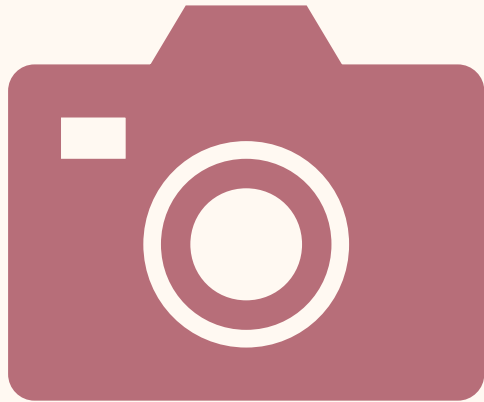




GENERATIONAL SHIFT SNAPSHOT

PREPARED BY THE WINE LASS FOR [YOUR WINERY]

– SEPTEMBER 2026

CONTENTS

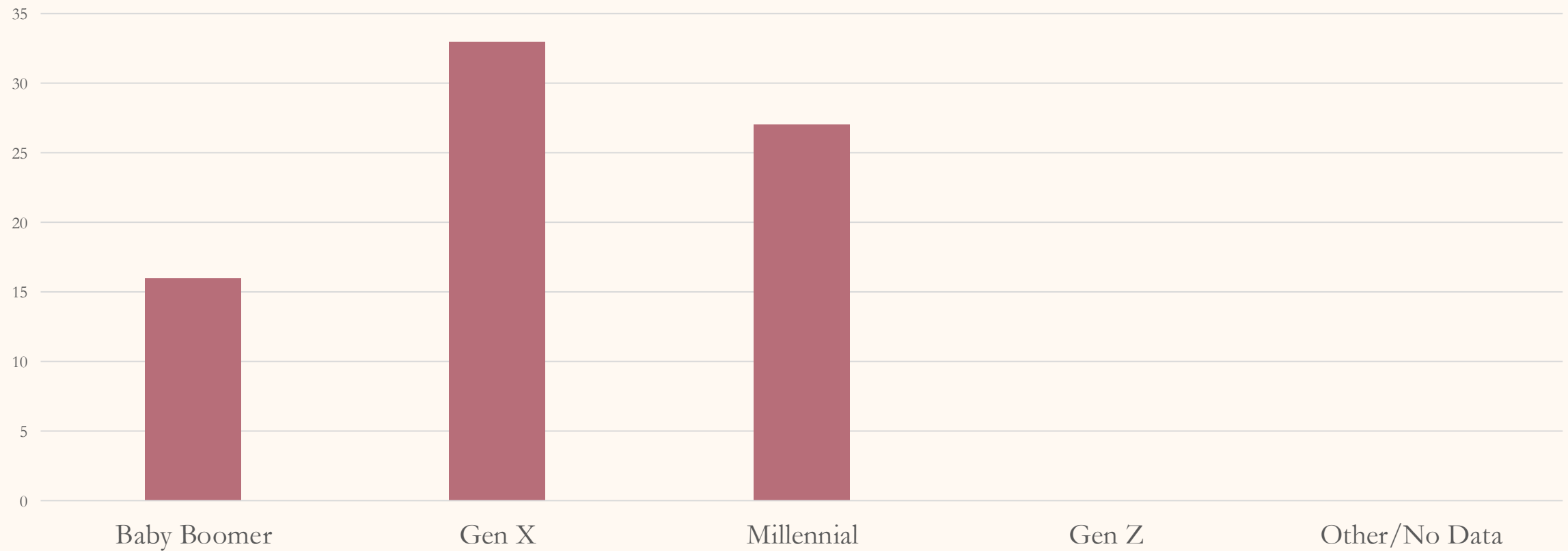
1. Active Members By Generation – Table Format
2. Active Members By Generation – Graph Format
3. Signups By Generation Over Time
4. Average Tenure By Generation
5. Next Steps

1. ACTIVE MEMBERS BY GENERATION – TABLE FORMAT

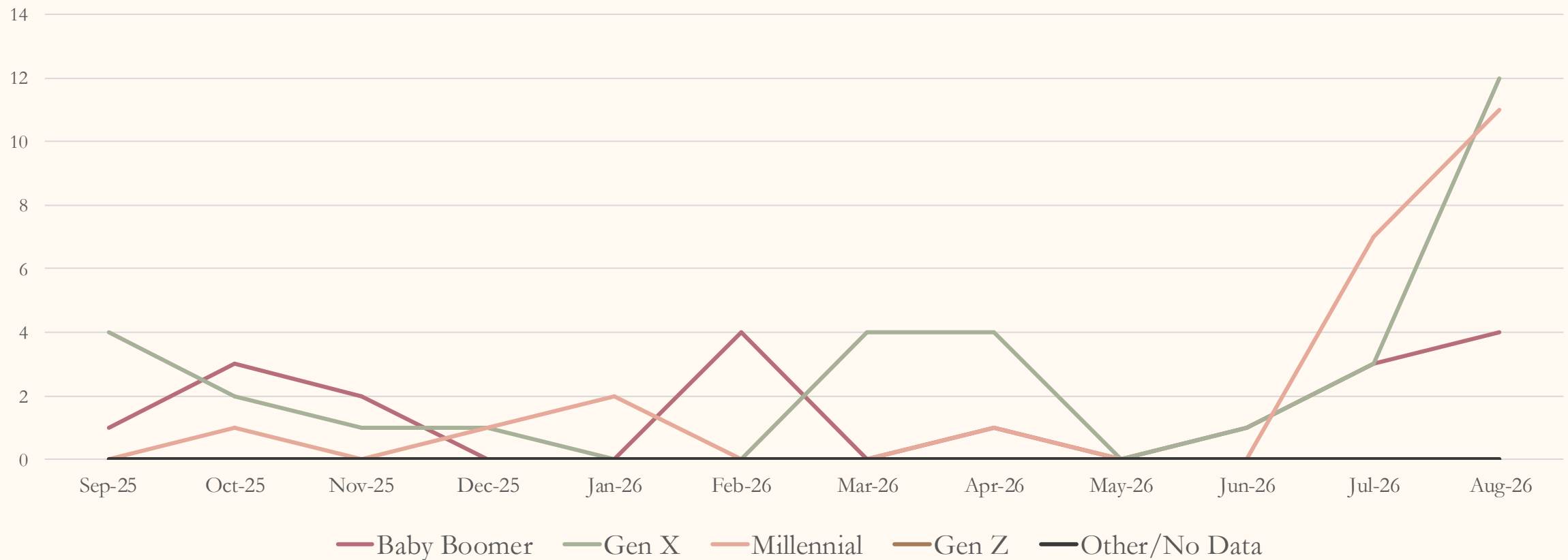
Generation	No. Members	% of Members
Baby Boomers	16	21%
Generation X	33	43%
Millennials	27	36%
Generation Z	0	0%
Other / No Data	0	0%
Total	76	100%

As of date: Sep 19, 2026

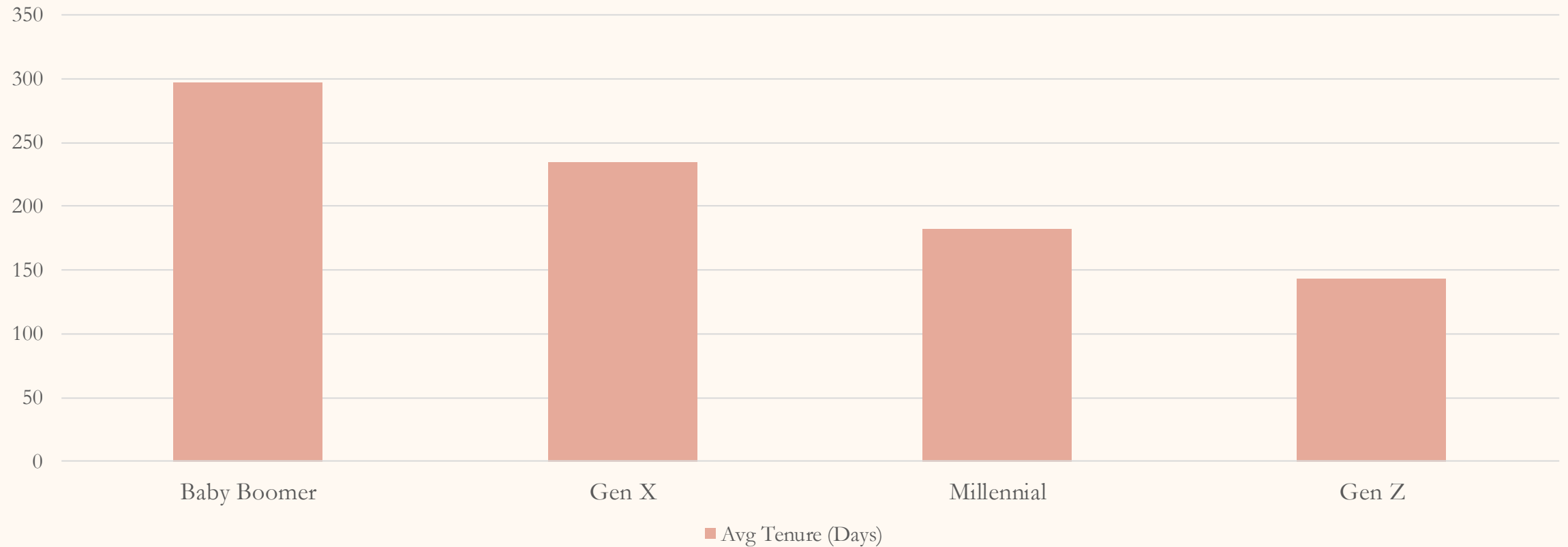
2. ACTIVE MEMBERS BY GENERATION - GRAPH FORMAT



3. SIGNUPS BY GENERATION OVER TIME – LAST 12 MONTHS



4. AVERAGE TENURE BY GENERATION



N.B. Tenure is measured at time of cancellation.

NEXT STEPS



The Wine Lass

This **Generational Snapshot** is the first step in creating a strategy for adapting your wine club to the generational shift in the DTC wine sales market.

Next, you can **upgrade your report** to include breakdowns **by club tier**, add your own preferred KPIs, use a custom timeframe, or make any other modification you like.

You can also register for a **monthly data package** to receive updated versions of this report every month.

To request these, please email info@thewinlass.com.

Finally, don't forget to **download the walkthrough** for the full 5-step program if you haven't already.