Sell More Wine: Five Marketing Tips to Grow your Brand
Marketing Tip #1: Who is drinking wine in 2020?
2020 State of the Wine Industry Videocast
January 2020
Wine consumption by cohort

Source: SVB State of the Wine Industry Survey
Why are young consumers cutting back?

- Opting for healthier lifestyle: 32%
- Lost interest in drinking alcohol in general: 24%
- Consuming more of a different Alcohol beverage: 21%
- Don't go out as much as I used to: 19%
- Health related reasons: 18%
- Don't want to be hungover: 17%
- Can't afford to drink as much: 15%
- Want to maintain clarity/control: 14%
- Consuming more non alcoholic beverages: 13%
- More interested in Cannabis: 10%
- Friends/family are drinking less: 9%
- Other: 5%
- I/my partner is expecting or recently had a child: 5%

Survey conducted online by The Harris Poll in partnership with Nielsen (January 7-9, 2019); n=1,964 U.S. adults 21+
Competition is beer and spirits

Only 15% of drinkers are exclusive to wine

Exclusive Wine
- 15% People
- 4% $ Vol

Wine & Beer
- 19% People
- 17% $ Vol

Exclusive Beer
- 18% People
- 7% $ Vol

Wine & Spirits
- 7% People
- 7% $ Vol

Beer & Spirits
- 8% People
- 9% $ Vol

Wine/Bever/Spirts
- 27% People
- 55% $ Vol

Source: Nielsen Homescan Panel, Total US: 52 weeks ending 06/29/19
Wine includes Still & Sparkling; Beer includes FMB and Ciders
Marketing Tip #2: Winery near me
winery near columbia mo

winery near columbia mo

wineries around columbia mo

wineries close to columbia mo

best winery near columbia mo

missouri wineries near columbia mo

Google Search I'm Feeling Lucky

Report inappropriate predictions
Amigon Urban Winery

4.5 ★★★★★ (133) · Winery
Kansas City, MO
Spacious tasting room of a family-run winery also offering local beer & snacks in a 1909 building.

Address: 1505 Genesee St #100, Kansas City, MO 64102
Hours: Open · Closes 5PM
Phone: (913) 890-3289

Events
- Sun, Mar 8: Cookie & Wine Pairing
  12:00 PM
- Sat, Mar 21: Thrs
  7:00 PM

Questions & answers
Q: So cool. Not a big wine drinker but they were so nice. What's the taste like? I'm a sommelier now.
A: Anyway cool place to hang out after...
(No answers)

Popular times
Internet Users Everywhere Enjoy Video Content

85% of all internet users in the United States watched online video content monthly on any of their devices.

(Statista, 2018)
54% of consumers want to see more video content from a brand or business they support. (HubSpot, 2018)
Consumers love seeing videos on Social Media

Videos are a consumers’ favorite type of content to see from a brand on social media.

(Animoto, 2018)
Jordan Vineyard & Winery
53.7K subscribers

Created playlists

- Just for Fun
  - VIEW FULL PLAYLIST
- Floral Design Demonstrations
  - VIEW FULL PLAYLIST
- News
  - VIEW FULL PLAYLIST
- New Release Tasting Notes
  - VIEW FULL PLAYLIST
- Jordan Uncorked | When to Drink Older Wines
  - VIEW FULL PLAYLIST
- Jordan Experiences
  - VIEW FULL PLAYLIST
- Cooking Demonstrations
  - VIEW FULL PLAYLIST
- Jordan Sightings on YouTube
  - VIEW FULL PLAYLIST
- Winemaking
  - VIEW FULL PLAYLIST
- Grape Harvest
  - VIEW FULL PLAYLIST

More from YouTube

- YouTube Premium
- Movies & Shows
- Music Videos
- Olive Oil
- When to Drink - Jordan Library
- Family Stories
Marketing Tip #3:
A Website that attracts & converts
Welcome to Chateau Ste. Michelle

OPEN DAILY 10:00AM-5:00PM

APR 26
SESSIONS with Marina Christopher Trio

APR 27
SAVOR THE NORTHWEST FLAVOR
Only (your winery) delivers (unique differentiating benefit) to (target audience).
<table>
<thead>
<tr>
<th></th>
<th>Email</th>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of users</td>
<td>2.6 billion</td>
<td>1.7 billion</td>
<td>313 million</td>
</tr>
<tr>
<td>First online “check” of the day</td>
<td>58%</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>Use this channel at least daily</td>
<td>91%</td>
<td>57%</td>
<td>14%</td>
</tr>
<tr>
<td>Prefer this channel for permission-based promotional messages</td>
<td>77%</td>
<td>4%</td>
<td>1%</td>
</tr>
</tbody>
</table>
WINE TASTING
INFOGRAPHIC

1. SERVING

2. VISUAL

3. WINE LEGS

4. SWIRL THE WINE

5. AROMA APPRECIATION

6. IN-MOUTH SENSATIONS
WELCOME TO UPROOT

$15 OFF

YOUR FIRST ORDER

ENTER YOUR EMAIL HERE

GET MY $15

NO I DON'T WANT $15 OFF
JOIN ROBERT MONDAVI WINERY

Subscribe to save 20% on your first online wine order & receive members-only news, new releases, events and insights from Robert Mondavi Winery.

Enter your email here...

JOIN ROBERT MONDAVI WINERY
#1 secret to content = Add value

- 20% Sales and Promotions
- 80% Add Value
Marketing Tip #4:
Packaging for younger audiences
“Our senses take in about 11 million bits of information every second, but we are only consciously aware of about 40 bits of that information.”
Growth rate and share in formats

- 187 ML
- 375 ML
- 500 ML
- 750 ML
- 1.5 L
- 3 L
- 4 & 5 L

Source: Sip Source, 9-19
bfreegypsy Looks like @catherinerbell and I found our new favorite drink for all the festivals we have vowed to go to! ❤️ #ShowMeSangria #OhThePlacesYouCANGo #Festivals #Summer #delicious

ekelli_snow @kcwineworks
dcarolk55 Tell Jack Hines, Kurmis' from Texas said hello.
dcarolk55 Please and thank you.
bfreegypsy @dcarolk55 ok!
euroasian Ha ha! Thanks for the tag @kelli_snow! 😊
jameroo89 So cute you two are!
Figure 42: Health attribution labels

- 100% Organic
- Vegan
- Vegetarian
- Organic premium quality
- Organic
- Sugar Free
- 100% Natural
- Gluten Free
- GMO Free
- Farm Fresh
DISCOVER THE INFAMOUS TALES BEHIND EACH BOTTLE

Get the Living Wine Labels app and watch as the convicts tell the stories that made them infamous.

DOWNLOAD
the Living Wine Labels app

SCAN
the bottle with your phone camera

EXPERIENCE
the story behind the wine
D.H. Elliott California Pinot Noir 2018

Market Price $21.99

Angels Price $9.99

Angels save $12.00

Add to basket

Add to wishlist

Rate this wine
Meet the winemaker - D.H. Elliott

- D.H. is the man behind the curtain - the seasoned winemaker who's spent over 40 years and 50 harvests crafting everyday brands for huge chains like Total Wines and BevMo.
- No doubt, with all that experience, Dave's made hundreds of wine connections. And he's leaning on them to find you the top California wines at best deal – he promises you'll never pay over $15 per bottle! Great wine, he says, can be easy on your pocketbook. Now that's a winemaker to love.
- He's been lucky enough to see dozens of countries as a winemaker, crossing the equator every year for work. And with Angels’ help, he's making wine under his own label for the very first time... after 40 decades in the biz, it's a brave new world!
Marketing Tip #5: Increase Loyalty
20% of the existing customer base equals 80% of future revenue.
New Customer: $$$$$$$$$$$$$$$$$$$$$$
Existing: $
Figure 44: Sales channel mix for the average winery in 2019

- Tasting room: 33.55%
- Wine club: 28.24%
- Mailing list/subscription: 22.56%
- Wholesale: 9.56%
- Exports: 3.23%
- Other: 2.86%

Source: SVB State of the Wine Industry Survey
**DRY CLUB**
Two bottles of wine every other month—one dry plus one semi-dry or port-style wine. Estimated wine cost per Dry Club shipment: $32-$50, plus taxes & shipping fees (if you choose to have wine shipped to you).

**SWEET CLUB**
Two bottles of wine every other month—one sweet/semi-sweet plus one semi-dry or port-style wine. Estimated wine cost per Sweet Club shipment: $25-$40, plus taxes & shipping fees (if you choose to have wine shipped to you).

**THREE CLUB**
Three bottles of wine every other month—one dry, one sweet/semi-sweet, plus one semi-dry or port-style wine. Estimated wine cost per Three Club shipment: $40-$60, plus taxes & shipping fees (if you choose to have wine shipped to you).
THE SPARKLING CLUB

Traditional Method Illinois Sparkling Co. bubbly. One bottle. Every other month. This hands-on, labor-intensive method means that each bubble is created in the bottle, each bottle is one-of-a-kind. Click to join and you'll have the opportunity to pair a Sparkling Club membership with any of the Insider’s Wine Club memberships. Estimated wine cost per Sparkling Club shipment: $20-$40, plus taxes & shipping fees (if you choose to have wine shipped to you).

JOIN
Benefits and Discounts

- Enjoy selected wines every other month! We can ship your wines or you can pick them up at the Tasting Room.
- Complimentary signature tasting for two people per day at the Tasting Room
- Birthday gift
- Wine club milestones gift or discount
- Priority sign-up for various special events
- Members-only special events
- Access to new release wines
- Newsletter with each shipment includes winemaker notes, food pairings, and more

- 20% discount on 12 or more bottles (for off-premises consumption) when visiting the Tasting Room or ordering online
- 10% discount on single bottles (for off-premises consumption) when visiting the Tasting Room or ordering online
- 10% discount on wine gifts and accessories, food, and other merchandise (excluding art) at the Tasting Room
- 10% discount on Tasting Room rental rates for private events
- 10% discount on shipping charges
Wine Clubs
HOW IT WORKS
Unlocking rewards and living infamously is easier than you think.

1. EARN INFAMY POINTS
Complete the tasks that are mapped out in the dashboard to tally up points.

2. CLAIM YOUR LOOT
Use your points to escape with your share of the loot. We’re talking swag, VIP perks, and a chance to win exclusive prizes.
To target Gen X and Millennials, target them digitally.
FREE RECIPE

Sesame Garlic Shrimp Noodles

Enter your email address below and receive a copy of the Sesame Garlic Shrimp Noodle recipe. Plus, each month we will send Japanese recipes straight to your inbox.

100% PURE SESAME OIL

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www.bauerhaus.com

Take the FREE Sell More Wine 7 week series: www.bauerhaus.com/sell-more-wine/