

How to raise the average receipt for the visits at your winery

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Boosting the average spend in your winery doesn't require aggressive sales tactics but strategic design of the experience. From offering surprise upgrades to exclusive products and well-thought-out wine shops, every step of the customer journey can increase sales. This article provides actionable tips to turn visits into meaningful, high-value purchases.

Selling more doesn't mean being pushy. It doesn't mean turning your winery into a supermarket or ruining the charm of hospitality. It means recognizing the value of the experience you offer and having the courage (and good sense) to propose it the right way. Because people who visit your winery *do* want

to buy, you're just not making it easy enough.

Small upgrades, big results

Always offer an upgraded version of the experience. Got a base tasting at €30? Create a “plus” version for €35 with an extra glass, a bruschetta, or a different vintage. You don’t need to advertise it online, propose it during the visit, as a surprise. Just like the orange juice at a highway stop: 6 out of 10 will say yes.

And if you serve food? **Make sure an extra platter is a clear and conscious option—not a spontaneous favor.** You’re selling it, not giving it away. The difference between a favor and a service is turning it into part of the experience.

Sell something they can only buy from you

Exclusivity has immense power. If you offer a bottle or a special package only available at your winery, you’re giving people a strong reason to buy. Like the Apple t-shirt sold only in Cupertino. People love to bring home something that says, “I was there.”

If the product is gift-ready, even better. **But it needs good packaging, a printed brochure, and a strong visual and narrative touch.** Today, form matters as much as substance.

The wine shop needs real planning

Every inch of your wine shop should be thoughtfully designed. Like a concept store, or a museum gift shop. What do you highlight? Which wine do you want to promote? Are the promotions visible? Are prices readable? People shouldn’t have to ask “how much?”, otherwise, they lose enthusiasm.

And remember: **you don’t sell in the shop, you sell during the visit.** During the tasting, in your words. The shop is just where the “yes” becomes action.

Key points

1. **Selling more means offering value**, not being aggressive.
2. **Surprise upgrades increase participation** and revenue.
3. **Exclusive products create urgency** and emotional value.
4. **Packaging and storytelling enhance buying appeal.**
5. **The real sale happens during the experience**, not just in the shop.