDS
- 15% DISCOUNT ON HENRIETTA STICH HARD CIDER
- 15% DISCOUNT ON JOAN'S APPLE BAKERY
- 50% DISCOUNT ON SHIPPING ON ALL WINE AND HARD CIDER ORDERS



EZIO CLUB

\$39 PER MONTH INTO MEMBER ACCOUNT

ALL UNUSED MONTHLY FUNDS ROLL OVER AND ACCUMULATE IN MEMBERSHIP ACCOUNT

- COMPLIMENTARY TASTING FLIGHT FOR MEMBER AND ONE GUEST
- 10% DISCOUNT ON EDIO VINEYARDS
- 10% DISCOUNT ON HENRIETTA STICH HARD CIDER
- 10% DISCOUNT ON JOAN'S APPLE BAKERY
- 20% DISCOUNT ON SHIPPING ON ALL WINE AND HARD CIDER ORDERS

-Evolve Wine Club Model

-Attract all demographics

-Move metrics in positive direction



DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

How it's been going...

- 2% monthly *increase* in conversion rate.
- 1-1.5% monthly *decrease* in cancellation rate
- Attracting all age groups including Gen Z/Millennials

Take Home Lessons

- Evolve club especially if metrics are consistently moving in the wrong direction
- Be aware of your club/clientele wants and needs and adjust accordingly
- Stay true to your brand, but do not be stagnant in the industry





DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

Vina Robles Rookie Club

Suzy Garcia
Wine Club Manager
Vina Robles Winery
Paso Robles AVA

Rookie Club: A Monthly Subscription

ROOKIE
CLUB



**1 BOTTLE PER MONTH
UNDER \$40**

- 15% OFF ALL WINE
- 2 COMP TASTINGS PER MONTH
- AMPHITHEATRE PRE-SALE ACCESS
- MEMBER ONLY EVENTS

SCARED OF COMMITMENT
MEMBERSHIP IS FREE WITH UNLIMITED FLEXIBILITY. YOU CAN TAKE A BREAK, SWAP WINES, SKIP SHIPMENTS, OR CANCEL ANYTIME!



**SLIDE INTO THE CLUB
HERE!**



THE FINE PRINT
ALL COMMUNICATION VIA TEXT.
MIXED, RED, OR WHITE WINE OPTIONS, FULLY CUSTOMIZABLE.
SHIPPING PAUSES IN SUMMER UNLESS YOU REQUEST OTHERWISE.
WE SHIP TO YOUR NEAREST FEDEX HOLD LOCATION FOR PICKUP.
ALWAYS UNDER \$40, BUT ADD MORE IF YOU DARE. BILLED MID-MONTH.





DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

How it's been going...

- 10% Rejoins
- 40% of Members Order Beyond Monthly Bottle
- 30% Customize Their Order (Traditional Club Stands at ~35%)
- Most Engaged Club – 90% Response Rate to Monthly SMS or Promos
- 50% Pick Up vs 50% Ship To (Primarily ship to SoCal)
- 25% of Members Target Demographic

Take Home Lessons

- Build excitement around member-focused gatherings
- Lean into personalization whenever you can
- Share content that feels fun and relevant
- Stay in touch so everyone feels informed and included



DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

S.O.R.B.E.T.

(Sonoma Organic Regenerative Biodynamic
Educational Tasting)

The formation of a tasting event to promote
Organic, Regenerative and Biodynamically
farmed wine from Sonoma Valley

Sam Coturri- Winery Sixteen 600
CEO & Winemaker
Sonoma Valley AVA

The S.O.R.B.E.T. Method

Created Organically

- Conversation with friends/colleagues
- No formal organization
Industry leaders
- Built collaboratively
- Efforts from all three organizations
- Shared costs, responsibility, and credit





DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

How it went/how it's going...

Results

- Event sold out (250 guests)
- 47 wineries and/or vineyards
- Strong results post event surveys
- Great press
- Didn't lose money
- No witching hour

Plans

- Expanded 2026 events
- Vineyard talks and tours
- Sponsored LA Event
- K&L Wines-Culver City
May 3rd 2026
- Formation of a non-profit
- www.SORBETWINES.org

Key Takeaways

- Accessibility is primary
- Collaboration multiplies impact
- Digital-first outreach works
- Low-friction execution
- Hyper local organizing
 - Open source the concept to other AVAs

“My wife and I attended SORBET and absolutely loved it. We hope this becomes an annual event. Really enjoyed talking to the winemakers and hearing their story.”

“It was excellent to see like minded producers in one space!”

“My favorite part of the whole event was seeing all of my favorite wine folks in the same place!”

“The price of the event felt exactly right to me. I felt like I could take time focusing on tasting what I wanted, rather than thinking about ‘getting my money’s worth...’”

“The wines were all incredible, and getting to taste through multiple expressions of the same vineyard is an all-time peak experience for me. I’m already excited about the next one of these.”



DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

Wine Atlas Collective

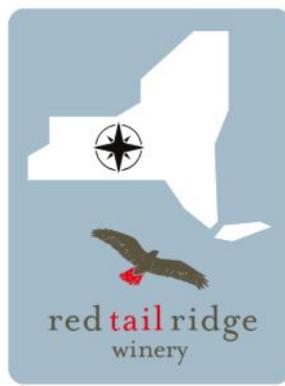
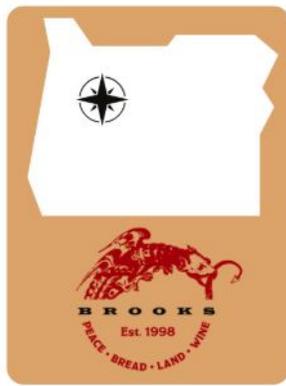
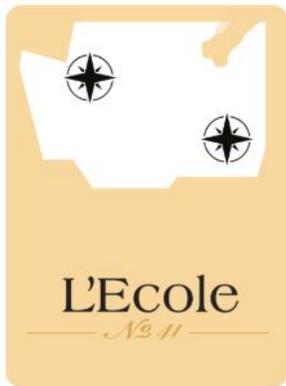
Janie Brooks Heuck
Managing Director
Brooks Winery
Willamette Valley AVA

Wine Atlas Collective: A National Collaboration

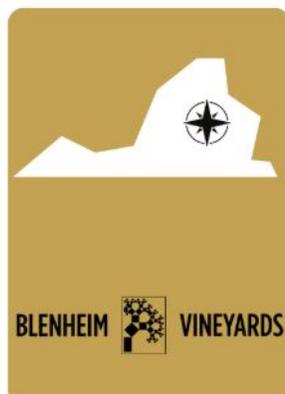


- Launched July 1, 2025 on-premise and September for e-commerce.
- The original idea was how to provide better benefits for out-of-state wine club members.
- Evolved into a reciprocal wine club program for on site and e-commerce benefits.
- Priorities for wineries in the collective:
 - Committed to excellent hospitality
 - Strong sustainability initiatives
 - Independently operated/family-led
- The program offers Wine Club Members of each winery to be treated as Wine Club Members at all participating wineries.
- Members have access to both on-site and e-commerce benefits.

A National Collaboration



WINE ATLAS COLLECTIVE



- 8 wineries in different AVAs
- 5 states
- 43 varietals
- 45,000 members in across all 50 states
- Proprietary API for member validation

How it's been going...



- Great new on-premise and e-commerce business, totaling 197 orders and \$28,500 of new revenue per winery in the first six months (AOV \$144)
- E-Commerce has room to grow
- Sold out virtual tasting for 270 attendees. The event included a wine and a representative from all 8 wineries
- Significant positive press
- 2026 will continue reciprocal marketing, virtual tastings, and exploring trade opportunities
- We are continuing to fine-tune best practices
- Anecdotal excitement and likely better retention

Take Home Lessons

- Collaborate with like-minded partners
- Seek ideas from other membership-based industries
- Find benefits that stand out, and that your team is excited to sell
- Put yourself in your wine club—What benefits would make you stay?
- Evaluate your new ideas against industry headwinds. Are they strategically aligned to bring the results you need?





DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

#TablasOnTour

Jason Haas
Partner & General Manager
Tablas Creek Vineyard
Paso Robles AVA

#TablasOnTour: Shareable event series

TABLAS ON TOUR SUMMER/FALL 2025

08/01 VENTURA, CA Winemaker Tasting at Rumfish y Vino	09/18 SACRAMENTO, CA Winemaker Dinner at Brasserie du Monde
08/08 ORCUTT, CA Winemaker Dinner at Far Western Tavern	09/19 CLOVIS, CA Paso Wine Tasting Tour: Fresno
09/05 BAKERSFIELD, CA Paso Wine Tasting Tour: Bakersfield	09/20 SHELL BEACH, CA Pouring at Swingin' by the Sea
09/09 NEW YORK, NY Eureka! A California Wine Experience	09/24-28 SANTA FE, NM Santa Fe Wine & Chile Fiesta 2025
09/09 SAN FRANCISCO, CA Wine Dinner at Amelie San Francisco	10/01 LONDON, ENGLAND Tablas Creek & Beaucastel Tutored Tasting
09/10 PISMO BEACH, CA Wine Down Wednesdays at Vespera Resort	10/02 CAMBRIDGE, ENGLAND Tablas Creek & Beaucastel Wine Dinner
09/11 CHESTER, VT Tablas Creek Tasting at Meditrina	10/23 ROCKFORD, IL Wine Dinner at Hidden Creek Estates
09/13 OAKLAND, CA Pouring at The Wine Mine Oakland	11/07-09 SAN DIEGO, CA San Diego Food and Wine Festival
09/18 PASO ROBLES, CA Rhône Rangers International Grenache Day 2025	11/14-16 CHARLESTON, SC Food & Wine Classic Charleston 2025

AT HOME EVENTS

08/02 PASO ROBLES, CA Annual Lamb Roast
10/12 PASO ROBLES, CA Vinsider Wine Club Pickup Party Fall 2025

IN THE RHONE - SPRING 2026

05/03/2026 - 05/10/2026
2026 Rhone River Cruise with Tablas Creek



tablascreek
...

tablascreek Tablas Creek's Summer road tour is heating up and our Fall Schedule is starting to fill! We have stops throughout California, on the East Coast, and even some abroad. In this #tablasontour series, we keep you updated on the winemaker dinners, tastings, and festivals we will be participating in. Details for all of these events are available at our link in bio. Here's what we have on the books so far:

On Tour
 Aug 8 - Orcutt, CA
 Winemaker Dinner at @FarWesternTavern

Sep 5 - Bakersfield, CA
 @PasoWine Tasting Tour

Sep 9 - New York, NY
 Eureka! A California Wine Experience by @california.wines

Sep 9 - San Francisco, CA
 Wine Dinner at @AmelieSanFrancisco

Sep 10 - Pismo Beach, CA
 Wine Down Wednesdays at @VesperaResort

Sep 11 - Chester, VT
 Tablas Creek Tasting at @MeditrinaVermont

Sep 13 - Oakland, CA
 Pouring at @the_wine_mine

Sep 18 - Sacramento, CA
 Winemaker Dinner at @brasserie.dumonde

Sep 18 - Paso Robles, CA
 @RhôneRangers International Grenache Day

Sep 19 - Clovis, CA
 @PasoWine Tasting Tour

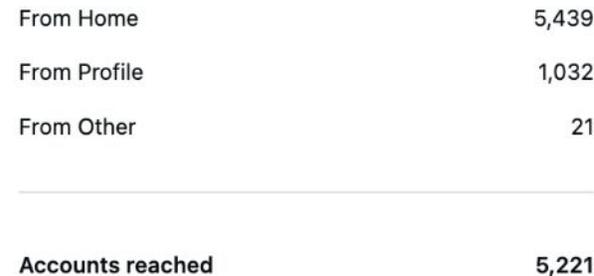
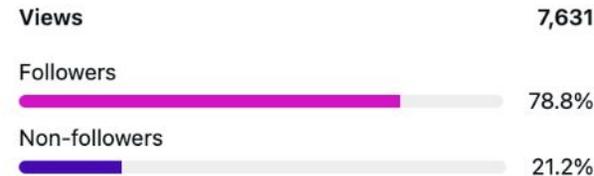
View insights
Boost post

❤️ 💬 🗒️
🔖

Liked by **jasonchaas** and 140 others
 August 4

😊 Add a comment...
Post

Views ⓘ



Interactions ⓘ



How it's been going...



- Gets between 2x and 3x the reach of our normal Instagram posts
- And 4x the reach of any post about an individual event
- Has been useful in encouraging people to join the mailing list
- Has worked across different social media platforms (though best on Instagram because algorithm prizes shares so highly)
- We continue posting these every 6-8 wks.

Take Home Lessons

- Avoid single-event social posts
- Create content that lots of people have a reason to share
- Use the opportunity to tag, activate, and support your event partners
- Supplement (don't replace) your geo-targeted emails
- Be consistent. Create a series.

