

Wine Club: how to create one and make it a successful asset in your company

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The first rule of the wine club is: always talk about the wine club.

In contrast to the famous “Fight Club,” **you should definitely talk about the wine club!** Creating a community around your winery brings numerous benefits: customer loyalty, ongoing sales, upselling opportunities... American wineries have been adopting this system as an integral part of their business for years now.

But what are the first steps to establish your own club?

- **Make your wine club known**, make it visible on your company's website and social media. Create specific content where you specify the activities and benefits that members can enjoy once they join.
- **Focus on those who already believe in you**. Companies tend to invest most of their efforts in finding new customers, often neglecting those who are already loyal consumers. In this case, the most significant effort should be directed towards those who are already inclined to value your company. Identify the most loyal individuals and tailor your communication primarily to them.
- Make your club synonymous with exclusivity. Offer unique services to your members that make them understand the benefits you offer are not for everyone. A couple of examples that can be implemented right away: offering the possibility of receiving new releases in advance or experiencing a cellar tour directly with the winemaker.

What other advice would you give to a winery looking to open its wine club? Let us know by writing to redazione@winemeridian.com.