

# A Wine Club that works? You'd proudly present it to anyone

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*Building a successful wine club means fostering a vibrant community, not just a customer list. Focus on exclusivity, personalization, and engaging existing loyal customers. Strategic planning, unexpected delights, and turning memberships into meaningful gifts are key to creating a club members proudly recommend. It's about genuine connection and mutual trust, leading to organic word-of-mouth promotion.*

If your Wine Club were a person, would you introduce it to your family? Your friends? Would you speak of it with pride, or would you keep it hidden? **The answer to this question is the litmus test for everything.** Because a Wine Club isn't an Excel file; it's not a discounted promotion. It's a relationship. A community. An act of mutual trust.

## **It starts with those who are already there: your network is more valuable than you think.**

Too often, we search for new clients and forget about existing ones. But those who have already crossed the threshold of your winery, who have already bought, who know you... **They are the first ones to involve.** If you're just starting, don't dream of big numbers: aim for the first 10 loyal customers. Do a test. Build a "pilot" relationship with them and see what really works.

A messy database is a wasted opportunity. If you want to build a Wine Club, start collecting useful data (well): what a customer has bought, their preferences, when they visited you. It's not useful to know their birthday if you only send them greetings. **But if that date helps you give them a gift or send a targeted offer, then yes, it has value.**

## **Planning is the heart of success.**

A good Wine Club is designed like a trip: **month by month, with content, surprises, pampering, and small unexpected events.** Like in a love story, you need to amaze those who have trusted you. Even with a video, an unscheduled gift, a signed bottle, or a private Zoom tasting.

In a world where no one knows what to give anymore, the idea of **gifting a Wine Club membership is incredibly powerful.** It's a gift that lasts over time, speaking of taste, style, and emotion. And if you think about it: it also builds loyalty with the gift-giver. Because if the feedback is positive, next year... they'll buy it for themselves.

## **The Wine Club that works is the one that**

**makes people say: “I’m in. And I recommend it to everyone.”**

It’s not a platform; it’s not an e-commerce. **It’s a community, made of people who feel heard, pampered, and involved.** And precisely for this reason, they speak of you with pride. Because a Wine Club is successful only when its members want to talk about it spontaneously, just like they would about a great trip or an unforgettable bottle.

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## **Key points**

- **A Wine Club is a community built on trust**, not just a list of names or discounted promotions.
- **Prioritize existing customers**; they are your most valuable asset for starting and growing your club.
- **Collect meaningful data and plan engaging experiences** to consistently delight your members.
- **Gifting a Wine Club membership is a powerful tool** for lasting loyalty, for both recipient and giver.
- **Success hinges on members feeling valued** and wanting to spontaneously recommend your club.