

WINE CLUB PROFESSIONALS' NETWORK

JUNE 2026 MEETING

STATE OF WINE
CLUB



HOUSEKEEPING

- This is an interactive meeting! It is being **recorded and transcribed** so I can send out a write-up after.
- I'll follow the agenda in order; everything stems from the survey responses
- I'll go over the responses once quickly for information, so note your questions and examples. We'll return to each theme for open discussion.
- Some folks agreed in advance to discuss their answers
- Everyone else can still chime in though!
 - Extroverts: please click 'Raise Hand' and I'll call on you (video optional)
 - Introverts: I gotchu! Use the text chat or Q&A.
- Besides that, I'll keep everyone muted to prevent accidental disruptions
- Remember: nobody's baby is ugly 😊



AGENDA

Customer Purchasing Behavior

Wine Club Growth Trends

- Retention, Retention, Retention
- Conversion / Acquisition
- Upselling and Special Campaigns

What can we do?

What's stopping us from doing it?

CHALLENGES



ATTRITION / ACCEPTANCE RATES

- More members are cancelling
- More members are skipping shipments
- Fewer members are adding wines to shipments
- The reasons for cancelling are changing:
 - More “too much wine” and “financial reasons”
 - “Health reasons” doesn’t always mean a medical condition
- At least **decline rates** are down! (<5%)

“Lots of skips and cancels due to finances and ‘too much wine’.”

“The classics: too much wine, ageing out, and financial issues.”

“We are experiencing cancellation numbers not off-set by sign-up conversion.”

CONVERSION / SIGN-UPS

- Some clubs have seen improved signup **rates**
- ...but visitation has been struggling
- Others are seeing both fewer visitors *and* lower conversion %s
- Off-site signups have not typically been enough to make up the gap
- Conversion to club doesn't always translate into a club **shipment**...

"Rate of signups"

"Lower conversion from the TR"

"Having a hard time backfilling cancellations in the tasting room and online"

"More members joining and opting out of their first club package - delaying first purchase."

ORDER VALUE (**AND** ORDER COUNT)

- Lots of mixed messages on this one!
- Many clubs are seeing reduced AOVs during regular club shipments

...and either leaning into or away from it

- The clubs that *are* seeing increased sales values are usually doing something to make that happen.

"RedChirp text offers"

"Case specials"

"We just did a 'reorder' campaign ... on a wine we released in April that later received a good score, and we sold 14 cases of that wine."

"Outbound outreach and increasing our AOV"

BIFURCATION OF MEMBER SEGMENTS

- Members are increasingly differentiating themselves into two distinct groups that exhibit their own behavior patterns
 - Two separate respondents spotted this, in both the retention and order value trends
- 💡 Recognizing and responding thoughtfully to this self-segmentation could be one opportunity for growth in the Club channel?

“Tenure is up – long time people are still staying for a long time” -Erika

“On average, our members that *are* purchasing are buying higher price-point wines”

WHAT'S WORKING?



CLUB BENEFITS AND FEATURES

- Increasing flexibility: allowing self-skips and cancels, and customizability to suit budget
- **Reducing** flexibility and imposing min. spends
- New, lower commitment (or even *no*-commitment) club options
- Simplifying the club options
- Member-only wines
- Brand partnerships, including content. (E.g. access to digital content). What else do wine collectors love besides wine?

"A social club that doesn't have bottle commitment ...gets people in the door, which is the number one goal and allows the member the flexibility to create the experience they want."

"Simplicity in membership and novel member-only offerings that have a special story tied to them."
-Chris

"we launched a new, smaller club and are seeing success ... it's a 2 bottle minimum, and most of these members are adding bottles or customizing with more expensive bottles"

STAFF INCENTIVES & TRAINING

- For the sales team: revised club signup bonuses and incentives
- For the wine club team: tightening and elevating service standards
- For the entire team: “soft skills” training improves cohesion and collaboration

“We've improved our Customer Service standards significantly and retrained/educated our members to understand the policies and holding them accountable” - Lisa

“Revamped out sign up bonus a little and it drove more signups in april and so far in may too.”
-Erika

“Recently we did a public speaking training with Kelley Miller ... it inspired me to look at public speaking in a new light and not be so intimidated. It was great team bonding, as well.” -Zoe

ACTIVE SALES

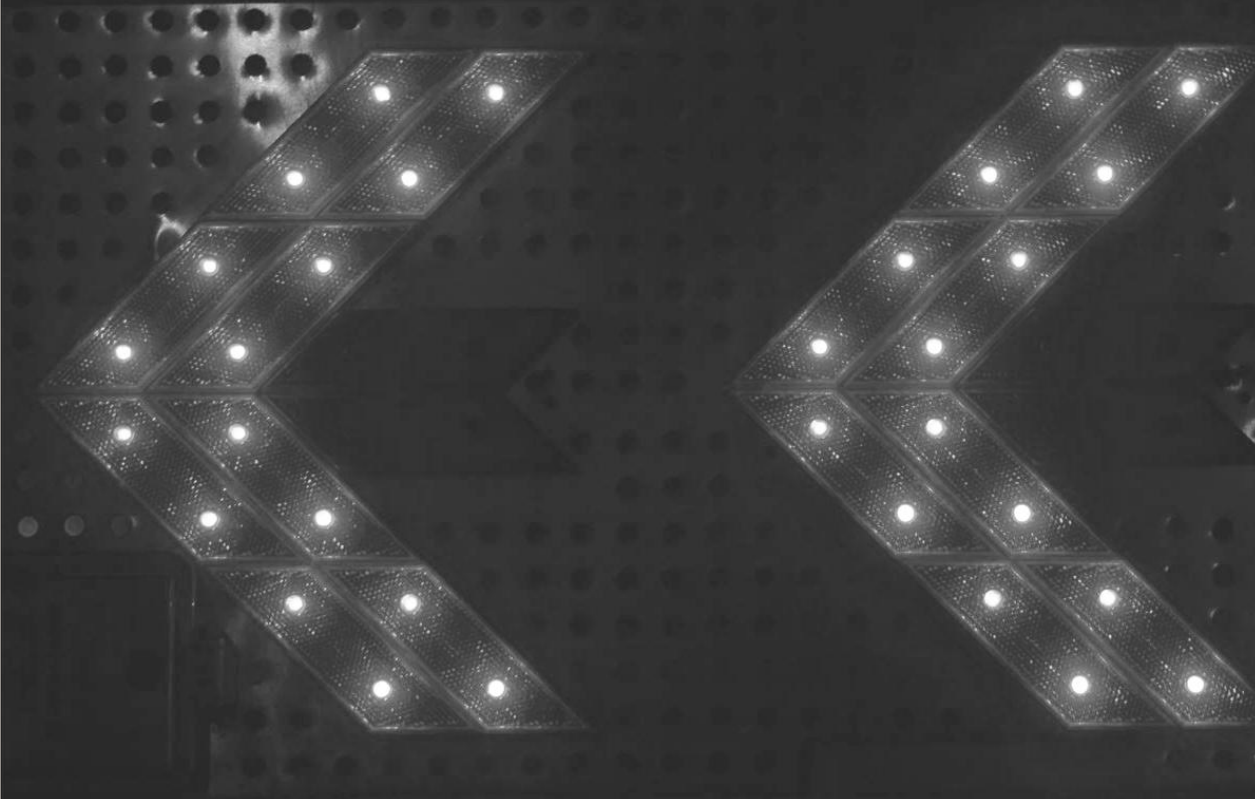
- Case specials
- Limited-time library releases
- Outbound outreach
 - Several people mentioned text / RedChirp
- Thoughtfully timed **reorder** campaigns
- Discounted shipping for members who **add wines** to their club shipments
- Leveraging **creative and engaging events**:
 - Roadshows in local markets
 - On-site events that reinforce the brand
 - Maximizing sales (raffles, order forms on menus, tonight-only limited releases, etc.)
- ...and passive: email and text automation flows.

**“Member visits /
Engagement with our
on the road tastings”
-Zoe**

**“A social club that doesn't have
bottle commitment [and] a
glass club in the lounge. Both
get people in the door, which
is the number one goal.”**

**“Adding RedChirp as another
method to communicate.
We've seen increased sales,
and more members updating
their cards.”**

**“Gamling & McDuck is hosting VHS
viewing parties on Fridays with wine
carafes and complimentary popcorn.
Wine club members now receive a hard
copy membership card a la Blockbuster
Video. Fun vibe, super creative.”**



REWIND

Let's go back over those topics and discuss together.

If you put a question or comment in the chat, we'll discuss it when we get back to that topic.

This time, new questions and comments in text chat will be addressed as they come in.

Please use the 'Raise Hand' feature if you want to chime in live (video optional).

SO WHERE TO START?

The same root issue shows up in the KPIs in different ways for different clubs.

Where are your biggest opportunities?

- What does the data say is the biggest problem **for your winery**?
- What is realistic within the limitations of org chart and budget?
- **What is within your control?**





WHAT'S STOPPING US?

If these things were that easy, we'd have done them all by now!

Let's talk about what's standing in the way of improving these metrics.

- 💰 Resources? (Time, money, staff)
- 🤖 Tech? (Software and/or training)
- 💼 The org chart? (Autonomy, power, veto)
- 🤝 'Soft skills'? (Managing up, negotiating, leading when you're not 'in charge', etc.)

(This is where I try to figure out how WCPN can deliver)



Q & A

From the survey responses:

- How are you attracting a younger crowd?
- Events - are they working? What is working? Who is attending? Are they purchasing when attending? Scale of events? Onsite? Off Site? More? Less?
- How to build new loyalty streams (reliable, regular billing)
- Have hotel/winery partnerships been worth the investment?
- How are you handling shipping cost pressure? (Both rising costs and sinking cost tolerance)
- Is anyone adding benefits to improve satisfaction and retention?



FUTURE MEETING TOPICS

Potential topics for this year:

- Holiday sales...
- Events
- Managing up: how to advocate for what your department needs to hit ambitious new goals
- Microsoft Office hacks to save time on recurring tasks
- Data handling (e.g. Enolytics guest speaker, Excel functions)