



DIRECT TO CONSUMER  
WINE SYMPOSIUM  
FREE THE GRAPES

Delivering More  
Than Wine: How  
Fulfillment  
Shapes  
Customer  
Loyalty



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5175

5175 AIRPORT RD.

WINE DIRECT

BAY ALARM  
1-800-519-8888



**LAW**  
ESTATE WINES

# Vineyard

- West Paso Robles CA. 15 Miles from the Pacific Coast
- Planted in 2007, ranging from 1,600 to 2,000 feet in elevation
- 86 acres planted to Rhone, Bordeaux and Spanish Varieties
- Steep Limestone Slopes with some of the highest Calcium Carbonate Soils in the world

**LAW**  
ESTATE WINES



# Winemaking

- Organically Farmed and Hand Crafted Estate Wines
- Pending Vintage 8,000-10,000 cases produced annually
- Gravity Flow Production. 2-3 years in oak, 1-1.5 years in bottle prior to release
- Between 9-12 wines/skus produced every vintage



**LAW**  
ESTATE WINES



# Membership

- 6,000 Active Members
- 99% DTC, less than 1% in Wholesale
- Bi-Annual Release, over 7,500 shipments annually
- \$90-\$150/btl, with a 14-26 Month Waitlist for membership



*Jackson*  
FAMILY WINES

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FAMILY-OWNED SINCE 1982

ANAKOTA

CARDINALE

DALKEITH

HICKINBOTHAM  
CLARENDON VINEYARD

Mt.  
BRAVE

STONESTREET

ARROWOOD  
SONOMA KNIGHTS | ALEXANDER

  
Carmel  
Road

  
DIATOM

JETT

Mt.  
BRAVE  
WHISKEY

STONESTREET  
KENTUCKY STRAIGHT  
BOURBON WHISKEY

BANKE  
OREGON

CATALINA  
SOUNDS  
MARLBOROUGH  
NEW ZEALAND

EDMEADES  
★

  
KENDALL-JACKSON

FAMILY OWNED  
EST. 1985  
MURPHY  
-GOODE-

  
TENUTA DI ARCENO.  
SAN GUSMÈ - CASTELNUOVO BERARDENGA - SIENA

BENVOLIO  
ITALIA

EX POST FACTO  
ex post facto

LA CREMA  


  
NIELSON  
SANTA BARBARA COUNTY

  
UNSANCTIONED

Blue Grouse

  
CHAPEL DOWN

FREEMARK ABBEY  
Est. 1886  
  
NAPA VALLEY

La Jota Vineyard Co.  
HONOLULU MOUNTAIN ESTATE

NIELSON  
SANTA BARBARA COUNTY

  
VÉRITÉ

BOOTLEG

  
CHÂTEAU LASSÈGUE

GIANT STEPS  
YARRA VALLEY

LOKOYA

PASSERELLES

Brewer - Clifton

CONNAISSANCE

• GRAN •  
MORAINE

MAGGY HAWK

  
penner-ash  
WINE CELLARS



WILLAKENZIE

CALADAN



Copain Wines™

  
HARTFORD  
FAMILY WINERY®

M  
MARBURY  
CROUCH VALLEY

  
SIDURI

WINDRACER

Cambria  
ESTATE WINERY

CAPENSIS

CROWDED  
HOUSE

  
DAKÉL

  
MATANZAS  
CREEK WINERY

SILVER PALM  
||

YANGARRA  
ESTATE VINEYARD

CAPTURE

  
ZENA CROWN  
VINEYARD



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# Fulfillment as an Extension of your Brand

# Fulfillment and Branding

- Fulfillment is the “last mile of hospitality” for us
  - Fulfillment is one of the most frequent interactions for existing members. Accuracy, timing, and all friction points eliminated.
- The necessity of continuity at our brand caliber.
  - Each shipment is a continuation from their last experience with us. Customized shippers, inserts and collateral based on where they are at in their journey with us.

# Memorable Branding in Fulfillment



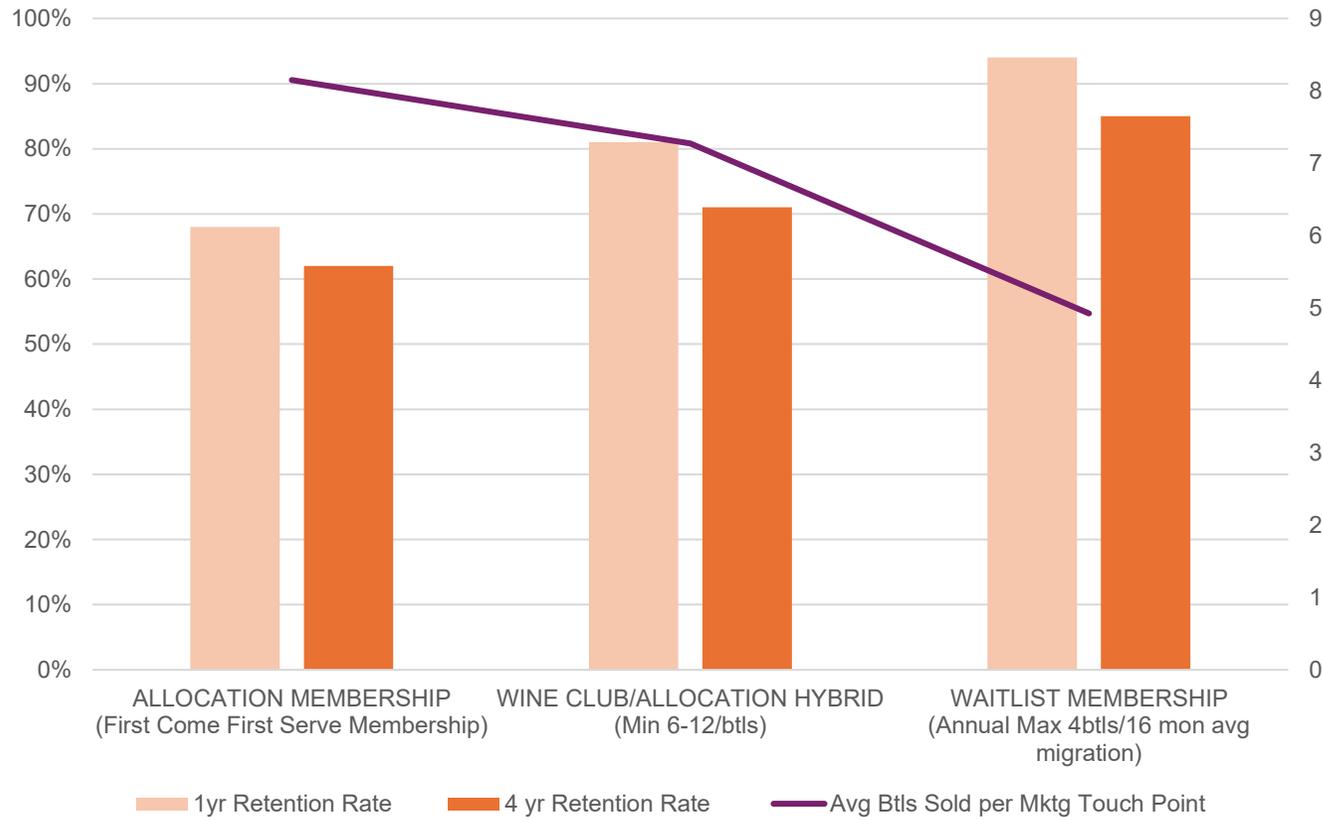


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# Allocation Excellence

# Modeling Out Of Necessity

BUILDING RETENTION OUT OF TOUCH POINTS



- **Early Allocation Model 2013-2016 (No btl limits)**
  - High sell out rate/low retention rate. Minimal mktg per ttl btls sold per member.
  - Members inundated with btls without a story behind the value of continuity across vintages.
- **Wine Club Model 2017-2020 (6btl/12btl Minimums)**
  - While btls were reserved and saw improved retention rates, still left with no inventory to continue relationship marketing
  - Scarcity without access eroded LTV
- **Waitlist Membership 2021-Current (4btl annual max)**
  - Limiting bottles to create capacity, retention has reached all time highs.
  - Operating Margins at an all time high.
  - Earned Loyalty, not rushed conversion.

# Personalization at Scale

- Volume does not equal value.
  - A saturation of touchpoints, shipments, emails, inserts, or campaigns does not, on its own, create loyalty or retention. Relevance is the differentiator
- Personalization drives emotional connection.
  - We segment based on member tenure, and lifestyle and wine interests.
  - A valuable matrix from where we apply the appropriate collateral and marketing with each of our communications.
    - Example: someone who is only interested in our reserve red wines and experiential events receiving an insert on our Rose and White Wine release and program falls flat in a small window of connection.
  - Along with our other mediums we use fulfillment as an opportunity, to continue the experience.



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# Gifts Innovation

# Designing Gifting for Growth

- **Gifting is a year-round opportunity**, not just a seasonal moment
- **Streamlined packaging** to improve efficiency and reduce costs
- **Pick-to-order gift sets** for flexibility and inventory control
- **Build gift sets around your average order value** to maximize conversion and margin





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# Personalization and Loyalty

# Thoughtful Fulfilment and Retention

- A lot of static to cut through
  - Our 6,000 active members belong to an average 3.4 wine clubs, receive wine communications from between 7 and 10 wine-related retailers outside of the wine clubs they belong to, with a frequency from all of the above once a month.
- Personalization transforms shipments into relationship touchpoints.
  - By tailoring wine shipments to each stage of the member journey, we move beyond fulfillment to create emotional relevance, reinforcing why members belong not just what they receive.
  - Utilizing Claritas demographic data, purchase history, lifestyle interests, and profile notes, we segment our inserts with a call to action for brand interaction.
  - Personalized shipments deliver measurable ROI across the lifecycle.
    - “Past, Present and Future Card” for new members, increased second-time visitation within 24 months by 18% over 2023 through 2025 which have been considered contraction years compared to 2021 and 2022.
    - “Vine to Vessel” packets for 2-4 year members encompassing farming and winemaking
    - Etched bottles for 5 year members that show a high attrition likelihood
    - 10 year customized vineyard plaque along with shipments, brought in a 22% increase in year-over-year visits with our longest tenured members



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# Looking Ahead

# Customer Expectations

- Meet customers exactly where they are!
  - Members expect real-time visibility and a seamless delivery on par with all of the other leading retailers, regardless of stricter compliance and weather-related bottle integrity challenges.
    - **Multi-Medium shipping notices-** It is safe to assume that on any given month, the member has received more than their fair share of shipping notices to keep track of. Email alone gets lost.
    - **Zoned Shipping/Weather Risk Assessment-** Orders range from \$400-\$12k, automated weather holds, weather risk tracking, temp controlled shipping are used at WDF through-out the year, to mitigate and reduce any issues that would make the customer concerned on the integrity of the wine. A warm shipment is on par, if not worse than an incorrect delivery. Many customers assume it is us driving the delivery truck
    - **Bi-Coastal Shipping-** Cuts shipping in half for mid-west and east-coast shipments, far more cost-effective.
    - **Hold at Location-** While we encourage all members to ship to a business address, many find themselves unavailable to sign for package on delivery day.



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# Insights You Can Use

- **Fulfillment as an Extension of your Brand**
- Evolved allocation model with proven retention success
- Leverage customizable gifting options year-round
- Expect your fulfillment partner to deliver seamless brand consistency from purchase to delivery
- Meet your customer where they are with partners who innovate, integrate and support your optimal customer journey



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Q&A



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