

vinSUITE

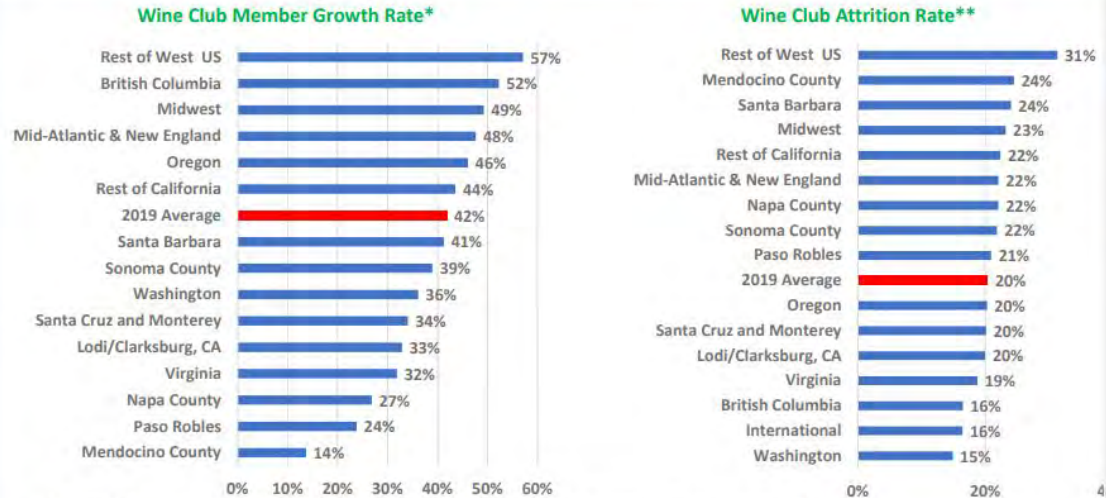
Custom Club Best Practices



DTC Wine Club Trends

The 2019 average wine club member growth rate is **42%**, while the average attrition is **20%**

FIGURE 10 Wine Club Member Growth Rate* and Attrition Rate**



*New Wine Club Member Growth Rate = New wine club members acquired in 2018, divided by starting number of wine club members in 2018.

**Attrition Rate = Number of wine club members lost during 2018, divided by Number of wine club members at the beginning of 2018

SOURCE: 2019 WBM/SVB TASTING ROOM SURVEY REPORT

The Rise of Subscription Services

The subscription model is booming, growing more than **100% a year of the past 5 years***.

28% of curation subscribers say that a **personalized experience** was the most important reason for continuing to subscribe*.

Custom wine clubs offer the **convenience**, **personalization** and **discounts** that subscription customers love.

[*McKinsey Analysis](#)

Winc

VineOh!
SIPS & SURPRISES

nakedwines.com



Firstleaf

VINEBOX

Why should you offer a custom club?

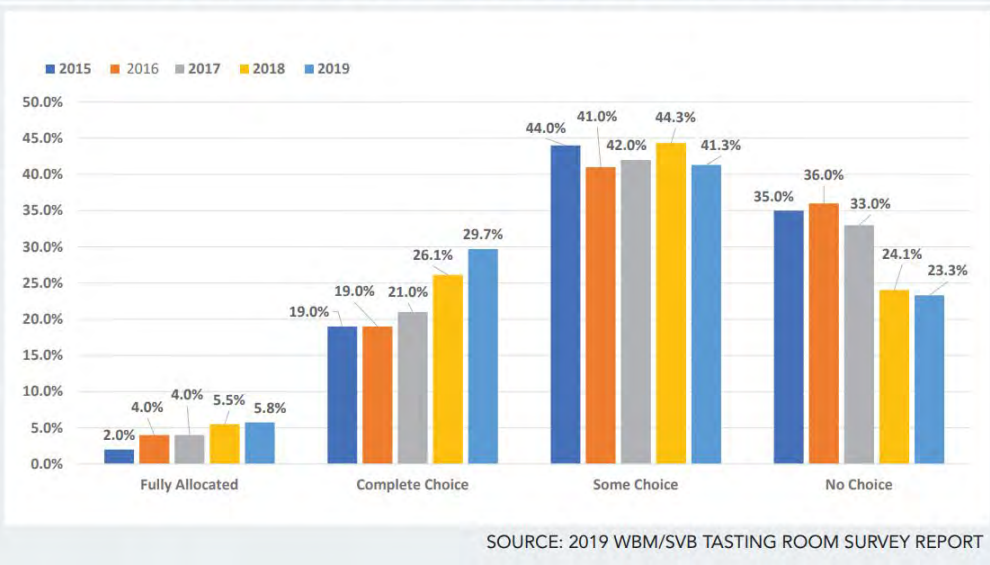
Higher conversion rates

Giving options to club members increases the odds of recruiting a new club member.

Increase your club revenue

vinSUITE's custom club gives you the steady stream of income but allows the opportunity of additional purchases

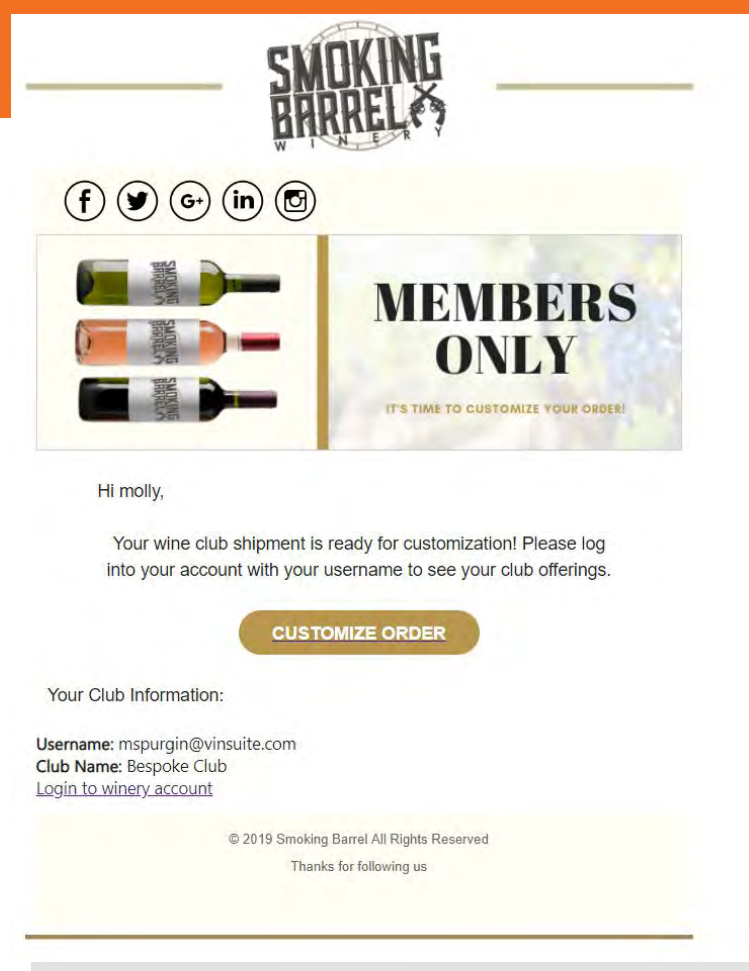
FIGURE 13 Four Year Trend of Wine Club Shipment Options



It begins with an email

Email Design Best Practices

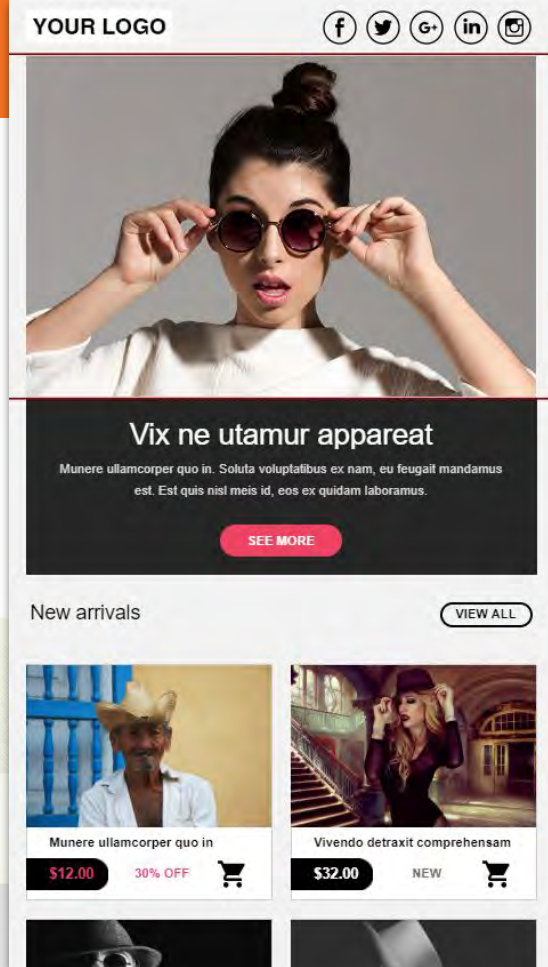
1. Hire a designer or use a template
2. Add social icons
3. Include an eye-catching image
4. Use CTA (call-to-action) buttons



How to use a free template

Pick a template

Sites: [Chamaileon](#)



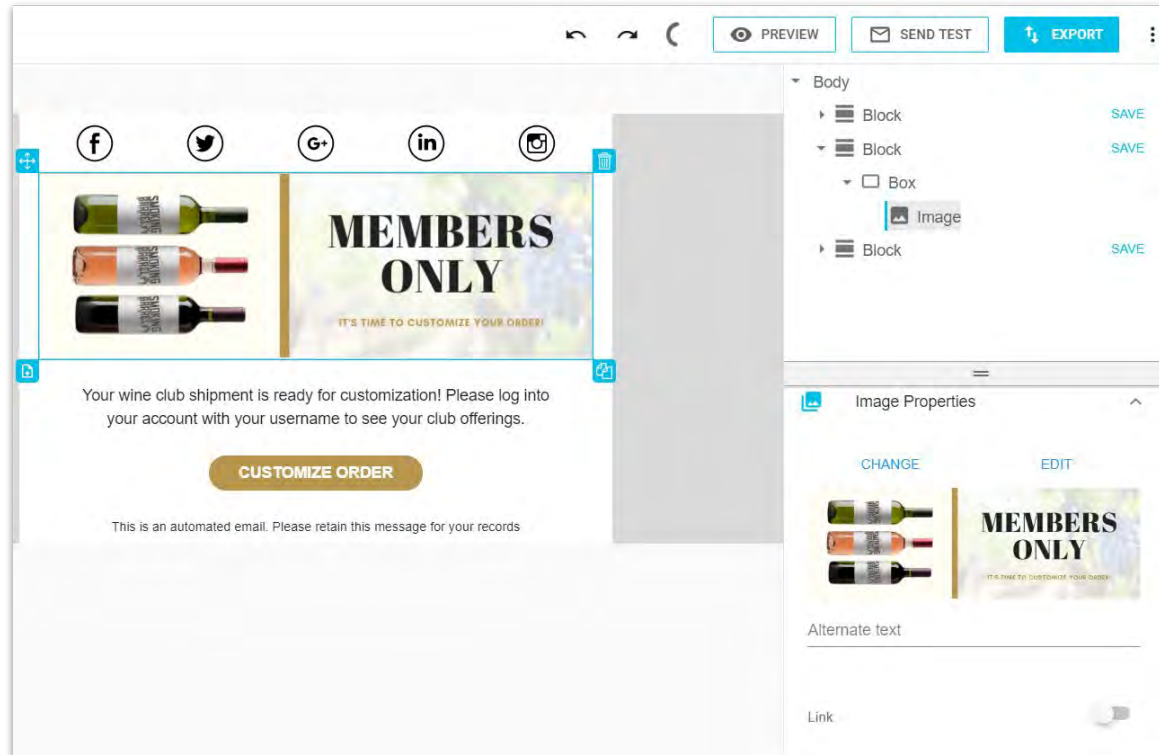
How to use a free online template with Chamaileon

Edit template

Change colors and fonts

Add image

Remove any extra blocks and the footer



How to use a free online template with Chamaileon

Download HTML

The screenshot shows a web interface for editing an email. At the top, there are two steps: '1 Update details' and '2 Export email'. Below this, a grey bar displays 'Exported Emails (0 / 5)' and a green 'UPGRADE' button. The main editing area has two sections: 'Subject line' with the text 'Your Club Shipment is ready' and 'Preview text' which is currently empty. At the bottom, there are 'CANCEL' and 'CONTINUE' buttons.

How to use a free online template with Chamaileon

Paste HTML into the source code in eWinery

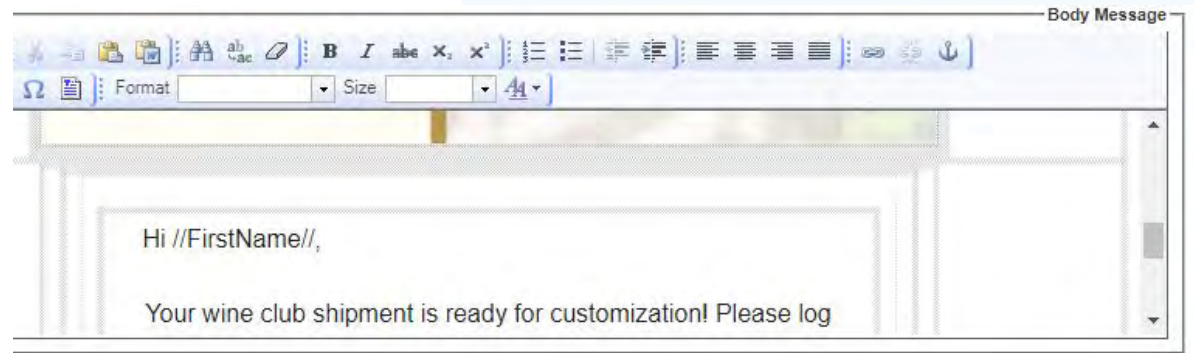


```
Source
Disable Syntax Highlighting
42 align="left" style="padding:0px"></td>
43 </tbody>
44 </table>
45 </td>
46 </tr>
47 </tbody>
48 </table>
49 <!--[if gte mso 9]></td><td
50 <table cellpadding="0"
51 <tbody>
52 <tr>
53 <td valign="top"
54 <table
55 <tbody>
56 <tr>
57 <td
58 <td valign="top" style="padding:0px">
59 <table cellpadding="0" cellspacing="0" border="0" align="left" width="48">
60 <tbody>
61 <tr>
62 <td valign="top" style="padding:0px">
63 <table cellpadding="0" cellspacing="0" width="100%">
64 <tbody>
```

Automated emails best practices

Personalize

Include first name in the
intro sentence



Automated emails best practices

Format

Make the email scannable

Hi molly,

Your wine club shipment is ready for customization! Please log into your account with your username to see your club offerings.

[CUSTOMIZE ORDER](#)

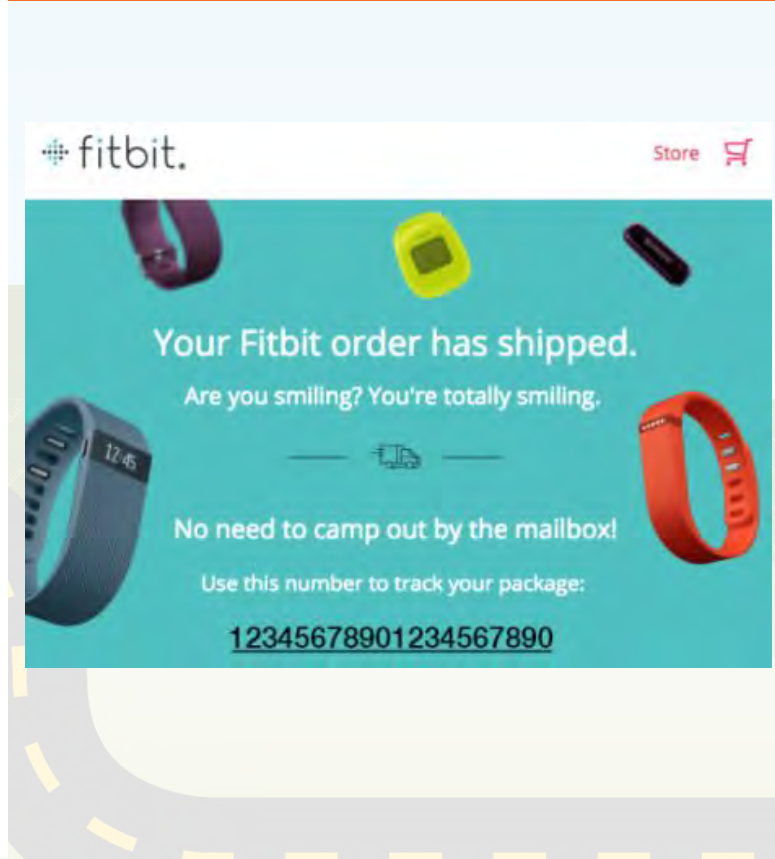
Automated emails best practices

☐ Humanize

Just because this is an automated email doesn't mean it needs to sound like computer.

Have fun with language but stay on brand to your winery.

Image: Fitbit being friendly and personable with their automated emails



It's time to customize

Member Login

MEMBER LOGIN

Demo Customer Login

Username: customerdemo

Password: Welcome1

Allocation test member login

Username: Allocation1

Password: Allocation1

Username

Password

Always Remember Me On This Computer

SUBMIT

Forgot your username or password? [Click here.](#)

White Labeling

You can name this tab anything you wish

Examples:

- ❑ WineryName Subscription Box
- ❑ Customize My Club
- ❑ WineryName's Best Club Ever

My Custom Clubs

- My Associations
- Edit Profile
- Edit Credit Card
- Edit Memberships
- Order History
- Logout

EDIT PROFILE

Edit your credit card billing address and username and password below.

Member Number: 1335

*Birthdate: Jan 1 1920

*First Name: molly

*Last Name: spurgin

Company:

CUSTOM CLUB LIST

Club Name

Description

End Date

Bespoke Club





07/31/2019

Custom Club Order

Make your selection:





Members can add/remove wines to their club based on the parameters set by the winery.

Examples of parameters: wine options, bottle increments, required/not required, order total minimum and bottle total minimum.


Product Name	Quantity	Price Each	Total
 2012 Cabernet Sauvignon	<input type="text" value="0"/>	\$85.00	\$0.00
 2015 Chardonnay	<input type="text" value="2"/>	\$60.00	\$120.00
 2015 Viognier	<input type="text" value="0"/>	\$24.00	\$0.00
 2013 Merlot	<input type="text" value="0"/>	\$25.00	\$0.00
SUBTOTAL:			\$ 120.00
MINIMUM SUBTOTAL:			\$155.00 Remaining
MINIMUM BOTTLE AMOUNT:			4 Remaining

Minimum Subtotal

minimum order
total requirements

Product Name	Quantity	Price Each	Total
 2012 Cabernet Sauvignon	<input type="text" value="0"/>	\$85.00	\$0.00
 2015 Chardonnay	<input type="text" value="2"/>	\$60.00	\$120.00
 2015 Viognier	<input type="text" value="4"/>	\$24.00	\$96.00
 2013 Merlot	<input type="text" value="0"/>	\$25.00	\$0.00

SUBTOTAL: \$ 216.00





 MINIMUM SUBTOTAL: \$59.00 Remaining

Minimum Subtotal


In this example, 2 bottles of Chardonnay are required but the remaining is member choice.

They winery made the min. bottle requirement 6 and the min. subtotal requirement \$275.

The member added 6 bottles to the order but since they choose the “cost effective” option they did not meet the subtotal requirement.





Product Name	Quantity	Price Each	Total
 2012 Cabernet Sauvignon	<input type="text" value="0"/>	\$85.00	\$0.00
 2015 Chardonnay	<input type="text" value="2"/>	\$60.00	\$120.00
 2015 Viognier	<input type="text" value="4"/>	\$24.00	\$96.00
 2013 Merlot	<input type="text" value="0"/>	\$25.00	\$0.00

SUBTOTAL: \$ 216.00


 MINIMUM SUBTOTAL: \$59.00 Remaining

Minimum Subtotal

The member ***MUST*** meet all requirements in order to check out.

Product Name	Quantity	Price Each	Total
 2012 Cabernet Sauvignon	<input type="text" value="0"/>	\$85.00	\$0.00
 2015 Chardonnay	<input type="text" value="2"/>	\$60.00	\$120.00
 2015 Viognier	<input type="text" value="4"/>	\$24.00	\$96.00
 2013 Merlot	<input type="text" value="0"/>	\$25.00	\$0.00

SUBTOTAL: \$ 216.00

 MINIMUM SUBTOTAL: \$59.00 Remaining

Order customization best practices

- ❑ If a wine is not required, set the default display quantity to 0
- ❑ Include discounts or special wines when possible
- ❑ Give members time to customize and send a last call email
 - ❑ vinSUITE client standard is 2 weeks



**The customer experience
isn't over yet**

Checkout Page

Members see the full order and any member discounts that were automatically applied

Order Number: 563432
Order Date: Jul 16, 2019
Payment By: Credit Card
Shipping Options: 750 ml Shipping: Will Call Napa

Bill To:
molly spurgin
1700 soscol ave
napa, CA 94559
Phone: 7072537400
Email: mspurgin@vinsuite.com

Ship To:
molly spurgin
Napa Office
1700 Soscol Ave
Napa, CA 94559
Phone: 7072537400
Email: mspurgin@vinsuite.com

Qty	SKU	Product	Price	Total
2 Each	Chard15	2015 Chardonnay	\$60.00 \$50.00	\$100.00
2 Each	2015Viognier	2015 Viognier	\$24.00	\$48.00
1 Each	M2013SB	2013 Merlot	\$25.00	\$25.00
1 Each	SB12CS	2012 Cabernet Sauvignon	\$85.00	\$85.00

Subtotal: \$258.00
Shipping: \$0.00
Handling: \$0.00
Sales Tax: \$25.80
Total: \$283.80

Order Confirmation Email

Automatically



Generated Order Information



Dear molly, Thank you for customizing your club order! Information about 563429 appears below. If you need to get in touch with us about your order, simply reply to this message. This is an auto-response email. Please retain this message for your records.

Order Number: 563429

Payment By: Credit Card

Shipping Options: Pick up

Bill To:

molly spurgin
1700 soscol ave
napa, CA 94559
Phone: 7072537400
Email: mspurgin@vinsuite.com

Ship To:

molly spurgin
Will Call: Napa Office
1700 Soscol Ave
Napa, CA 94559
Phone: 7072537400
Email: mspurgin@vinsuite.com

Qty	SKU	Product	Price	Total Price
2 Each	Chard15	2015 Chardonnay	\$60.00	\$120.00
2 Each	2015Viognier	2015 Viognier	\$24.00	\$48.00
1 Each	SB12CS	2012 Cabernet Sauvignon	\$85.00	\$85.00
1 Each	M2013SB	2013 Merlot	\$25.00	\$25.00
		Subtotal:		\$278.00
		Shipping:		\$0.00
		Handling:		\$0.00
		Sales Tax:		\$27.80
		Total:		\$305.80

Non-customized Order

What happens when they don't customize?

Wineries can
create orders
individually or
en masse

Order Confirmation Email

Members that do not customize their club order will receive the standard order confirmation email



Dear molly spurgin,

Thank you for ordering from _SALES - Base3.

This is an auto-response email. Please retain this message for your records.

Information about your order #563432 appears below. If you need to get in touch with us about your order, send an email message to info@ewinerysolutions.com or simply reply to this message.

molly spurgin - The customer's full name

molly - The customer's first name

spurgin - The customer's last name

563432 - The customer's order number (for order confirmations)

info@ewinerysolutions.com - Your Reply-To email address _SALES - Base3 - Your winery's name

Order Number: 563432

Order Date: Jul 16, 2019

Payment By: Credit Card

Shipping Options: Pick up

Bill To:

molly spurgin
1700 soscol ave
napa, CA 94559
Phone: 7072537400
Email: mspurgin@vinsuite.com

Ship To:

molly spurgin
Napa Office
1700 Soscol Ave
Napa, CA 94559
Phone: 7072537400
Email: mspurgin@vinsuite.com

Qty	SKU	Product	Price	Total Price
2 Each	Chard15	2015 Chardonnay	\$60.00	\$120.00
2 Each	2015Viognier	2015 Viognier	\$24.00	\$48.00
1 Each	M2013SB	2013 Merlot	\$25.00	\$25.00
1 Each	SB12CS	2012 Cabernet Sauvignon	\$85.00	\$85.00
			Subtotal:	\$278.00
			Shipping:	\$0.00
			Handling:	\$0.00
			Sales Tax:	\$27.80
			Total:	\$305.80

Pro Tips

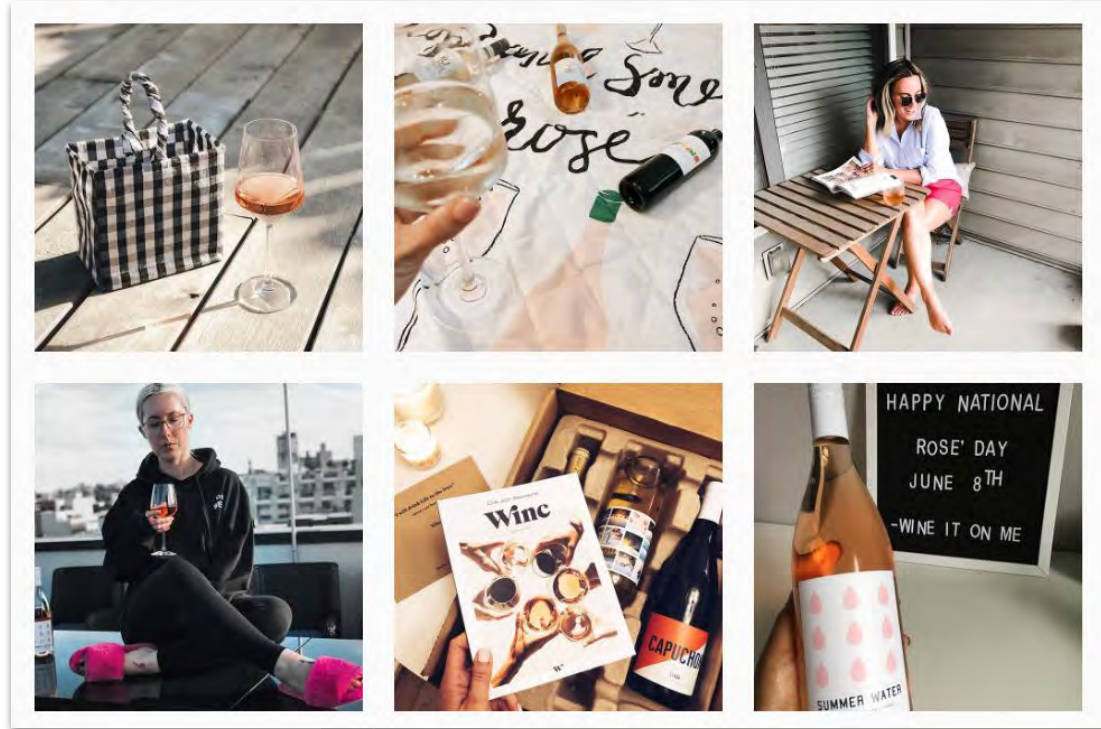
Always stay connected

- ❑ Hype it up with storytelling

Talk about your club between club shipments and hype up the benefits.

Highlight: Limited release access, member only discounts, exclusive upcoming events

Help members remember why they joined the club



Tagged images from Winc Instagram

Always stay connected

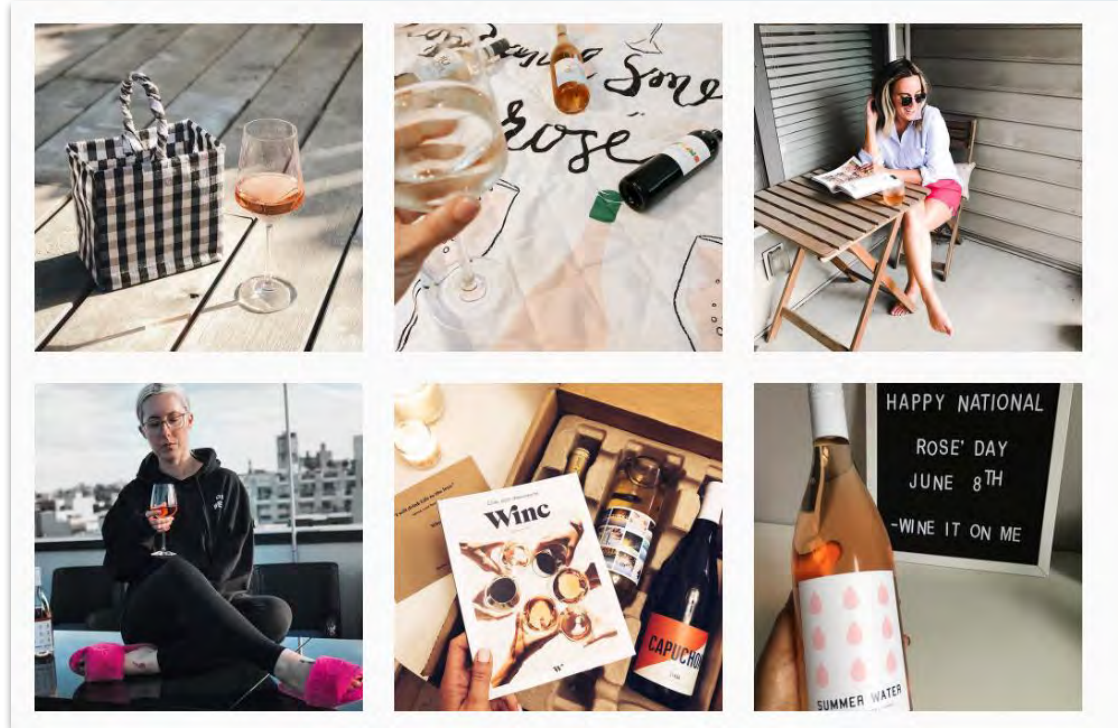
- ❑ Ask for feedback

Ask members if they were happy with their last shipment.

What was their favorite part?

Was there anything that could be improved?

Would they recommend the club to a friend?



Tagged images from Winc Instagram

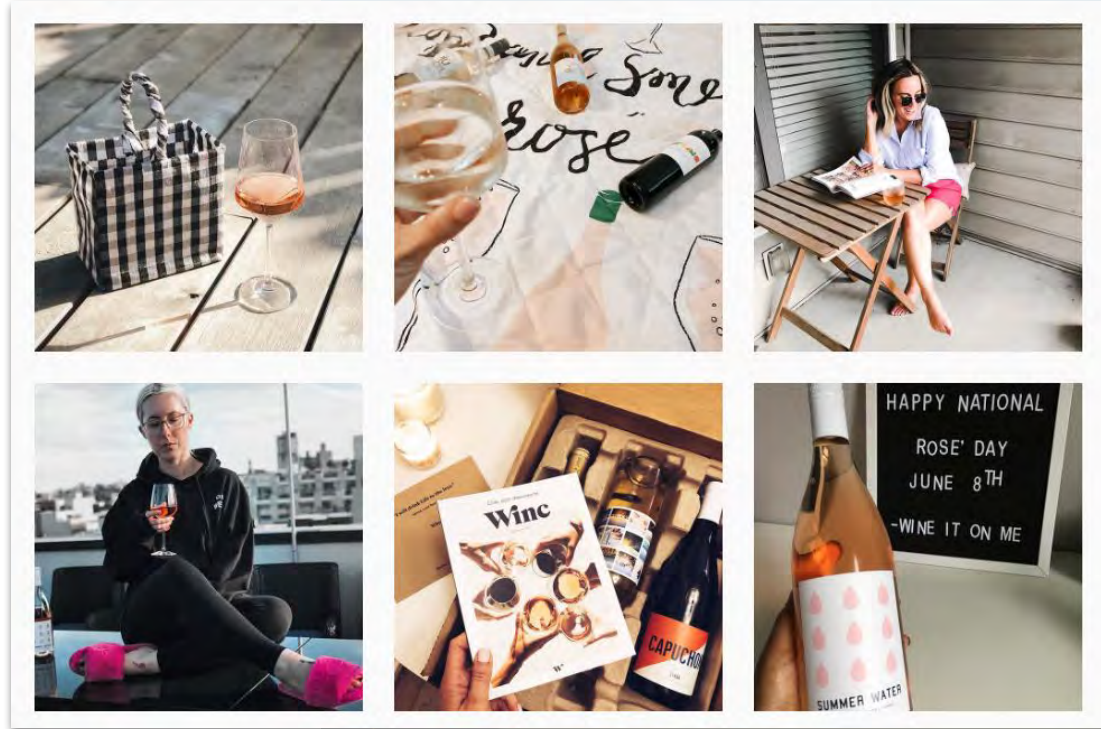
Always stay connected

❑ Be social

Highlight wine options in upcoming clubs in social posts

Encourage members to share shipment pictures or unboxing videos

Reach out to influencers and offer a free club shipment



Tagged images from Winc Instagram

Above & Beyond Shipping Experience

It is still important to include paper collateral in custom club shipments, even though all the items will not be standardized.



Above & Beyond Shipping Experience

❑ Newsletter -

company info, upcoming events

❑ Booklet

Information on all the wines

❑ Pairing Guide

Recipe or pairing guide for the required wine

❑ Magazine

All of the above in a stylized magazine



Thank you for your time!