



DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

Modern Wine Clubs

Strategies for Engaging Today's Consumers and Building Lasting Loyalty

Presented by



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Explore how innovation, flexibility, and connection are reshaping the future of membership.+

1. Welcome & Context
2. The Evolution of Wine Clubs
3. Understanding Today's Consumer
4. Why Clubs Must Evolve
5. Case Study: Edio Vineyards
6. New Models, New Audiences
7. Tools & Metrics That Matter
8. Key Takeaways & Next Steps

Lailand Oberschulte



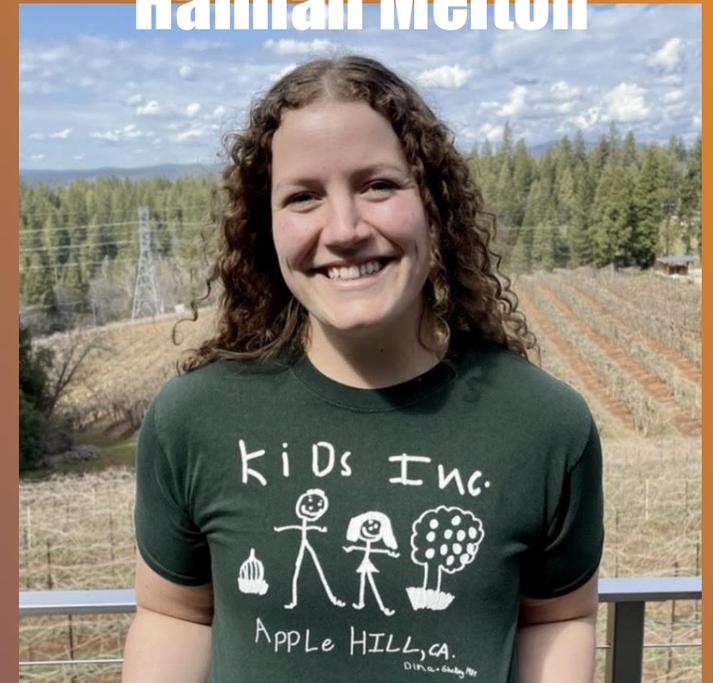
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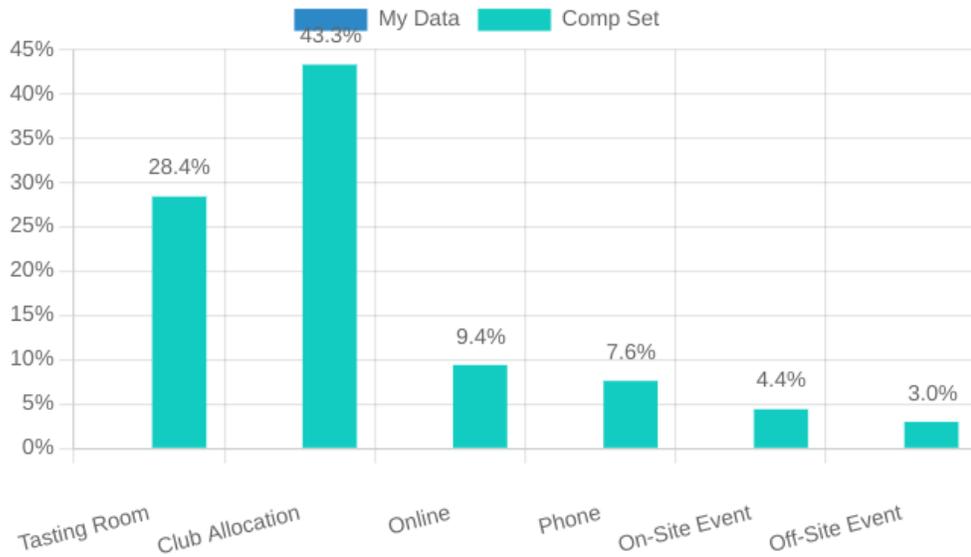
**Wine Club Manager
Edio Vineyards**

The State of Clubs Today

12 Month/2025 club recap - Benchmark

📊 Total Revenue by Channel

Total Percentage (%) of Revenue by Channel



% of revenue from a club member:
60.6% (+0.4%)

Average club size: **1,903 members (-7.0%)**

Average annual churn: **26.5% (+14.4%)**

Average shipment size: **3 shipments per year @ \$279 per shipment (+0.3%)**

Wine clubs built the foundation of winery DTC...but the world has changed.

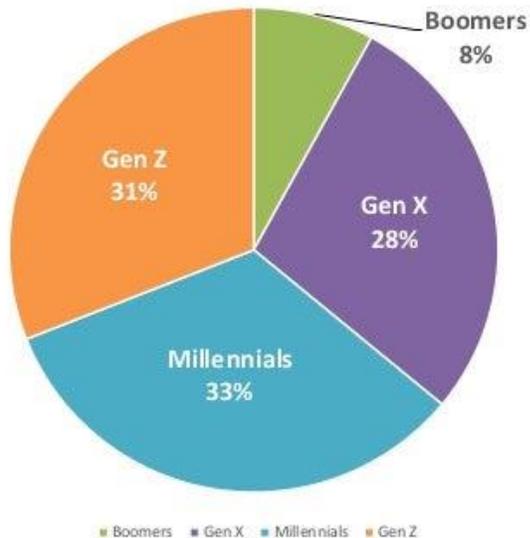
The most dangerous phrase in the language is "We've always done it this way."

Then	Now
Free tastings or small refundable fee	\$25-\$75+ experiences with premium positioning
Free glasses & giveaways	Branded merch and curated add-ons
Walk-ins welcome	Advance reservations often required
Quick bar pours	Seated, guided storytelling tastings
Focus on volume	Focus on connection & value

- *Rear Admiral Grace Hopper*

Understanding Today's Consumer

Generations in the Workplace - 2025



Who's in Your Club Today?

The average club member in the US is

59

49%

are retired

Over 75% are above the age of 50

75%

96%

want more flexibility within their clubs

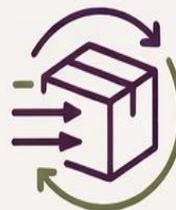
Understand Today's Consumer

Today's members aren't just buying wine, they're buying belonging.



Authenticity & Storytelling

Real voices. Real stories.



Flexibility & Control

Choice without friction.



Community & Belonging

Members who feel seen.



Personalization & Relevance

Tailored, not templated.



Access & Experience

Insider moments.



Human Connection

Digital, but personal.



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Evolving Without Starting Over

Innovation does not mean reinvention

Evolving your club doesn't mean losing your legacy, it means ensuring that legacy stays relevant to the next generation of members.

Triggers for Change

Recognizing When It's Time to Evolve.



Every winery reaches a moment when its club model no longer fits as well as it once did. Growth plateaus, engagement softens, and the member experience starts to feel dated.

These aren't warning signs, they're opportunities.

Key Metrics to Track

Retention Rate (%)

How many members stay year over year

Average Order Value (AOV)

The spend per transaction

Engagement Frequency

How often members purchase, visit, or log in

Referral Rate

How many new members come from existing ones

Event Participation

Attendance or RSVP-to-show ratios

Lifetime Value (LTV)

The total revenue generated per member

Tip: Tracking just 2-3 of these consistently can reveal powerful trends

Edio Vineyards — Reinventing with Intention

A Real-World Example of Modernizing Without Losing Identity

Operational Impact:

- Automated billing and communications saved hours each week
- Simplified reporting and data segmentation through OrderPort
- Improved clarity between wine, cider, and bakery programs
- Transferable ideas for any winery
 - o Blend legacy and modern models to meet members where they are
 - o Offer flexible spending or subscription credits
 - o Use storytelling and multi-product experiences to build deeper connection



Edio Vineyards — Reinventing with Intention

A Real-World Example of Modernizing Without Losing Identity

Key Takeaways:

- Transitioned from a traditional “legacy” club to a hybrid subscription model
- The original club was grandfathered, not eliminated, but capped for sustainability while new members joined the modern system.

Results After One Year:

- +35% engagement increase (members visiting or purchasing more frequently)
- +22% average order value
- Retention up 28% across both clubs



Edio Vineyards — Legacy Club vs Modern Club

A Real-World Example of Modernizing Without Losing Identity

Grandfathered Club (Legacy Model)

Structure:

- **3 shipments per year** (4, 6, or 12 bottles)
- **10-20% discounts** across all Delfino Farms products
- **2-6 complimentary tastings** per visit

Perks:

- 48-hour early access (concerts, annual dinner)
- Club-exclusive code + parking line
- First access to new releases
- Release parties + annual family event

Performance:

- **Conversion:** ~4% (industry average)
- **Retention:** Slightly *below* industry average (trigger for evolution)

New Club (Hybrid Subscription Model)

Structure:

- **Monthly charge** accrued as member credit (**\$39 / \$59 / \$99**)
- Credits spent anytime across all Delfino Farms businesses
- Same **10-20% discounts** + **2-6 complimentary tastings**

Perks:

- Identical to legacy tiers (access, experiences, exclusives)

Performance:

- **Conversion:** **6-7%** (above industry average)
- **Retention:** Too early for full-year data (launched June 2024) but trending positively

New Models, New Audiences

Six models means six ways to meet customers where they are, and six ways to support winery revenue.

OrderPort supports six distinct wine club structures:

Case Club	Winemaker Select
Allocation	Customer Choice
Subscription	Tiered Bottle Loyalty

**Adding new models
attracts new consumers.**

**It's not out with the old,
but it IS in with the new.**



Launch Smart. Grow Consistently.



You don't need to start over.
Build on what already works.



Flexibility and authenticity drive
loyalty in the modern market.



Technology and storytelling together
turn data into connection.



New models bring in new audiences
and keep them coming back.

**Not just what you offer,
it's how you offer it.**





Thank You!

Presented by
 **ORDERPORT**

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