



DIRECT TO CONSUMER  
WINE SYMPOSIUM  
FREE THE GRAPES

# DTC's New Distribution Channels & Marketing Tools Transforming Wine Sales

Presented by:  
Patrick Pazos of DRINKS  
Alissa Taggart of DRINKS  
Bing Bial of Klaviyo

# The Strategic Shift

## **Traditional Ways:**

- #1 problem = visitation is down
- Distributor consolidation = less attention for your brand
- Premium marketing channels have previously required budgets most wineries don't have

## **What's Changing:**

- Fourth tier partnerships opening new channels
- Marketing technology democratizing sophisticated campaigns
- Margins protected, reach expanded

**Result: Great wines stuck in tasting rooms, unable to scale profitably**

# What the Fourth Tier Actually Means

## **Fourth tier: Producer → Strategic Partner → Consumer**

- Partners merchandise your wine to their existing audience
- You can maintain more than traditional wholesale margins
- Partner's audience becomes your customer base
- Direct customer data capture
- Partner's audience becomes your customer base



DIRECT TO CONSUMER  
WINE SYMPOSIUM  
FREE THE GRAPES

Research shows nearly half of consumers aged 21 - 34 prefer purchasing alcohol from their favorite online retailers.

**DRINKS Anywhere** allows this to become a reality- enabling non-licensed merchants to offer your wine as a new category.

# Half Baked Harvest (HBH) Case Study



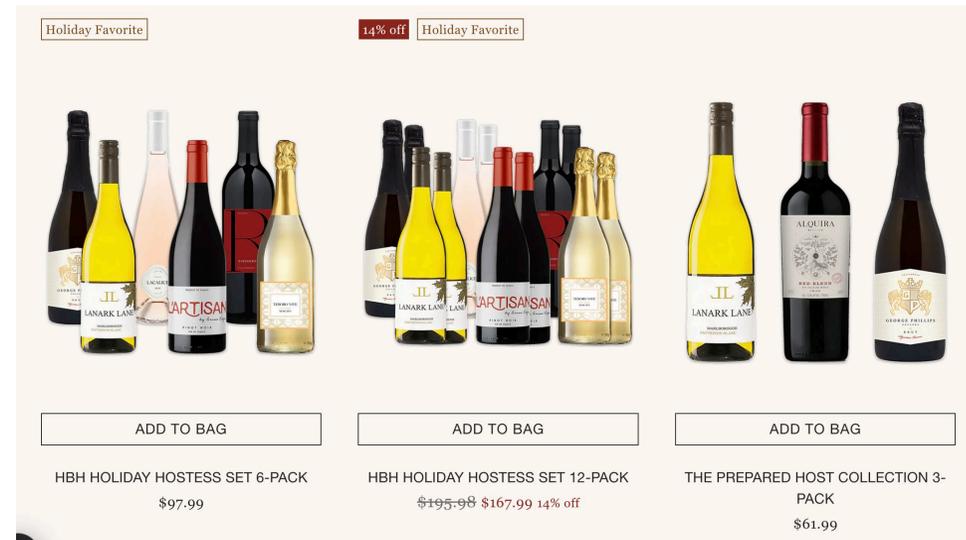
**Half Baked Harvest (HBH)** represents something most wineries can't access through traditional distribution: contextual wine discovery by millions of engaged food lovers at the exact moment they're planning what to cook.

## The Channel:

- 5M+ followers across Instagram, TikTok, Pinterest, website
- Highly engaged audience that trusts creator's recommendations

## From winery perspective, HBH partnership means:

- Premium positioning (curated by trusted tastemaker)
- Context that drives conversion (pairing vs. browsing)
- Customer relationships for future direct sales



# UrbanStems Case Study



Make It Extra Special

 Include A Thoughtful Addition [Add Something Extra](#)

 Cheers! Perfect Pairings just for You [Pair with Wine](#)

**UrbanStems** customers represent ideal wine buyers: affluent, occasion-driven, already spending \$75-150 per order on premium gifts. They wanted to add wine to their gifting experience but couldn't through traditional distribution.

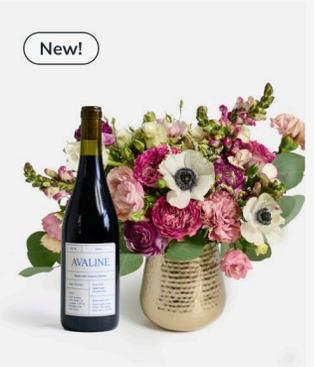
## The Channel:

- Nationwide next-day flower delivery
- Premium positioning (not budget flowers)
- Customer base: gift-givers, celebration moments, corporate buyers

## UrbanStems launched with Avaline organic wines. Giving Avaline:

- Placement of a curated selection for premium gifting
- Association with elevated brand experience
- Direct path to customer acquisition

Products (5 Results) [VIEW ALL](#)

 <p>New!</p>	 <p>New!</p>	 <p>New!</p>	 <p>New!</p>
Avaline Sparkling Rose \$37	Avaline Syrah \$32	The Winter Toast \$130	The Nightcap \$150 ★★★★★ (8)

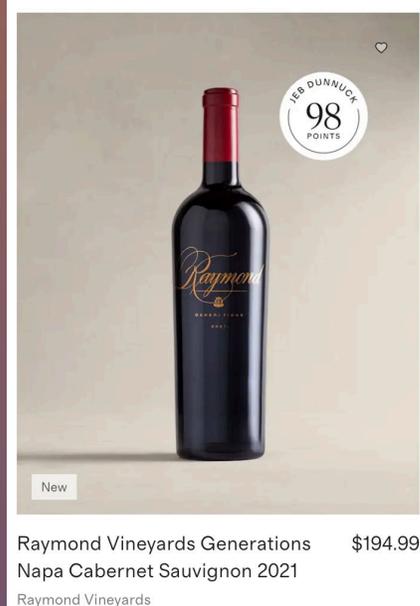
# Quince Case Study



**Quince** shows how lifestyle brand integration creates discovery at point of inspiration rather than commodity comparison. Contextual placement drives conversion. Premium positioning maintained through curation.

## The Channel:

- Premium lifestyle brand built on accessible luxury
- Millions of affluent, digitally native customers
- Vast product range
- M2C (Manufacturer to Consumer) model eliminating retail markups
- Audience that values quality and trusts Quince's curation



Kitchen & Dining / Dom Pérignon Brut Champagne 2015 Vintage



DOM PÉRIGNON

Dom Pérignon Brut Champagne 2015 Vintage

\$259.99

Save \$10 per bottle when you buy 6 or more.

An adult 21 or older must be present to sign for delivery. For food safety reasons, wine purchases are final sale.

In stock. Enter [zip code](#) for delivery info

ADD TO CART

From **\$23/month**, or 4 payments at 0% interest with **Klarna**  
[Check purchase power](#)

Free shipping

Authenticity  
guaranteed

Secure payment

# Flow of Wine: How It Actually Works

Customer browses partner site (HBH, UrbanStems, Quince) ↓ **Adds wine to cart**

**DRINKS:** Real-time compliance check (dry counties, volume limits, state restrictions, age verification at checkout)

**DRINKS:** Tax calculation (excise, sales, local—down to zip code)

**Single checkout** (wine + partner's other products) ↓ **Order routes to licensed fulfillment partner**

Carrier compliance requirements handled ↓ **Wine ships to customer**

**Customer receives wine** ↓ Has good experience, looks for your products ↓ Opts into your email ↓ **You nurture the relationship**

**Customer data flows to winery:** Email, purchase history, preferences, geographic insights, repurchase patterns

# Customer Journey Timeline

## Sarah discovers your Pinot Noir through UrbanStems:



**Ongoing:** Continues buying through UrbanStems for gifts

# Marketing Democratization

## **Old Reality → New Reality:**

- CTV advertising: \$50K+ minimums → **\$5K test budgets**
- Email automation: Agency-dependent → **Under \$500/month**

## **Real Results:**

- 30-40% better open rates
- 25-35% cart recovery
- \$47 CTV customer acquisition (vs. \$120 social)

**The data shows that email still drives wine sales, making up 35-40% of DTC wine revenue...**

# Essential Automated Email Flows

Welcome → Post-Purchase → Abandonment → Club Recruitment → Win-Back

1. **Welcome Series** → 25-30% convert within first month
2. **Post-Purchase** → 40% increase in repeat purchases
3. **Browse/Cart Abandonment** → Recovers 25-35%
4. **Club Recruitment** → 15-20% conversion after 2nd purchase
5. **Win-Back** → Reactivates 10-15% of lapsed customers

## What AI does automatically:

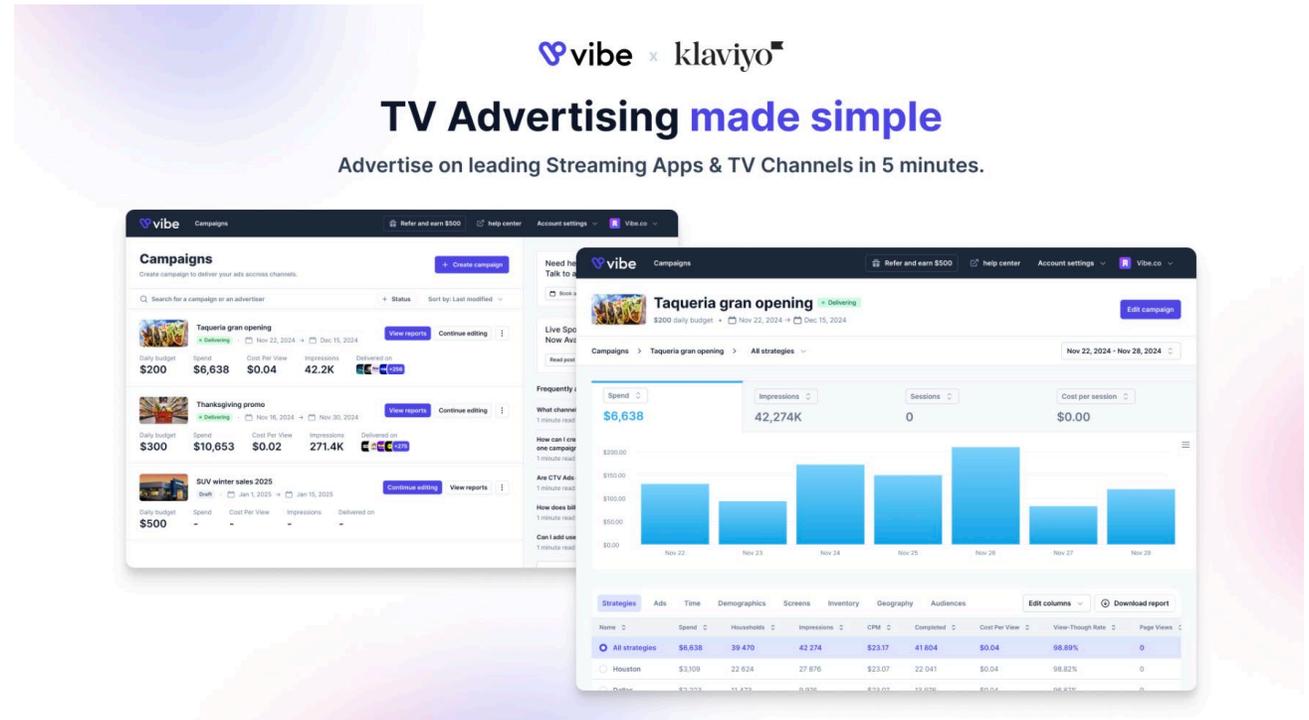
- Sends emails when each customer is most likely to open
- Tests subject lines, selects winner
- Recommends next bottle based on behavior
- Segments customers by engagement and preferences
- Personalizes content based on sophistication level

# One Step Further: Email Data → CTV Targeting: Turn Your Email List Into Streaming TV Audiences

**Step 1:** Build segments in Klaviyo

**Step 2:** One-click sync to Vibe

**Step 3:** Premium placement (Hulu, Peacock, Paramount+)



**vibe x klaviyo**

## TV Advertising made simple

Advertise on leading Streaming Apps & TV Channels in 5 minutes.

The screenshot displays the Vibe campaign management interface. On the left, a 'Campaigns' list shows three active campaigns: 'Taqueria gran opening' (Spend: \$200, Cost Per View: \$6,638, Impressions: 42.2K), 'Thanksgiving promo' (Spend: \$300, Cost Per View: \$10,653, Impressions: 271.4K), and 'SUV winter sales 2025' (Daily budget: \$500). The main view shows a detailed report for the 'Taqueria gran opening' campaign, including a bar chart of spend over time (Nov 22-28) and a data table below.

Strategies	Ads	Time	Demographics	Screens	Inventory	Geography	Audiences	Edit columns			Download report
Name	Spend	Households	Impressions	CPM	Completed	Cost Per View	View-Through Rate	Page Views			
All strategies	\$6,638	39,470	42,274	\$23.17	41,804	\$0.04	98.89%	0			
Houston	\$3,109	22,624	27,876	\$23.07	22,041	\$0.04	98.82%	0			
Dallas	\$3,333	11,473	9,076	\$33.07	12,076	\$0.04	98.87%	0			

# The Competitive Landscape is Shifting

## **Early Adopters (Current):**

- Testing multiple partnerships
- Running 8-10 automated email flows
- Launching targeted CTV campaigns
- Building compounding data advantages

## **Traditional Operators (Still):**

- Fighting for distributor attention
- Sending manual email blasts
- Relying on tasting room + local retail
- Competing on price, not positioning



DIRECT TO CONSUMER  
WINE SYMPOSIUM  
FREE THE GRAPES

## The Infrastructure Exists Today

You now have access to the same tools regardless of production scale.

**What separates winners:** Not budget. Not size. **Execution.**