Wine Club? Young people now want subscriptions

scritto da Redazione Wine Meridian | 13 Giugno 2024

movies. But is this trend sustainable? And is the decline of **wine clubs** part of this trend?

This was discussed in an article by **WineGlass Marketing**.

What is a wine club?

A **wine club** is a recurring sales model that allows **wineries** to directly reach high-value consumers, bypassing traditional distribution channels. It offers regular customers a selection of wines chosen by the winery at a discount, delivered to their home monthly or quarterly. Club members receive **discounts**, priority access to new releases, and invitations to exclusive events.

Read also: The role of women in wine tourism: a growing trend

Problems with the current model

Very interesting, it seems. Yet, the **wine club** model, which has worked well for **Baby Boomers**, is perceived as rigid by consumers under 40 who are used to more variety and immediate access. **Millennials**, in particular, prefer not to receive the same wine periodically and desire more **flexibility** and **variety**.

Unlike wine clubs, **subscription models** give more control to consumers, allowing them to manage interactions online and choose the frequency and amount of shipments. These models are popular among young people and offer new brands and products, with an emphasis on attractive **packaging** and engaging **informational material**.

Read also: Silence is not golden: the communicative factor in wine

Differences between clubs and subscriptions

While clubs are like a **marriage**, with long-term relationships, subscriptions are more like a **blind date**, ideal for trying new wines without a long commitment. Subscriptions can introduce consumers to a **brand**, but often have higher cancellation rates.

Wineries must consider subscription models useful in the initial trial phase, without replacing clubs in the loyalty phase. It is essential to differentiate the approach to sales and **technology** to adapt to this change. While historical clubs remain important for more loyal consumers, subscriptions can attract new customers and meet the needs of an audience looking for **flexibility** and **novelty**.

In summary, **wine clubs** have proven to be an effective direct sales channel that offers personalized wine discovery and

builds **customer loyalty**. However, with the shrinking target audience for clubs and the advancement of technology allowing for more choices, it is predicted that subscriptions will play an increasingly influential role in the future of the **wine industry**. It is therefore crucial for wineries to start considering these subscription models alongside clubs.