



# TAKING YOUR DTC PROGRAM TO THE MARKET

# Managing Multiple Tasting Rooms

- When & Where
- Brand Messaging & Consistency
- Synergies & Differences
- Opportunities
- Measuring the Metrics\*\*\*\*
- Q & A



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## **April 2017 House Bill 1039**

**Woodinville, SODO, Spokane, Walla Walla,  
Leavenworth, Vancouver, Lake Chelan & OR!**

- 1. Tracking your Traffic – Regions & Partnerships*
- 2. Staffing & Operations*
- 3. Tools & Support*

# Consistency

## Keeping it Authentic

- Branding
- Story
- Language
- Experience/Environment
- Policies

**Training, Communication & Collaboration**



***Keeping the Synergy & Celebrating the Differences***



- Seasonal Traffic
- Production Space
- Wine Maker
- Library Access
- Community Events
- Space, Space, Space

*The Experience Center*



## *Outreach~Education Center*





*Retention Center*

# Collaborate & Build Opportunities

Create programs to feed each location...

- Visual Pieces to identify
- Sharing Social Media content and Events
- Club Features and Benefits
- Concierge Programs



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**“Old Ways Won’t Open  
New Doors.”**

—Anonymous



- *Revenue*
- *Traffic (Opportunities)*
- *Events*
- *Expenses/COGS*
- *Club Growth*
- *Distribution*
- *Advertising*
- *Social Media*
- *Reviews/Feedback*

<b>Metric</b>	<b>2016 Actual</b>	<b>2017 Actual</b>	<b>2018 Goal</b>
<b>Tasting Room Cases Sold</b>	489	642	820
<b>New Tertulia Club Members</b>	27	89	115
<b>New Tierra Labrada Members</b>	1	32	50
<b>Local Direct Sales Cases Sold</b>	2	17	50
<b>Visitor Conversion Rate</b>			
<b>Total Visitor Count (avg)</b>	227	308	400
<b>Visitor Conversion Rate (avg)</b>	48.3%	51.5%	65%
<b>Wine Club Conversion Rate (avg)</b>	4.2%	4.8%	6.0%
<b>Bottles Per Transaction (avg)</b>	3.6	4.1	5.1
<b>Revenues Per Buying Customer (avg)</b>	\$86.09	\$101.00	\$120.00



Metric	2016 Actual	2017 Goal	2018 Goal	August 2017 Actual	Sept 2017 Actual	Nov 2017 Actual	Dec 2017 Actual	2017 YTD
Total Number of Wine Club Members	300	375	550	359	371	402	425	425
Total Number of Wine Club Cases Sold	309	375	750	60	176	82	72	598
Wholesale Distribution Cases Sold	2,597	787	550	1	6	27	2	221
Number of Case Sold Through Whole Distribution (% of total)	59.0%	22.7%	15.0%	0.4%	1.6%	13.4%	1.3%	8.7%
Direct Local Distribution Revenues	78,694	\$32,000	\$54,000	\$2221	\$8545	\$2,777	\$276	\$19,323
Number of Cases Sold	4,398	3,460	3,500	237	381	222	235	2,744
Number of Cases Sampled	207	215	289	40	53	21	13	353
Percent of Cases Sampled	15.2%	10.0%	6%	16.9%	13.9%	9.4%	8.5%	12.5%

<b>Financial Performance</b>	<b>2016 -ACT</b>	<b>2017-ACT</b>	<b>2018- GOAL</b>
<b>Tasting Room Revenues-avg</b>	\$15,400	\$23,272	\$29,000
<b>Tasting Room GP\$ (monthly avg)</b>	\$3682	\$11,332	\$16,500
<b>Tasting Room Expenses (monthly avg)</b>	\$15,754	\$17,298	\$15,000
<b>Tasting Room Net Income (monthly avg)</b>	(\$12,072)	(\$5,966)	\$1,500



<b>Rankings and Social Media</b>	<b>2016-ACT</b>	<b>2017-ACT</b>	<b>2018 GOAL</b>
<b>Trip Advisor Rankings</b>	28 of 31	21 of 32	10 of 32
<b>Trip Advisor Reviews</b>	4	10	20
<b>Trip Advisor Rating</b>	4.0	4.5	5.0
<b>Yelp Ranking (wineries)</b>	60 of 78	35 of 90	20 of 90
<b>Yelp Reviews</b>	2	8	20
<b>Yelp Rating</b>	4.0	4.5	5.0
<b>Tasting Room Followers</b>	10	275	500
<b>Tasting Room Reviews</b>	0	12	25
<b>Tasting Room Review Rating</b>	-	4.9	5.0



A hand holding a glass of wine with a cork popping out, overlaid with a green filter.

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**“If you don’t drive your  
business, you will be  
driven out of business.”**

—B.C. Forbes  
Founder of Forbes