



DIRECT TO CONSUMER
WINE SYMPOSIUM

PACIFIC NORTHWEST

Foster the Traditional and Embrace the Progressive:

Leveraging Your Wine Club's Potential

Successful Wine Clubs:

1. Define their ideal members
2. Know and communicate their brand personality
3. Focus on goals
4. Analyze their data
5. Train their teams
6. Pay attention to their members and what they want
7. Pivot and SWOT

Fill in these blanks:

Our club member is a _____ who drinks wine
_____ and visits our tasting room _____, looking
for _____.

Rhetorical Questions ...

....how in tune with your club operations are you?

- ❑ What is your wine club conversion goal?
- ❑ What metrics are you tracking?
- ❑ Who is analyzing the data?
- ❑ What is your biggest club operating cost?
- ❑ Which club is most profitable?

It's a numbers game

You can bet on 10% and shoot for 20%

10 asks = 1 yes

Go for 10 asks a week, not a month!

What's the yearly value of an average club member?

Barriers to asking

1. Employees are uncertain about the details.
2. They don't want to sound like a used car salesman.
3. They are not being incentivized or compensated
4. They don't realize there are goals or know how much the goals matter



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Attention = Retention

Training Basics

1. Friendly greeting within 10 seconds
2. Ability to tell the brand story
3. Confidence when mentioning club
4. Track and communicate metrics
5. Audit your operations

Fujishin Estate

Free Dog Wines

- Elevated Experience
 - Seated tastings
 - Reservations
 - Traditional Wine Clubs
- Casual Experience
 - Convenient
 - Easy-drinking
 - Subscriptions

Why Subscriptions at Free Dog?

1. Convenience

2. Entry level-drink now wines

3. Audience

4. Shipping

Subscription Structure

- **White Wine- “Howlers”**
 - \$18/month (\$23 retail)
- **Red Wine - “Houndstooth”**
 - \$24/month (\$29 retail)
- **Sweet Wine - “Underdogs”**
 - \$18/month (\$23 retail)
- **Mixed - “Cosmopawlitans”**
 - \$42/month

Obstacles

- Shipping
- Messaging
 - Extra training

Staff Feedback

- Easy to talk about
- Saves time
- Easy management

Customer Feedback

- Not intimidating
- Convenient
- Customizable

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