How Wine Clubs are revolutionizing the wine market: challenges, opportunities and strategies

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In a context of increasing digitalization, Wine Clubs emerge as essential tools for direct wine sales. Filippo Galanti – co-founder of Divinea – WineSuite – spoke at the WTH Academy Advanced training course about Wine Clubs, offering a comprehensive overview of the strategies, challenges, and benefits associated with these platforms, which are fundamental for those looking to innovate in the wine industry.

“A Wine Club is not strictly necessary for selling wine, but it becomes crucial to maximize online sales,” stated Galanti.

It allows for autonomous sales management, reaching customers directly, without the need for intermediaries.

Technical and operational challenges in managing a Wine Club

Managing a Wine Club presents multiple technical and operational challenges, ranging from technological implementation to the integration of robust CRM systems, from logistics of shipments to effective management of digital marketing campaigns. Each aspect must be meticulously planned to avoid inefficiencies that can compromise the customer experience and the brand image.

Customization is key to standing out in the market. By offering members the opportunity to customize bottle labels or participate in unique experiences such as ‘adopt a vine’, Wine Clubs can create a deeper and more emotional bond with their customers.

Encouraging direct contact between winery and consumers

Direct contact between the winery and consumers is essential and must be encouraged by offering club members exclusive experiences such as private cellar tours, special tastings, and access to reserved sales of limited vintages. This type of interaction not only increases customer loyalty but also elevates the perceived value of the club.

Galanti recommends using the Pareto rule to effectively select members: focus on the 20% of contacts that will likely generate 80% of the sales. Identifying the most valuable and engaged customers and offering them a personalized experience is essential for the success of the club.

It is crucial to keep members constantly engaged with regular updates, exclusive news, and invitations to events. This can

include personalized newsletters, special offers, and pre-purchase opportunities for limited editions of wines.

Differentiating the experiences offered by Wine Clubs from traditional sales channels

Wine Clubs offer a more exclusive and personalized experience compared to traditional sales channels. It’s not just about selling bottles, but about building a community and offering experiences that strengthen the bond between the producer and the consumer.

These platforms not only support direct sales but also enrich the consumer’s experience with a more personal and engaging approach. For modern wineries, understanding and effectively implementing these strategies means not only surviving but thriving in today’s competitive market.