



“SHARE WINE” STRATEGY & THE CO-LAB EXPERIENCE

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VP, International Marketing
Wine Institute

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Consistent with its Code of Advertising Standards, Wine Institute is committed to ensuring wine is promoted responsibly to those adults who choose to consume it. We offer insights and tools to help our members promote their wines to consumers of legal drinking age. Our members are required to market wine to adults in a responsible and appropriate manner. This commitment includes the responsible content and placement of all communications concerning wine.

Note that all research, data analysis and communications referenced in the following presentation have been developed with an audience of 25-45 year old adults self-described as existing consumers and/or purchasers of alcohol beverages.

THE PROBLEM:

Wine is struggling for relevance



“...don’t feel part of the wine club...don’t want to join if it stays the same.”

WMC: Young Adults & Multiethnic Consumers, 2024



Digital Natives see, shape and relate to the world in a radically different way



Wine is not in their world — we don’t show up where they spend their time

THE SOLUTION:

Rethink how we engage to build life-long relationships with wine

- Show up where they are
- Talk about things they care about
- Engage influencers and creators
- Show how wine fits into their world
- Break down the barriers



INTRODUCING...



SHARING WHAT WORKS, POURING WHAT'S POSSIBLE



Collab: *noun; slang (kə'læb)*

Signifies a partnership where individuals or entities pool their resources, skills, or ideas to achieve a common goal.

WEBINARS & SLIDES



WELCOME TO THE SHARE WINE CO-LAB

WHY WE NEED A PORTAL AND WHAT IT CONTAINS

Winery Webinar Series 1



WHY CULTIVATE TOGETHERNESS

EMBRACING TODAY'S WINE CONSUMERS

Winery Webinar Series 2



WHO ARE THESE PEOPLE?

UNDERSTANDING ZILLENIAL THINKING & LIFESTYLES

Winery Webinar Series 3



ZILLENIAL MEDIA HABITS

UNDERSTANDING HOW TO REACH THEM

Winery Webinar Series 4



THE POWER OF COMMUNITY

WELCOMING COMMUNITY MEMBERSHIP

Winery Webinar Series 5



UNPACKING THE NARRATIVE

OWNERS AND POSSESSIONS FROM ANIMALS TO CULTURE

Winery Webinar Series 6



CREATING A MEDIA PLAN

PUTTING INSIGHTS TO WORK IN A MEDIA PLAN

Winery Webinar Series 7



CREATIVE THAT GRABS ATTENTION

THE "SHARE WINE" DIGITAL STRATEGY

Winery Webinar Series 8



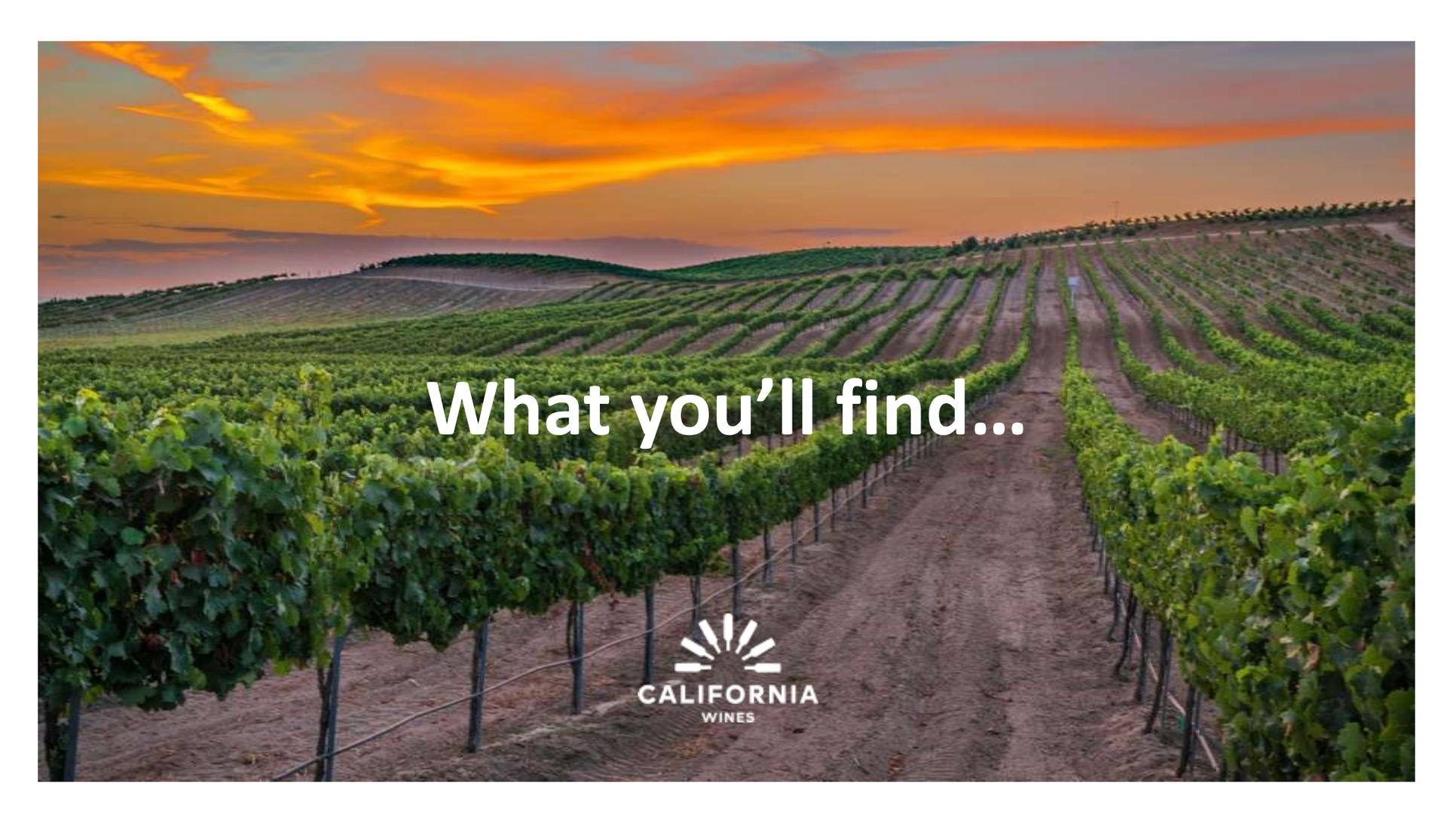
PODCAST STYLE



CALIFORNIA WINES

BEST TO WATCH THIS ONE FIRST





What you'll find...



INSIGHTS INFORM STRATEGIES

"Too good not to share"

Proprietary Research

- Qualitative – 60+ hrs of discussion
- Quantitative – 2 studies; Over 2,000 respondents

World-Class Strategists

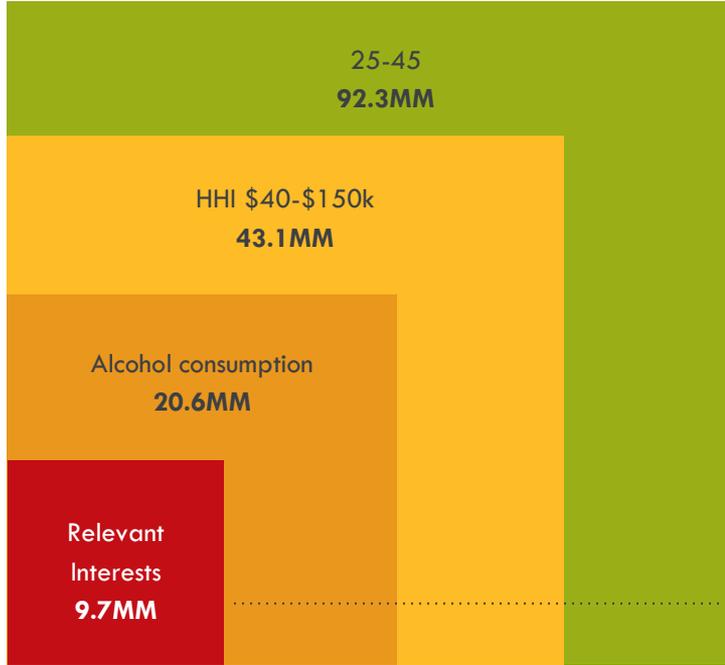
- Mark Barden, Co-Founder, EatBigFish
- Danny Sullivan & Bobby Souers, Vitoria
- Paul Peterson, CoinJar Research

Dynamic Creative Team

- Hal Curtis, Bespoke Creative
- Nick Stokes, Illustrator
- Becca Wadlinger, YouTube



PINPOINTING THE TARGET AUDIENCE



Quantitative validation of qualitative insights (YouGov, 26MM)

“I enjoy cooking for myself and others”

“I like to experience new food and cuisines”

“I am passionate about traveling”

Hobbies: Cooking, gardening, reading

Free time: concerts, cinema, pubs & clubs, restaurants and cafes

9.7MM (US)

SHARE WINE CO-LAB UNCOVERS...

VALUES

#bestlife

LIFESTYLE

Experience seekers

MEDIA

Multi-platform users

TO REACH TODAY'S CONSUMER...

#1

Show up where they
are

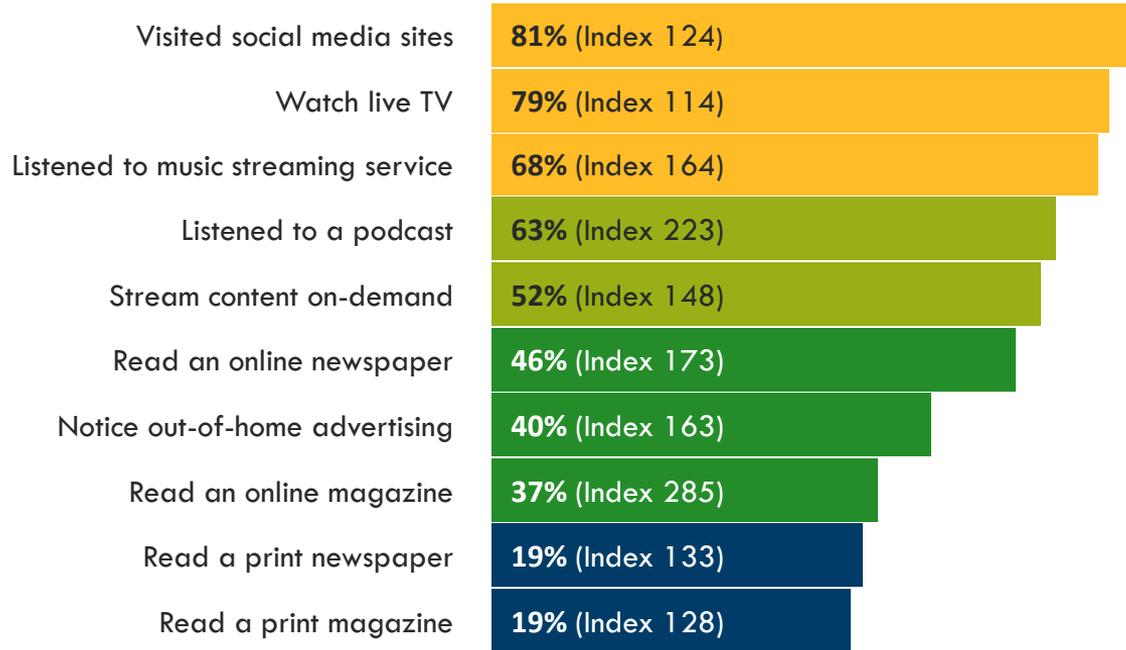
#2

In the right way

MEDIA HABITS

Social media rules, TV is strong, streaming audio and podcasts rising

Media Channels Consumed Last Week



GET YOUR MESSAGE ACROSS

Most open to advertising in digital channels

Best reached through a mix of digital-first channels

- Most responsive in digital channels
 - Online advertising (57%, index 169)
 - TV (56%, index 162)
- High engagement with podcast advertising
 - (42%, index 325)



STREAMING VIDEO

Highly engaged video viewers

- 79% are heavy to medium streaming video consumers
- 52% regularly stream content on-demand

“Streaming services have changed TV for me.”

90% / 130

“I’m a TV addict.”

51% / 138

“I prefer watching TV from my laptop or tablet.”

43% / 146

Top Streaming Platforms

NETFLIX

62%

“Heavy or Medium Netflix Watchers”

 **YouTube**

61%

“Heavy or Medium YouTube Watchers”

YOUTUBE: MATCH MESSAGE WITH CONTENT

Use topics, categories, channels and keywords, so wine messaging is served in-stream, in-feed, and in Shorts, during relevant content

Ad Formats



Unskippable In-Stream



Shorts

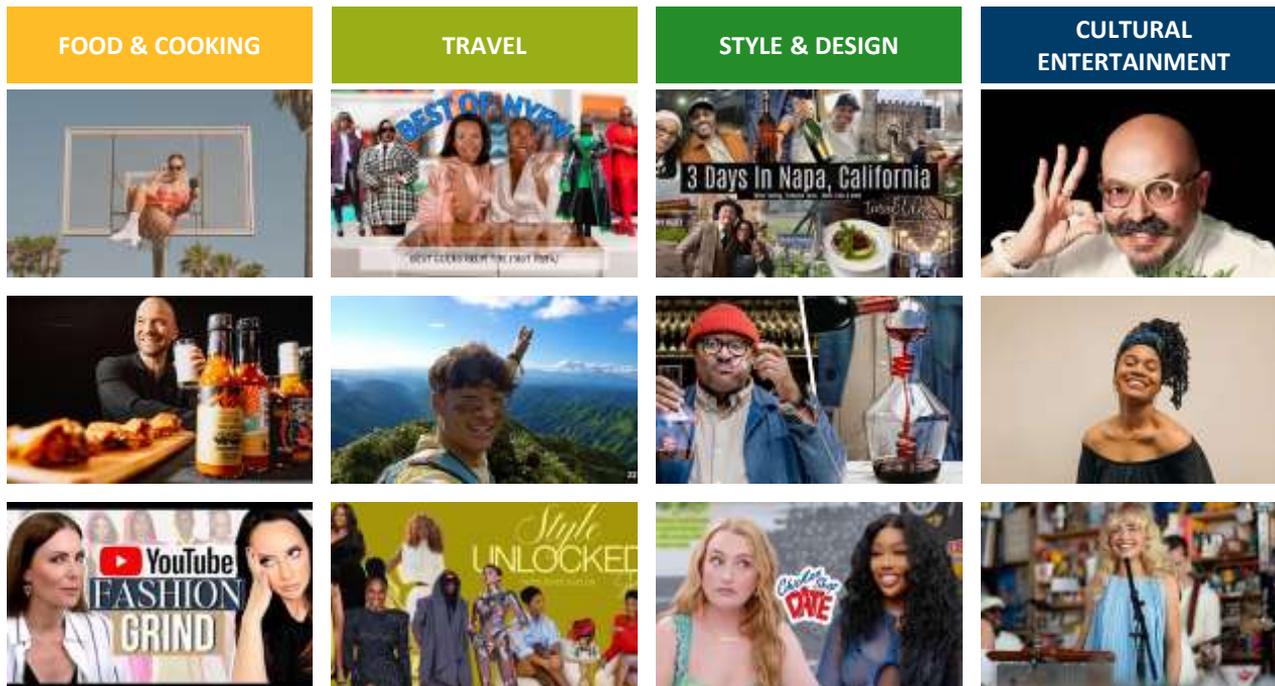


In-Feed

Content Filters

Lifestyle Targeting	FOOD & COOKING	TRAVEL	STYLE & DESIGN	CULTURAL ENTERTAINMENT
Content Example	Guides for different occasions	Travel docs exploring new places and cultures	Vlogs focused on fashion latest and interiors	Commentary podcasts or pop culture reaction shows

YOUTUBE TARGETING & CONTENT EXAMPLES



YOUTUBE INFLUENCER CONTENT



Livestream

Shop-along:

Talk people through the overwhelming wine aisle



DAY IN THE LIFE VLOGS

[@VictoriaHuiTheLustListt](#) - 12.3K SUBSCRIBERS, 1.3K VIEWS

Youtube allows content creators to work with more time. This widens the aperture to content where they go through their daily routine, offering more authentic moments



FIRST PERSON POV

[@JohnnyStrides](#) - 126K SUBSCRIBERS, 94K VIEWS

Reimagining the perspective of content can offer new ways to view. This influencer is known for taking walks through cities with a first person POV to give viewers a true sense of being on the streets.

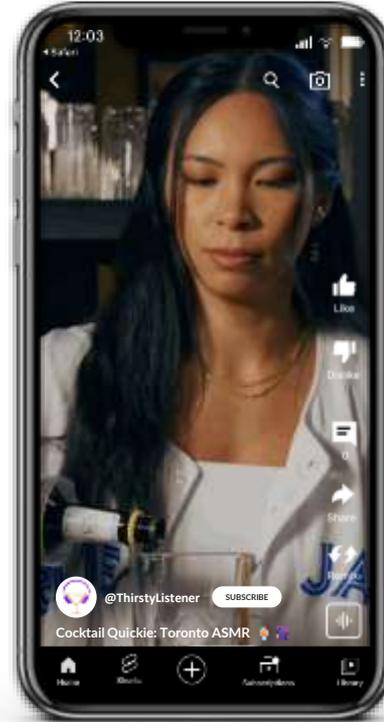
YOUTUBE CONTENT TACTICS



LAY OF THE LAND

"The Daughter," local wine bar, partnered with **Toronto's Finest** to show off their elegant and carefully curated options. This elevates the aesthetics and serves as a stamp of approval from a reliable source.

[@TO_Finest](#)
27.3K SUBSCRIBERS
7.3K VIEWS
122 LIKES



ASMR RECIPES

The auditory satisfaction of ASMR videos paired with an intriguing cocktail recipe appeals to multiple senses of the viewer.

[@ThirstyListener](#)
1.9K SUBSCRIBERS
1.5K VIEWS
49 LIKES

STREAMING AUDIO

Where interests meet identity

- Personal expression and social connection
- Shared audio experiences facilitate conversation and connection
- Podcasts deepen understanding of different cultures

FOOD & DRINK



TRAVEL



ENTERTAINMENT



STYLE & DESIGN



SOCIAL MEDIA

Where you must be; where you could be

- Deeply embedded in social media
- Very high engagement across multiple platforms.
- Smaller platforms over index for those willing to invest and innovate
 - Reddit (223)
 - Snapchat (223)
 - Twitch (388)

 FACEBOOK 83% 119 index	 YOUTUBE 80% 152 index	 INSTAGRAM 79% 176 index
 X 54% 198 index	 TIKTOK 52% 206 index	 SNAPCHAT 42% 223 index
 REDDIT 31% 223 index	 LINKEDIN 27% 162 index	 PINTEREST 19% 104 index

SOCIAL MEDIA IMPACT:

Strong visuals, short form video, participatory experiences



Storytelling drives engagement



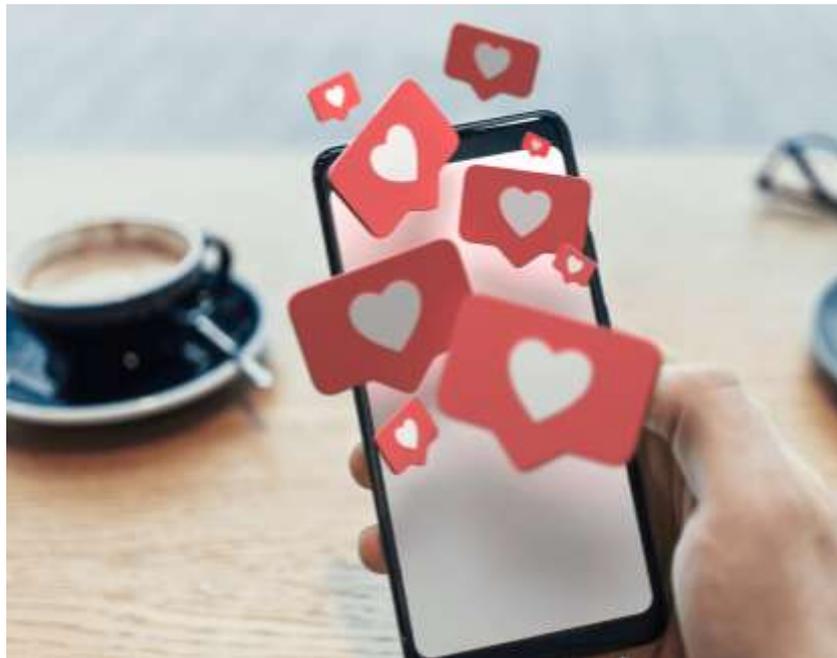
Short-form video, **interactive** features like polls and stories, and **shareable**, visually engaging content



Seeking community and participatory experiences



Respond to connection and **two-way dialogue**



VALUES & LIFESTYLES & MEDIA

VALUES

#bestlife

Accessible experiences
Take care of each other
Fun, positivity, optimism
Welcoming, inclusive

LIFESTYLE

Experience seekers

Food & beverage
Travel
Entertainment
Style & design

MEDIA

Multi-platform users

Social media rules
Streaming TV and online video
engages
Music streaming on-the-go
Podcasts feed identity

A COMBINATION OF “SAY” AND “DO” DELIVERS

SAY

Achieve greater share of voice for your message
to drive awareness and shift perception

DO

Develop partnerships and real life experiences to
bring people
together over wine

1

Increase wine
awareness and
attention

**STREAMING
TV**

2

Make wine
interesting and
relevant

**ONLINE
VIDEO**

3

Increase positive
perception towards
wine

**MUSIC &
PODCASTS**

4

Inspire community
engagement

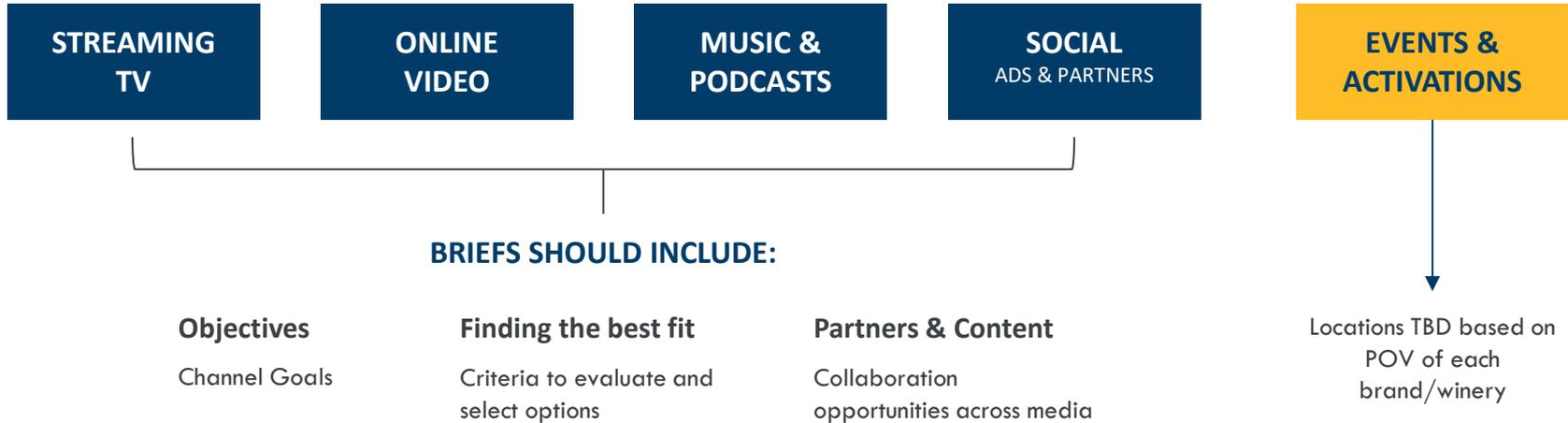
**SOCIAL
ADS & PARTNERS**

5

Encourage trial and
usage

**EVENTS &
ACTIVATIONS**

DIFFERENT ROLE FOR EACH MEDIA PLATFORM



ACTIVATING YOUR MEDIA MODEL

HOW

Surprise — stop the scroll, prompt reappraisal

Engage — elicit emotion, entertain, invite

Connect — in *their* conversations and spaces

Validate — by influencers, peers, creators

Support — help them find their wine

WHAT A PLAN MIGHT LOOK LIKE...

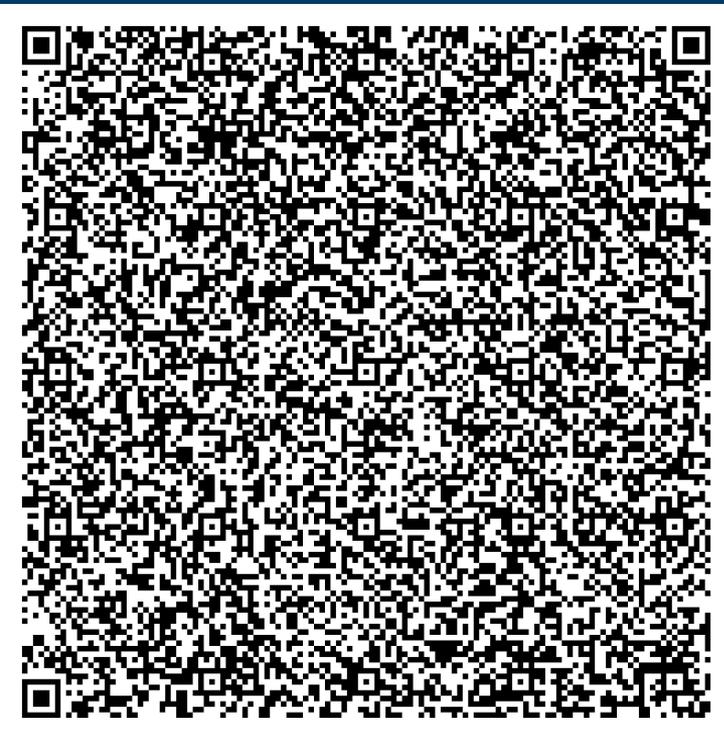
PLAN ELEMENTS	ACTION ITEM	BUDGET & RESOURCES (LOW)
LIFESTYLE INTEREST F&B, Travel, entertainment, style etc.	Focus on 1 interest	Fashion (Style & Design)
SOCIAL INFLUENCERS In the interest areas	Find 2 local micro influencers	@afroza_khan @jessica_lynna
WINERY CONTENT CREATOR Sharing their adventures	Select your content creator	A fashion-forward staff member
MEDIA CHANNEL Streaming video, social media apps, etc.	Choose one...	Instagram
GEOGRAPHY Towns, cities, states with good potential	Identify a market	Miami
EVENTS & VENUES Food festivals, comedy clubs, nightclubs	Find a new venue or event	The Show Miami — a “social fashion fair”
CREATE AN EVENT/ACTIVATION Designed for social and online posting	Try 1 new idea	Host a fashion show after party at a nearby account

SCAN TO ACCESS THE CO-LAB

Set up your account

Open to all wine professionals

No fees or membership



myaccount.wineinstitute.org



- Press Releases
- Share Wine Co-Lab
- Upcoming Events
- Press Room



THE VOICE FOR WINE IN PUBLIC POLICY

OUR MISSION

NEWS

Explore the Share Wine Co-Lab

KEY ISSUE

California Beverage Container Recycling and Litter Reduction Act - Bottle Bill

RESOURCE

Wine Compliance Rules: Direct-to-Consumer State Shipping Laws

"ACCEPT ALL COOKIES", YOU AGREE TO THE STORAGE OF COOKIES ON YOUR DEVICE TO ENHANCE SITE NAVIGATION, ANALYZE SITE USAGE, AND ASSIST IN OUR MARKETING EFFORTS.

COOKIE SETTINGS

REJECT ALL NON-ESSENTIAL COOKIES

ACCEPT ALL COOKIES



Create My Account

Please provide some information to create your account.

You must complete fields ending with *.

My Contact Information

First Name *

Last Name *

Organization Name *

Wine Sector Role *

Mailing Country Code

Mailing Street

Mailing City

Mailing State/Province Code

Mailing Zip/Postal Code *

Security & Login

Email *

Retype Email *

Password *

Your password must be at least 8 characters long, have a mix of letters and numbers, and cannot contain your username.

Password Strength:

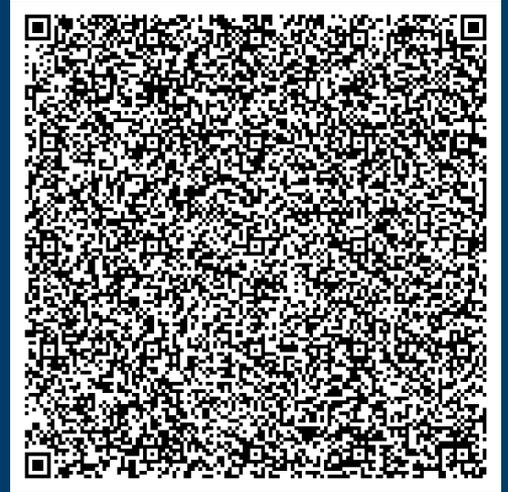
Retype New Password *

Create Account

NEXT STEPS

Join In

- **Meet Mark Barden & Katie Canfield**
- **Scan & create an account**
- **Watch a webinar**
- **CO-LAB Office Hours – starting in Feb**
- **CO-LAB *Live!***
- **Announcements of upcoming webinars & sessions**



myaccount.wineinstitute.org



THANK YOU!

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CALIFORNIA
WINES

