



DIRECT TO CONSUMER
WINE SYMPOSIUM

PACIFIC NORTHWEST

Shifting Tides:

Expanding Tasting Room
& Wine Club Experiences
Beyond Your Home Turf

Violet Vines: Creative Remote Wine Club Member Management

The Reality

- Out of state wine tourism is down
- For those visiting, great engagement and conversion to a wine club
- Significant % of our wine club is out of state and they are infrequent visitors

The Challenge

- Stay top-of-mind
- Minimize churn
- Grow club order size through remote engagement.

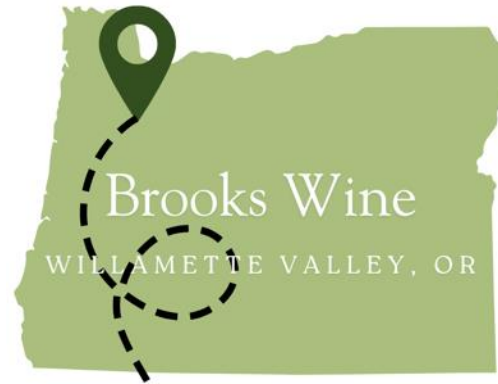


L'Ecole: Growing Wine Club Membership

- **Challenge:** Expand benefits to attract more out of state members
- **Solution:** Wine Atlas Collective, a reciprocal wine club program with visitation and e-commerce benefits

Wine Atlas Collective

- 8 wineries
- 6 states
- 43 varietals
- 45,000 members
- Proprietary API for member validation



Red Tail Ridge
FINGER LAKES, NY



Blenheim Vineyards
CHARLOTTESVILLE, VA



William Chris Vineyards
TEXAS HILL COUNTRY, TX

Wine Atlas Collective: A National Collaboration

- Common priorities across partner wineries
 - Independently operated/family-led
 - Committed to sustainability initiatives
 - Strong hospitality focus
 - Collaborative mindset
- Visitation benefits launched July 2025, e-com September 2025
- Communication
 - Email
 - Displays/collateral in TRs
 - Club collateral
 - Sharing of partner wines at club events

The Idea/Process We Tested

1. Envisioned virtual wine tastings via a small bottle format as a wine club benefit (which is how we addressed the compliance question)
2. Selected wines that we felt could be great candidates for wine club order expansion
3. Positioned the “kits” as a winemaker virtual wine tasting for wine club members (with recommended cheese pairings)
4. Scheduled via Calendly or via email, held via Zoom/Teams/Google Meet
5. Tastings lasted ~75 minutes and when occurring in proximity to a wine club allocation, we discussed these wines being available as additions or substitutes
6. We eventually expanded the offer to those that did not become wine club members but seemed truly engaged in the brand



How its Going

	L'Ecole	WAC Average
Web Orders	140	81
Web \$\$	\$34K	\$15.6K
TR Visits	134	200
TR \$\$	\$16K	\$25K
Total \$\$	\$52K	\$44K
Club Sign Ups	7	18

as of March 2026

- Positive press
- Inspiring road trips!



Violet Vines: Key Results

- 46% increase in wine club order value for those participating in the virtual tasting experience
- No wine club churn to date for virtual participants
- 18% club enrollment for non-club participants

Violet Vines: Key Learnings

- **Lessons Learned**

- Not something we sell to make money on... we consider this an advertising, marketing and engagement expense
- Felt a little expensive - production expense + cost to ship with adult signature – but it really wasn't...

Wine Atlas Collective: Key Learnings

- **Lessons Learned**

- Look at the Collective marketing calendar holistically, identify potential pinch points well ahead of time, and be prepared to prioritize. There is only so much room in the pipeline.
- The Collective is managed from within by folks that all have full-time roles. Growth opportunities are exciting, but taking on more is also daunting.

Wine Atlas Collective: 2026 Initiatives

- Dedicated monthly emails introducing partner wineries
- Testing collaborative trade market work
- Continue Sampler Packs 2x year
- Refine best practices

Violet Vines: Evolution

- Other Small Format Bottle Applications
 - Virtual team-building events
 - Impactful “business cards” for new wholesale account engagement
 - Holiday gift giving (new brand exposure)
 - Wine Ambassador Program “tool”

Violet Vines: 3 Key Takeaways

- Cost-effective customer acquisition and customer retention strategy
- Experiential/engagement tool rather than a product for sale
- Continue pushing the envelope / double-down on other engagement strategies



Wine Atlas Collective: 3 Key Takeaways

- Seek out like minded partners committed to collaboration and the greater good
- Focus on what works best for individual wineries rather than homogenizing benefits
- Be open to experimentation

