

# The New Digital Terroir

Cultivating Wine Communities through  
Substack, Reddit, Discord & Podcasts

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**The internet isn't one big  
place anymore**

**It's fractured into thousands of niche communities  
people really care about what they're into.**

# **Wine didn't disappear** **It moved**

Wine drinkers didn't stop caring.

They just stopped hanging out where brands talk at them.

**They're in smaller places now.**

**With people they trust.**

**Talking about things they love.**

**That's where the sales happen.**

# A New Way to Reach Wine Drinkers

**Today we're talking about:**

- **Niche communities**
- **Where they live online**
- **How wineries can participate without being cringe**
- **How this turns into actual DTC sales**

# Fish Where the Fishes Are but Few Fishermen

The internet is divided into thousands of niche communities. Engaging with these communities in a meaningful way can lead to major sales.

**Wine is NOT a niche community**  
(at least not one you want to target)

We're not here to convince people to drink wine. We're looking for existing wine drinkers in OTHER communities.

# Old Way vs New Way

Everything Changed in the Last 5 Years

## Old Way

- ✗ Join the conversation
- ✗ Engage with top creators
- ✗ Focus on specific media platforms
- ✗ Grab attention

## New Way

- ✓ Join the community
- ✓ Partner with top creators
- ✓ Follow specific communities across platforms
- ✓ Earn trust

**Spray and pray campaigns never really worked  
but now they are completely dead.**

# Platforms Beyond Instagram

## Podcasts

- Long-form storytelling
- Authority, loyalty, parasocial trust
- Where people decide who they believe

## Reddit

- Honest opinions and early discovery
- Unfiltered feedback
- Where trends surface before they're cool

## Group Chats

- Real influence
- Recommendations and purchasing decisions
- Where people ask, "Is this good?"

## Substack

- Depth without algorithms
- Old school blog posts, articles
- The real comment section

## Discord

- Organization and access
- Super fans, insiders, power users
- Where communities actually coordinate

# Choosing the Right Niche Communities

Not all communities are created equal. Here's what to look for:

## 1. Organized Community with Regular IRL Activities

People don't drink wine alone

✓ Board Games      ✗ Crossword Puzzles

## 2. The community becomes part of someone's personality

Half their birthday gifts are themed around it

✓ Golf      ✗ Pilates

## 3. Large Audience of Wine Drinking Adults

We are looking for existing wine drinkers

✓ Skiing      ✗ Crossfit

## 4. They Spend a Lot of Money on the Activity or Community

They have no problem spending lots of money

✓ Vintage Porsche Owners      ✗ Formula 1 Fans

**Make sure it's something YOU actually like and enjoy.**

# How to Engage & Join the Community

## 1. Where do they communicate online?

Join the Discord, Substack, Reddit threads. Start by lurking.

## 2. Where do they meet in person?

Attend events and meetups. Be nice and build real relationships without selling.

## 3. What do they want?

Listen first. Understand their needs. Don't assume.

## Meet them where they're at

Don't show up and immediately start selling. That's cringe.

# Tailor Your Products to the Community

Show the community that you're part of THEIR community.  
Give the people what they want not what you think they should want.

## How to tailor your products:

**Wine Label:** Custom design that speaks to the niche

**Special Packaging:** Make unboxing an experience

**Dedicated Web Page:** Landing page just for this community

**Special Events:** Host gatherings that matter to them

**The goal:** Make them feel SEEN. Make them feel like this wine was made FOR them.  
Because it was.

# Find and Engage Influencers

**Many Micro Influencers > One Big Influencers**

Don't blow your budget on one big name. Partner with multiple smaller creators who actually care about you and your products.

How to engage:

**Podcasts** → Ask to be a guest. Share your story authentically.

**Substack** → Ask for a collab. Co-author a post about how you make the wine (with photos and videos).

**Reddit** → Engage genuinely. Post photos of events. Share real experiences.

**Key principle:** Partner with creators, don't just pay for posts. Build real relationships. They'll champion your wine because they actually believe in it.

# Taylor Swift Wine

Someone Please Steal this Example

**The Niche:** Adult Taylor Swift Fans

**The Product:** "Main Character Era"  
Sauvignon Blanc

## How to tailor it:

- Friendship bracelets with every bottle
- Packed with glitter (changes color based on album)
- Monthly Taylor Swift parties at the vineyard
- Special wine club: 3 bottles of Main Character Era + 3 bottles of your estate wines

## How to engage influencers:

- **Podcasts:** Be a guest, talk about your experience as a Swiftie and why you created this wine
- **Substack:** Co-author a post about how you make the wine (with photos/videos)
- **Reddit:** Post photos of your Taylor Swift parties, engage with the community

Example One:

# **Rose Mansion Wine Sticker Book**

Example Two:

# Lawyers & MBAs

@barpilar and her Substack

Example Three:

# Black Girl Magic

by the McBride Sisters



# How to Engage on the Platforms

**Talk like a human. Not a brand.**

Here's how to actually engage:

Slide into DMs

- Be genuine. Start conversations.
- "Hey, I saw your post about [thing they care about]. That resonated with me because..."
- Don't immediately pitch your wine. Make friends first.

**You are here to make friends, not just sales**

- Show up consistently
- Add value to conversations
- Share their content
- Support their projects

**Spray and pray doesn't work (and never really did)**

- One meaningful conversation > 100 generic comments
- Quality over quantity, always
- Real relationships lead to real sales

# How to Make Meaningful Partnerships

## Key Takeaways:

1. The internet is fragmented into thousands of niche communities
2. Wine is NOT a niche. Find where wine drinkers already gather
3. Join, engage, tailor, and partner in that order
4. Many micro-influencers > one major influencer
5. Make your content screenshot-able and easy to share

**This isn't about gaming the algorithm or finding a marketing hack.**

**It's about showing up, being real, and building relationships with communities that actually care about something.**

**Do that, and the sales will follow.**