

Sell More Wine: Five Marketing Tips to Grow your Brand



WINE MARKETING





Marketing Tip #1:
Who is drinking wine in 2020?

svb



Silicon Valley Bank

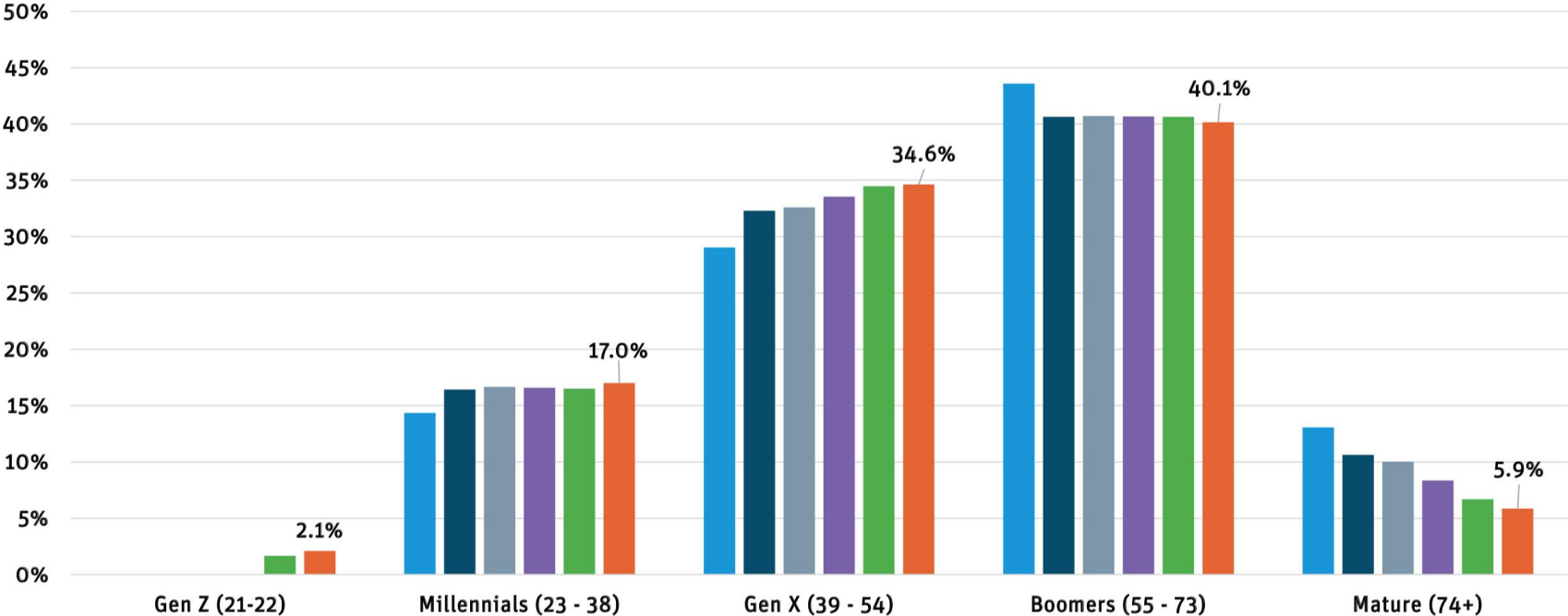
2020 State of the Wine Industry Videocast

January 2020



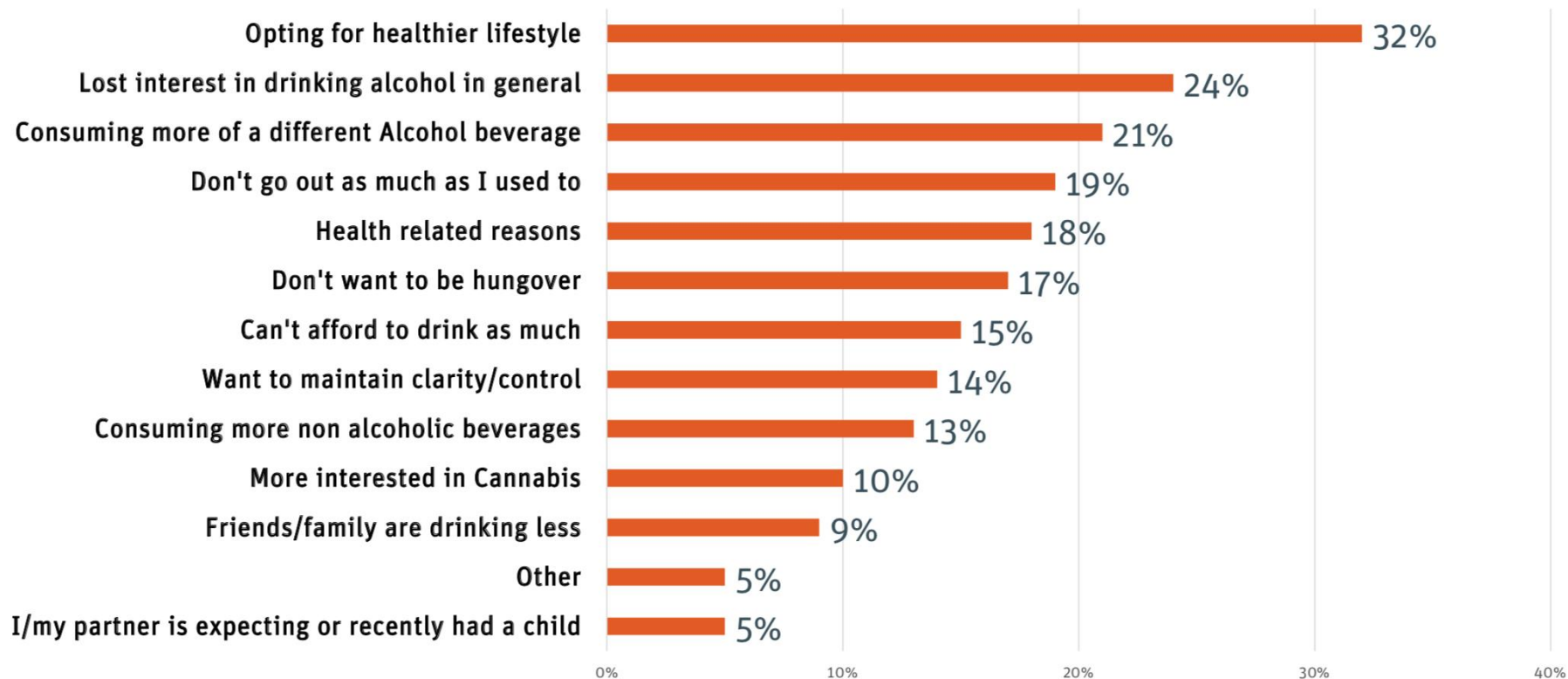
Wine consumption by cohort

■ 2014 ■ 2015 ■ 2016 ■ *2017 ■ 2018 ■ 2019



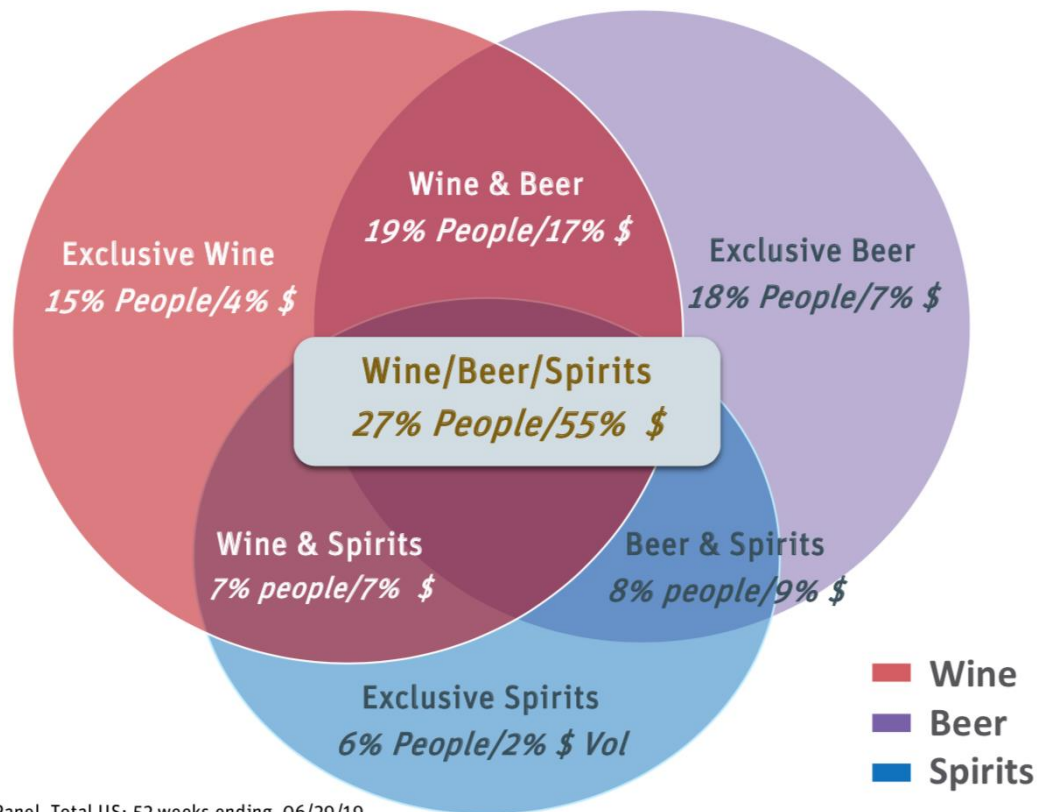
Source: SVB State of the Wine Industry Survey

Why are young consumers cutting back?

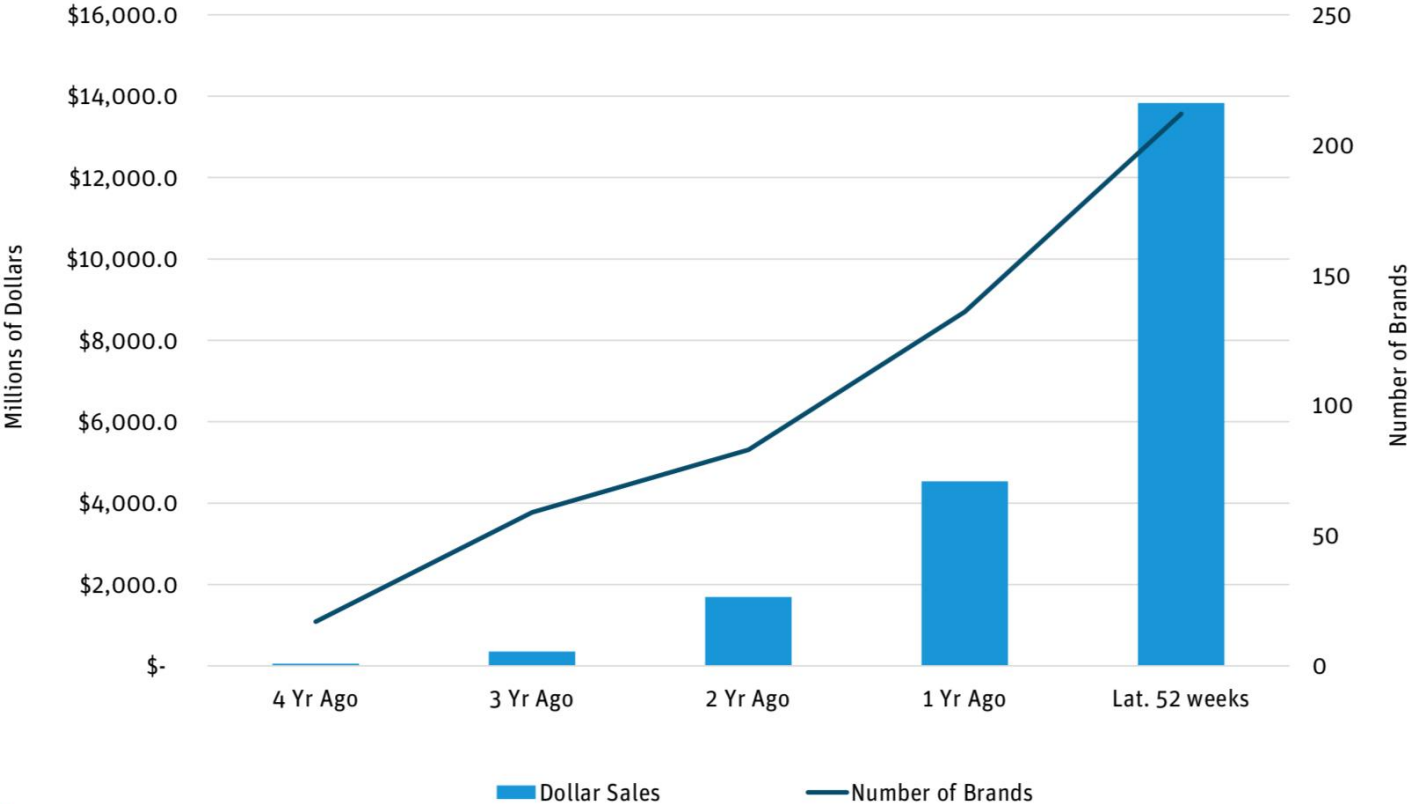


Competition is beer and spirits

Only 15% of drinkers are exclusive to wine



Annual growth rate in hard seltzers



Source: Nielsen, 11-16-2019







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](#)

← Rating ▾ Hours ▾

Amigoni 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.



Cooper's Hawk Winery & Restaurant

4.2 ★★★★★ (500) · \$\$ · Winery
Kansas City, MO · In Country Club Plaza

Upscale chain serving New American fare paired with house-label wines in a contemporary setting.



Belvoir Winery and Inn

4.6 ★★★★★ (182) · Winery
Liberty, MO



Barley Bus Tours

5.0 ★★★★★ (207) · Tour operator

"We did a winery tour for a bachelorette party and it was perfect!"



KC Wineworks

4.6 ★★★★★ (69) · Winery
Kansas City, MO

Wines made from locally sourced grapes in a modern tasting room with views of the oak barrels.



Amigoni Urban Winery

Website

Directions

Save

4.5 ★★★★★ 133 Google reviews

Winery

Spacious tasting room of a family-run winery also offering local beer & snacks in a 1909 building.

Address: 1505 Genessee St #100, Kansas City, MO 64102

Hours: Open · Closes 5PM ▾

Phone: (913) 890-3289

[Suggest an edit](#) · [Own this business?](#)

Events

Sun, Mar 8 Cookie & Wine Pairing

12:00 PM

Sat, Mar 21 This

7:00 PM

Questions & answers

Q: So cool. Not a big wine drinker but they were so nice. Wat r those taste pple somier?? Anyway cool place to hang out after...

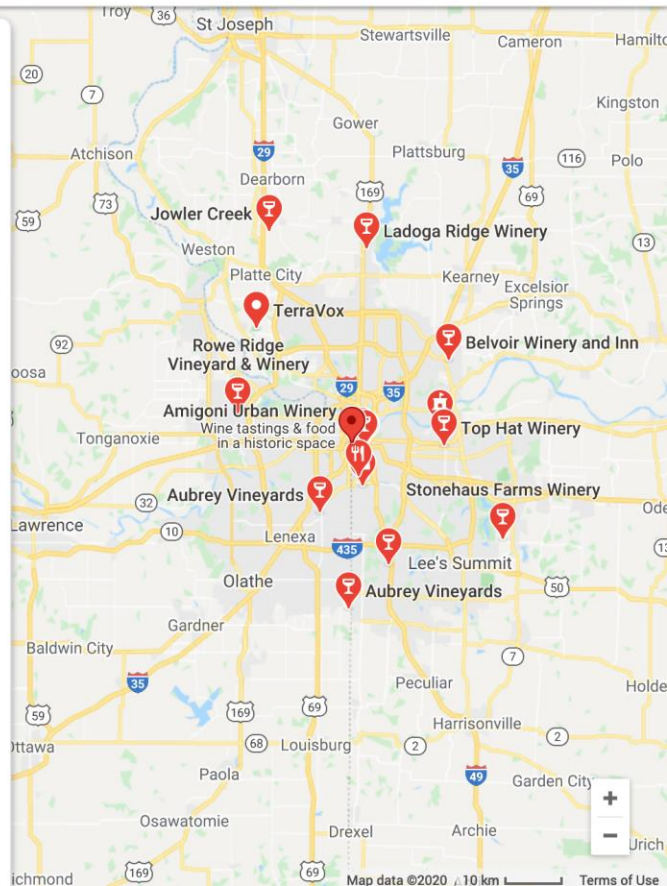
(No answers)

[See all questions \(3\)](#)

Popular times

Ask a question

Sundays ▾



Paradise Ridge Winery



Website

Directions

Save

4.4 ★★★★★ 52 Google reviews

Winery

Address: 4545 Thomas Lake Harris Dr, Santa Rosa, CA 95403

Phone: (707) 528-9463

Menu: places.singleplatform.com

[Suggest an edit](#)

Add missing information

[Add business hours](#)

Know this place? [Answer quick questions](#)

Questions & answers

See all questions (1)

Ask a question

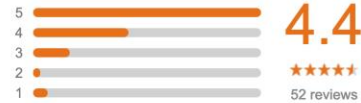


Send to your phone

Send

Review summary

Write a review



Paradise Ridge Winery

4545 Thomas Lake Harris Dr, Santa Rosa, CA

Write a review

4.4 ★★★★★ 52 reviews

Sort by: Most relevant



TradewindsHD

Local Guide · 78 reviews · 470 photos

★★★★★ 8 months ago

Art and sculptures are on exhibit at Paradise Ridge and free to the public to enjoy. This winery had major losses in the 2017 wildfires of Sonoma County. Many of these art installations are from burning Man, the curators and the winery ... [More](#)



1



James Smith

Local Guide · 26 reviews · 326 photos

★★★★★ 4 months ago

One year later after tragic tubbs fire paradise ridge is looking good . The owners have been working with alot of famous artist and some unknown from my knowledge and landscaping property with unique sculptures and art work of all types. All ... [More](#)

1



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)



Demand for Video Content is Increasing

54%

of consumers want to see more video content from a brand or business they support.

(HubSpot, 2018)



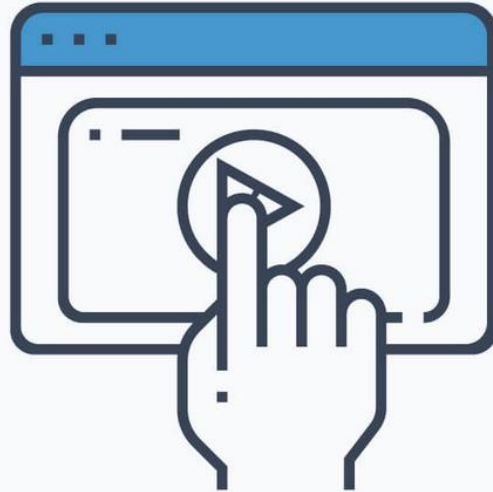


Consumers love seeing videos on Social Media

Videos are a consumers' favorite type

of content to see from a brand on social media.

(Animoto, 2018)



- Home
- Trending
- Subscriptions



Jordan Vineyard & Winery

53.7K subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



- Library
- History
- Your videos
- Purchases 6
- Watch later
- Show more

Created playlists

SORT BY



Just for Fun

VIEW FULL PLAYLIST



Floral Design Demonstrations

VIEW FULL PLAYLIST



News

VIEW FULL PLAYLIST



New Release Tasting Notes

VIEW FULL PLAYLIST



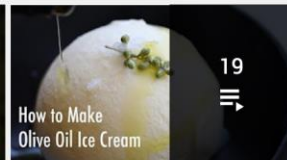
Jordan Uncorked | When to Drink Older Wines

VIEW FULL PLAYLIST



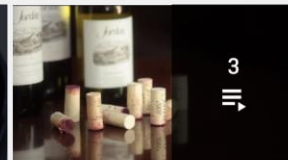
Jordan Experiences

VIEW FULL PLAYLIST



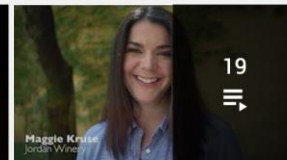
Cooking Demonstrations

VIEW FULL PLAYLIST



Jordan Sightings on YouTube

VIEW FULL PLAYLIST



Winemaking

VIEW FULL PLAYLIST



Grape Harvest

VIEW FULL PLAYLIST

- ### SUBSCRIPTIONS
- Popular on YouTube
 - Music
 - Sports
 - Gaming

MORE FROM YOUTUBE

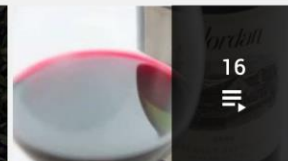
- YouTube Premium
- Movies & Shows



Music Videos



Olive Oil



When to Drink - Jordan Library



Family Stories



Marketing Tip #3:
A Website that attracts & converts







Open Daily 10:00am-5:00pm Events Sign In My Cart (0)

VISIT US OUR WINES ABOUT US WINE CLUB WINE & FOOD SHOP



Welcome to Chateau Ste. Michelle

OPEN DAILY 10:00AM-5:00PM

APR SESSIONS CONCERTS

26

SESSIONS with
Marina Christopher
Trio

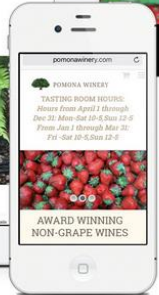
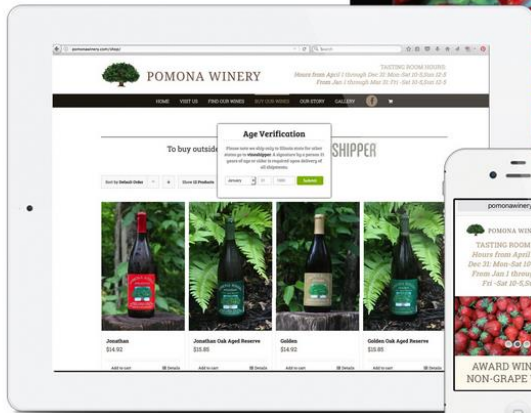
APR WINERY EVENT

27

SAVOR THE
NORTHWEST
FLAVOR



Only (your winery) delivers (unique differentiating benefit) to (target audience).



POMONA WINERY

TASTING ROOM HOURS:
Hours from April 1 through Dec 31: Mon-Sat 10-5, Sun 12-5
From Jan 1 through Mar 31: Fri-Sat 10-5, Sun 12-5

HOME VISIT US FIND OUR WINES BUY OUR WINES OUR STORY GALLERY



AWARD WINNING
NON-GRAPE WINES



POMONA WINERY

To buy outside

Age Verification

SHIPPER



Jonathan \$14.95 Jonathan Oak Aged Reserve \$18.95 Golden \$14.95 Golden Oak Aged Reserve \$18.95

pomonawinery.com

POMONA WINERY

TASTING ROOM HOURS:
Hours from April 1 through
Dec 31: Mon-Sat 10-5, Sun 12-5
From Jan 1 through Mar 31:
Fri-Sat 10-5, Sun 12-5



AWARD WINNING
NON-GRAPE WINES




CUVAISON

- HOME
- WINES
- WINERY
- VISIT
- CLUB
- EVENTS
- CONTACT
- SHOP



PLAN MY VISIT

We are sorry we missed you! Please leave us a message. 



CHAMISAL

VINEYARDS

LOG IN



RESERVE
A TASTING
TODAY

	Email	Facebook	Twitter
Total number of users	2.6 billion	1.7 billion	313 million
First online “check” of the day	58%	11%	2%
Use this channel at least daily	91%	57%	14%
Prefer this channel for permission-based promotional messages	77%	4%	1%

WINE TASTING 101



Receive our newsletter

Your email here

SUBSCRIBE



WINE TASTING

INFOGRAPHIC

6

IN-MOUTH SENSATIONS

1 SERVING



2 VISUAL



3 WINE LEGS



5 AROMA APPRECIATION



4 SWIRL THE WINE

90
points



CABERNET SAUVIGNON

\$ 78.00

WELCOME TO UPROOT

\$15 OFF

YOUR FIRST ORDER

ENTER YOUR EMAIL HERE

GET MY \$15

NO I DON'T WANT \$15 OFF

uproot



GRENACHE BLANC

\$ 34.00



96
POINTS



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



2016 RESERVE TO KALON
VINEYARD CABERNET
SAUVIGNON OAKVILLE NAPA

2016 MAESTRO RED BLEND
NAPA VALLEY

Sweet halibut spices of

2016 CABERNET SAUVIGNON
NAPA VALLEY

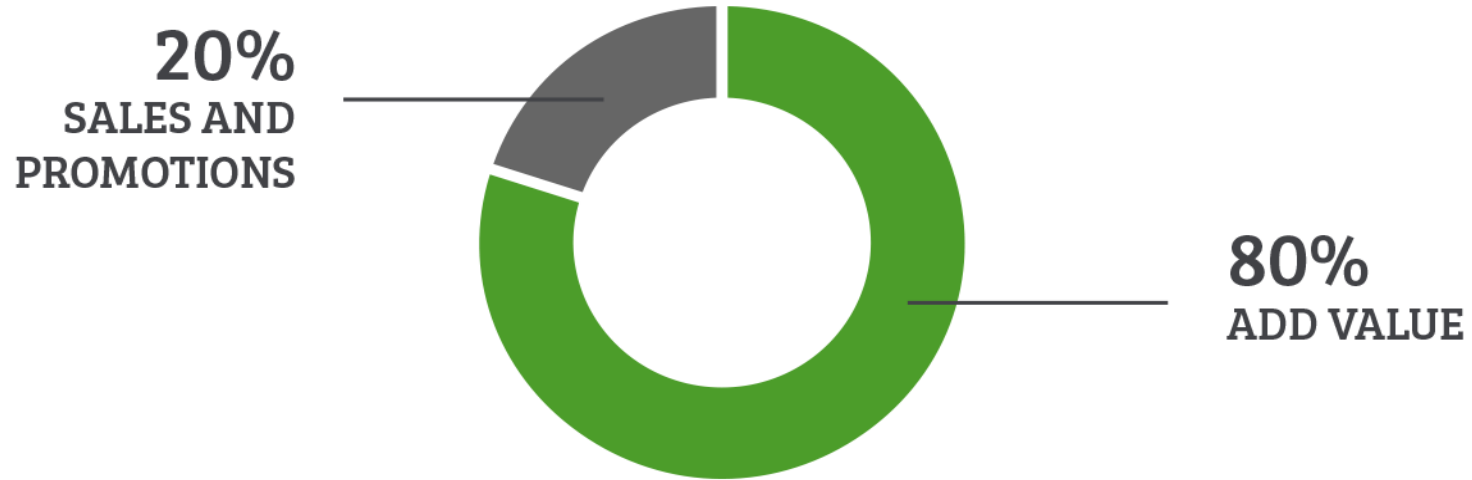
Blackberry fruit with clove and

2018 FUMÉ BLANC NAPA
VALLEY

Refreshing lime blossom and apricot

FEEDBACK

#1 secret to content = Add value






Marketing Tip #4:
Packaging for younger audiences

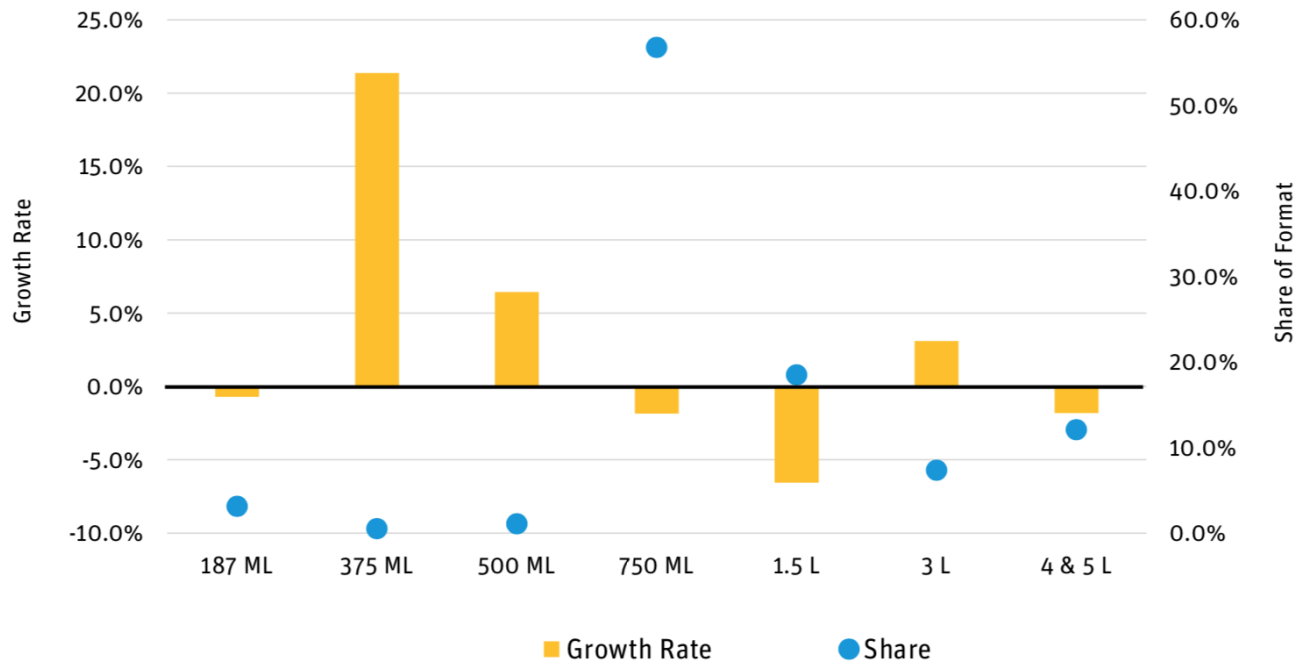


“Our senses take in about 11 million bits of information every second, but we are only consciously aware of about 40 bits of that information.”



MUDDY ARCH
ROUSSANNE
California

Growth rate and share in formats





KC WINWORKS
Crossroads White
2015

KC WINWORKS
Cuvée Blanc
2015

KC WINWORKS
Sparkling
BLANC DE BLANCS

KC WINWORKS
Chambourcin Rose
2015

KC WINWORKS
Chambourcin
2015

KC WINWORKS
Crossroads Red
2015

5%
BY VOL.

MISSOURI
Creations
USA

Produced and Canned
by KC Wineworks,
Kansas City, Missouri

Instagram icon

**SHOW US
HOW YOU SANGRIA**
#ShowMeSangria

kcwineworks.com

Recycling icon

KC WINEWORKS

24 5

**SHOW ME
Sangria**

FLAVOR NOTES:

- Strawberries
- Blueberries

6.5%
ALC. BY VOL.

PAIRS WITH:

- Summer
- Festivals
- BBQ
- Street Tacos

INGREDIENTS: MISSOURI WHITE WINE,
WITH NATURAL PEAR, STRAWBERRY, RASPBERRY, AND
PRICKLY PEAR JUICE ADDED.

GOVERNMENT WARNING: (1) ACCORDING TO
THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK
ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE
OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF
ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO
DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE
HEALTH PROBLEMS. CONTAINS SULFITES - 355 ML.

Barcode: 6 84334 54004 5



bfreegypsy • Follow

Central Park Plaza

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

kelli_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!



50 likes

3 DAYS AGO

Add a comment...





Grandma's Blush 3L
\$30.45 | 3 Liter



Red Concord 3L
\$22.45 | 3 Liter



Sec Noir 3L
\$33.45 | 3 Liter



Sweet Evolution 3L
\$33.45 | 3 Liter



Figure 42: **Health attribution labels**





19 Crimes.

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



Do you have a voucher?

Not in Illinois? [Change it here](#)

[Get in touch](#)



D.H. Elliott California Pinot Noir 2018

86%
of 2,303
would buy again



By D.H. Elliott

Market Price

\$21.99

Angels Price

\$9.99

Angels save \$12.00

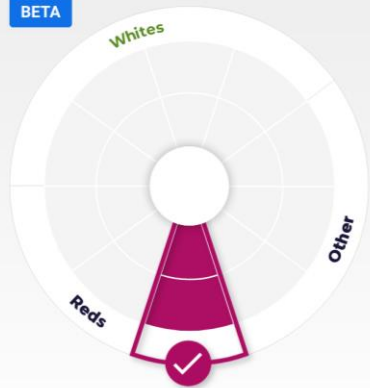
1

[Add to basket](#)

[Add to wishlist](#)

[Rate this wine](#)

BETA



It's a modern fruity red

Some of our all-time favorites are easy-drinking, fruity reds. They're perfect to share with friends, a good book, a great meal or a favorite movie at home. Don't be surprised if everyone asks for seconds (even the dog).

Try simple and easy-going wines like Merlot and Shiraz. If you're in a more serious mood, Pinot Noir will do, too!



USA



California



Pinot noir



Fruity Red



13.2% ABV



750ml

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 4 decades in the biz, it's a brave new world!



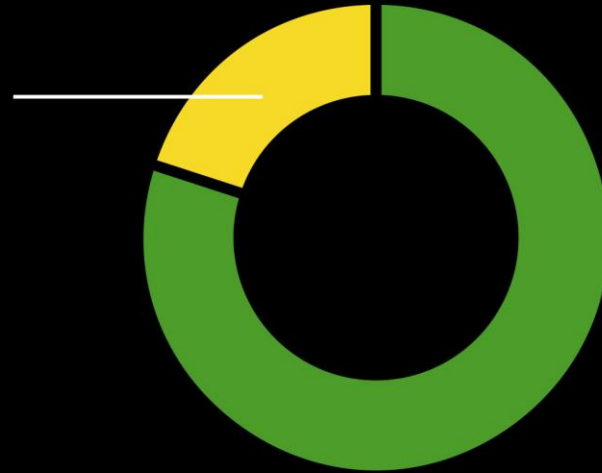
4,606 followers
27,570 ratings



Marketing Tip #5: Increase Loyalty



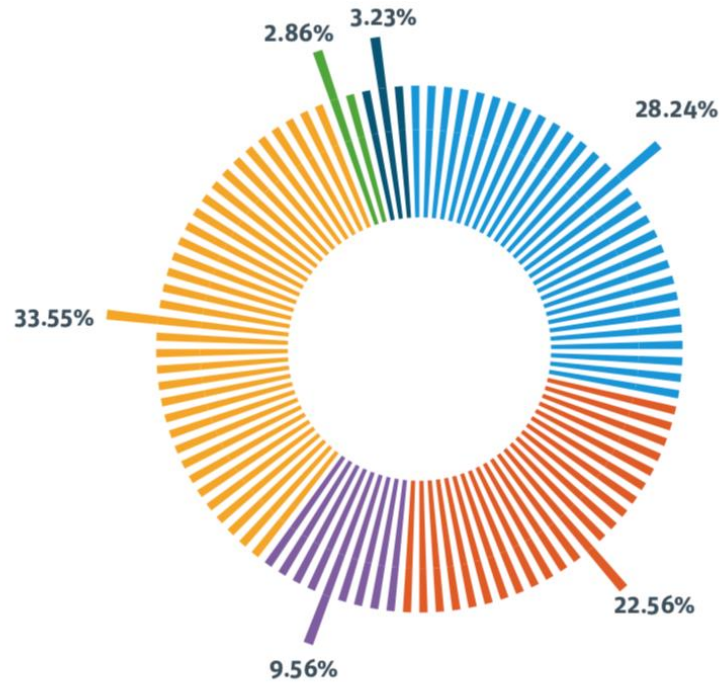
20%
OF THE EXISTING
CUSTOMER BASE
EQUALS **80%**
OF FUTURE REVENUE



New Customer: \$

Existing: \$

Figure 44: Sales channel mix for the average winery in 2019



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).

JOIN



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).

JOIN



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).

JOIN



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

INFAMOUS INSIDER REWARDS

[Sign In / Sign Up](#)[EARN INFAMY POINTS](#)[REWARDS COMMISSARY](#)[THE NECESSARY CONTRABAND](#)[HOW IT WORKS](#)

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.



ESTABLISHED 1725
MARUHOH™
 PREMIUM PRODUCT OF JAPAN

Maruhon Times

FREE!
Take One

VANILLA ICE CREAM WITH ORANGES

sprinkled with dark toasted sesame oil

- Ingredients (2 servings)
 - Vanilla ice cream
 - Oranges
 - Fresh Mint leaves
 - Dark Toasted Sesame Oil
- Step-by-step recipe
 - 1 Peel oranges and cut into bite-size pieces.
 - 2 Cream into bowls.
 - 3 Oranges, drizzle with Dark Toasted and garnish with a sprig of mint.



DARK TOASTED



ESTABLISHED 1725
MARUHOH™
 TOASTED
100% PURE SESAME OIL
 Premium product of Japan
 5.5 FL OZ (162.8ML)

...small cubes. Combine tu...
 ...processor, blend avocado and...
 ...nish with parsley.
 ...cut flounder into small cubes.
 ...Combine flounder with Untoasted...
 ...Finely mince the salty seaweed and...
 ...Serve flounder mixture on spoon...
 ...Garnish with parsley.

...sauce
 ...do
 ...p. Salt
 ...bsp. Untoasted
 ...10 unsalted crack
 ...Parsley (as desir

...TOASTED
 ...UNTOASTED

MARUHOH™
ESTABLISHED 1725

www.maruhon.com
 HOME SESAME OIL PRODUCTS SESAME TOY RECIPES ABOUT US NEWS FAQ CONTACT



FREE RECIPE

Sesame Garlic Shrimp Noodles

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

Email address

Subscribe

100% PURE SESAME OIL

FREE RECIPE

sesame garlic shrimp

Do you

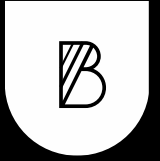




WINE MARKETING



BAUERHAUS DESIGN



Becca Ritz: becca@bauerhaus.com

www.bauerhaus.com



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