



DIRECT TO CONSUMER  
WINE SYMPOSIUM

PACIFIC NORTHWEST

Your Emails May  
Feel Like a Chore:  
Transform Them  
Into An Experience

With Alyson Lavarney  
& Erica Walter



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# The PNW Winery Difference

# Quick Poll:

How many wineries send a confirmation email after someone buys wine?

When was the last time you looked at that email?

# Wineries obsess over the tasting room experience...

## **But what happens after the customer goes home?**

- Spend thousands acquiring a customer
- Deliver a great tasting experience
- Then send boring, robotic emails (not connected to what channel the customer came from).

# FROM POST-PURCHASE TO POST-POUR

What Your Customer's Feeling After They Buy



## EXCITEMENT

"That tasting was so good.  
I'm glad I grabbed this."



## ANTICIPATION

"Ooooh, I can't wait to  
open this."



## GUIDANCE

"Okay wait — when  
should I open this?"



## EXPANSION

"What else should I try  
next?"



## ADVOCACY

"I need to share this with  
someone."



# Email 1: Confirmation Upgrade

# What most wineries send...



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## Order Confirmation

Hello Andrea,

Thank you for your purchase. This email is to confirm your order with Spectra Winery. While we get your order ready please double check the details below and let us know if anything needs changing.

We will send you another email as soon as we ship your order.

[View Order →](#)

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Order [#2118](#)

Date: Jan 22, 2023

### Shipping Address

Andrea Dyck  
567 Street  
Beverly Hills CA 90210  
United States  
(323) 655-6116

- Add the human moment
- Build anticipation
- Plant the next experience



### THANK YOU

This is the part where we acknowledge that them giving our wines a place in their home means a lot to us. They have good taste. You could tell them that, too. Or if you have a winery mission this is a great time to tell them how their purchase supports the cause.

### WHAT HAPPENS NEXT

Shipping orders should clarify the time to fulfillment, weather holds, and remind them how important it is to have someone there to sign for their wines

If they're carrying their product out with them, direct them to how to store / where to keep your wines when they arrive safely at their home. Or tell them we'd love to have them back!

### ENJOYMENT TEASER

Wine isn't an immediate enjoyment product sometimes. Sometimes, they're bringing home a wine that will age in their cellar and possibly even be forgotten. So this is a great time to tell them to watch their inbox for a follow-up email in the next few days with pouring and pairing recommendations... let them know what to expect between now and then.

## MEMBERSHIP

Wine Club Members enjoy preferred pricing on all wines as well as a host of benefits throughout the year.

[JOIN THE COOL KIDS →](#)

# This one email started driving daily wine club signups...

## Where they started:

- Boutique Napa winery (2021)
- Recently launched subscription wine club
- Struggling to drive online signups

## What we changed:

- 👉 Upgraded their order confirmation email
- 👉 Added a simple subscription banner for non-members

**Result:** 🔥 Daily subscription club signups — without sending a single campaign



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Transactional emails have  
insane open rates. Don't  
waste that attention.



You could stop here and get great results.

(But we have more time, so let's dig deeper)



# Email 2: The Anticipation Builder

- Hero: “What to do while you wait”
- Pairing Block
- Serving / Storage Block
- Winemaker Story Block
- UGC Invitation Block
- “Tag us when it arrives”
- Soft Cross-Sell Footer Module

# CRUSH



## NO FOOD REQUIRED.

But if you want to make an evening out of it? Pair it like you mean it.

Here are our favorite seasonal pairings. Build the grocery list, order the essentials, and let dinner do the flirting.



### HOT HONEY BURRATA CROSTINI

Creamy burrata, crusty bread, a drizzle of hot honey, and a hit of flaky salt. It's sweet, spicy, and just indulgent enough to justify opening another bottle.

**Minimal effort. Maximum main character energy.**

[GET THE RECIPE →](#)



### CRISPY PROSCIUTTO + ARUGULA FLATBREAD

Salty prosciutto, peppery arugula, shaved parm, and a squeeze of lemon over blistered flatbread. It's the kind of "I just threw this together" dish that somehow steals the night.

**Pairs dangerously well with sparkling.**

[GET THE RECIPE →](#)

## PRO TIP:

### DON'T COOK YOUR WINE.

Heat ruins flavor faster than a bad text at 1am.  
 Keep bottles somewhere cool and out of direct light.  
 On their side = cork stays moist = wine stays flawless.

## Why This Pour Hits Different

In the tasting room, this is the part where we lean in and tell you the backstory while you take that first sip.

You're not here (tragic), so we're bringing the story to you.

[THE WHOLE STORY →](#)



## WINE IS SOCIAL.

*(Don't drink alone on the internet.)*

Share your unboxing on IG with [#insertyourhashtag](#) — we'll hype you up and toast you virtually.





Our Goal:  
Increase Perceived Value.



# Email 3: The Shipment Optimizer

- Delivery Alert Header
- Let It Rest Block
- Opening Ritual Block
- Decanting, glassware, playlist, recipe
- Share Your Moment CTA



### CLEAR SPACE IN THE WINE CELLAR

*(or your garage, we're not here to judge).*

We're thrilled to report that your selections have officially left the building and are headed straight for you.

Whether you're celebrating something big or just celebrating making it through Tuesday — this delivery has excellent timing.

**Pro tip:** an adult needs to be home to sign for this juice. Plan accordingly. And yes... if that means working from home, we fully support that decision.

#### OFFICIAL WINE DELIVERY EXCUSE

To Whom It May Concern,

This human must be home to receive something very important. It requires a signature. And possibly a corkscrew.

Thank you for your understanding.

— Management 🍷

*(Feel free to screenshot.)*

#### BODY ROCK? COOL. BOTTLE SHOCK? NOT SO COOL.

Your wine's been on the move, and travel can temporarily dull aromas and flavor.

Give it 3–7 days to rest in a cool, dark place before opening. Good things happen when you let them settle.

## THE CRUSH OPENING RITUAL



### STEP ONE: Chill.

The wine. Not you. (Though honestly... also you.)



### STEP TWO: Decant. Stop. Won't. Stop.

Let it breathe. Swirl dramatically. Feel important.



### STEP THREE: Press Play.

Set the mood. We suggest this playlist — trust us, it pairs well.

👉 [LISTEN NOW](#) 👈



### STEP FOUR: Pour. Sip. Repeat.

You've done the hard work. Enjoy it.

## WINE IS BETTER WITH FRIENDS

And if they're your people, they're ours too.

*Forward this.  
Share the bottle.  
Spread the obsession.*



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This email adds delight to a stage of fulfillment that is inherently stressful.



# Email 4: The Second Sale Engine

- “How’s It Tasting?” Opener
- Complementary Recommendation Block
- Curated Bundle Module
- Club Discovery Module
  - Entry-tier positioning
  - Benefits reminder

**CRUSH**



Be honest — did you open it immediately or pretend you were “letting it rest” for the vibes?

Either way... if that bottle was your type, we’ve got a few more you’re going to want to meet.

**IF YOU LOVED THAT,  
YOU’LL SWOON FOR THIS.**

Same energy. Different twist. Very hard to stop at one.

[SHOP NEW RELEASES →](#)

**LET’S TAKE IT TO ANOTHER LEVEL.**  
*We only share this bundle with people like you.  
 Seriously.*



**We built this set for the “just one more bottle” crowd:**

- a bottle to flex
- a bottle to share
- a bottle to hide from your roommates

[UNLOCK THE BUNDLE →](#)

**YOU’RE KIND OF OUR TYPE.**

You clearly have excellent taste. **Why not make it official?**

*As a member, you’ll get:*

- Early access before the public
- Member-only pricing
- VIP invites
- The bottles we “accidentally” don’t post online

Low commitment. High rewards.

**Very good decisions.**

[JOIN THE CLUB →](#)



This is where 'turn one sale into three' becomes real.



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# Email 5: Advocacy Email

- If:
  - Shipped → Request review + reorder
  - POS → Request review + visit invitation
  - Member → Invite to event / referral
- Modules:
  - Review CTA
  - Referral Block
  - Visit Invitation Block

## LOVING WHAT YOU'RE SIPPING?

*It would mean the world if you shared your experience.*

A quick Google review helps small wineries like ours more than you know.

*If we made your week better, tell the internet.*

LEAVE A GOOGLE REVIEW →

### 📌 TEMPLATE NOTE:

#### How to get your Google Review Link:

1. Search your winery name on Google.
2. Click the "Write a Review" button in your Google Business Profile panel.
3. Copy the URL from your browser address bar.
  - OR -
  - In your Google Business dashboard, click "Ask for Reviews" and copy the direct link provided.
4. Paste that link into the CTA button above.
5. Optional: shorten the link using Bitly or your branded short link.



### BRING YOUR FAVORITE PERSON.

Your next complimentary tasting is even better with a friend.

If they join during their visit, you'll both leave with a take-home gift — our way of saying *thanks* for sharing the crush.

**BOOK A TASTING +1 →**

### WINE IS BETTER FACE-TO-FACE.

Sure, you can open a bottle at home.

But here? We pair it with chef-driven bites, curated playlists, and the kind of energy that turns a tasting into a night.

Flights evolve. Pairings rotate. No two visits taste the same.

**BOOK THE EXPERIENCE →**



# This is not 5 random emails. It's one emotional arc.

- Excitement (“I’m glad I bought this.”)
- Anticipation (“I can’t wait to enjoy.”)
- Guidance (“I know what to do.”)
- Expansion (“I want more.”)
- Advocacy (“I’ll tell others.”)

# Want to go even more next level? Build in additional segmentation!

- POS vs online
- member vs non-member
- first-time vs repeat buyer

Hospitality in wine usually focuses on:

- Tasting room
- Events
- Club

But modern hospitality continues through:  
**The Inbox.**

# Steal This Post-Purchase Email System

Scan to get the templates + flow we just walked through

- **Confirmation Upgrade**
- **Anticipation Builder Framework**
- **Second Sale Email Starter**

*Scan the QR code → I'll send it instantly*





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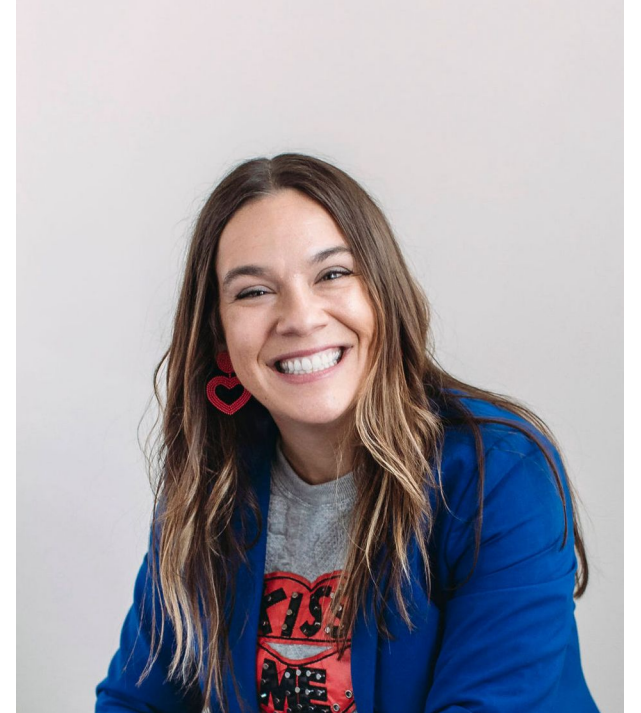
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# The Takeaway Challenge

# Connect With Us + Ask Questions!



[alyson@fm-wine.com](mailto:alyson@fm-wine.com)



[erica@emailmavens.com](mailto:erica@emailmavens.com)

# Lunchtime Roundtables

## Choose Your Conversation:

Topic	Facilitators	Focus
<b>Artificial Intelligence</b>	<b>Brian Zawada &amp; Steve Kilisky</b>	How to use AI to save time without losing your winery's soul.
<b>Tourism</b>	<b>Moya Dolsby &amp; Barb Larimer</b>	Driving traffic and creating "must-visit" experiences in the PNW.
<b>Hiring &amp; Retaining Talent</b>	<b>April Reddout &amp; Alyson LaVarnway</b>	Building a team that sticks around and delivers world-class service.
<b>Messaging Sustainability</b>	<b>Martin Fujishin &amp; Kristina Kelley</b>	Moving beyond "greenwashing" to tell an authentic story about your land.