

# WINE BUSINESS SOLUTIONS

Growing your Cellar Door Sales



# WINE BUSINESS SOLUTIONS?

Our sole focus is on providing  
strategic advisory services  
to  
Wine Business Owners



# WINE BUSINESS SOLUTIONS

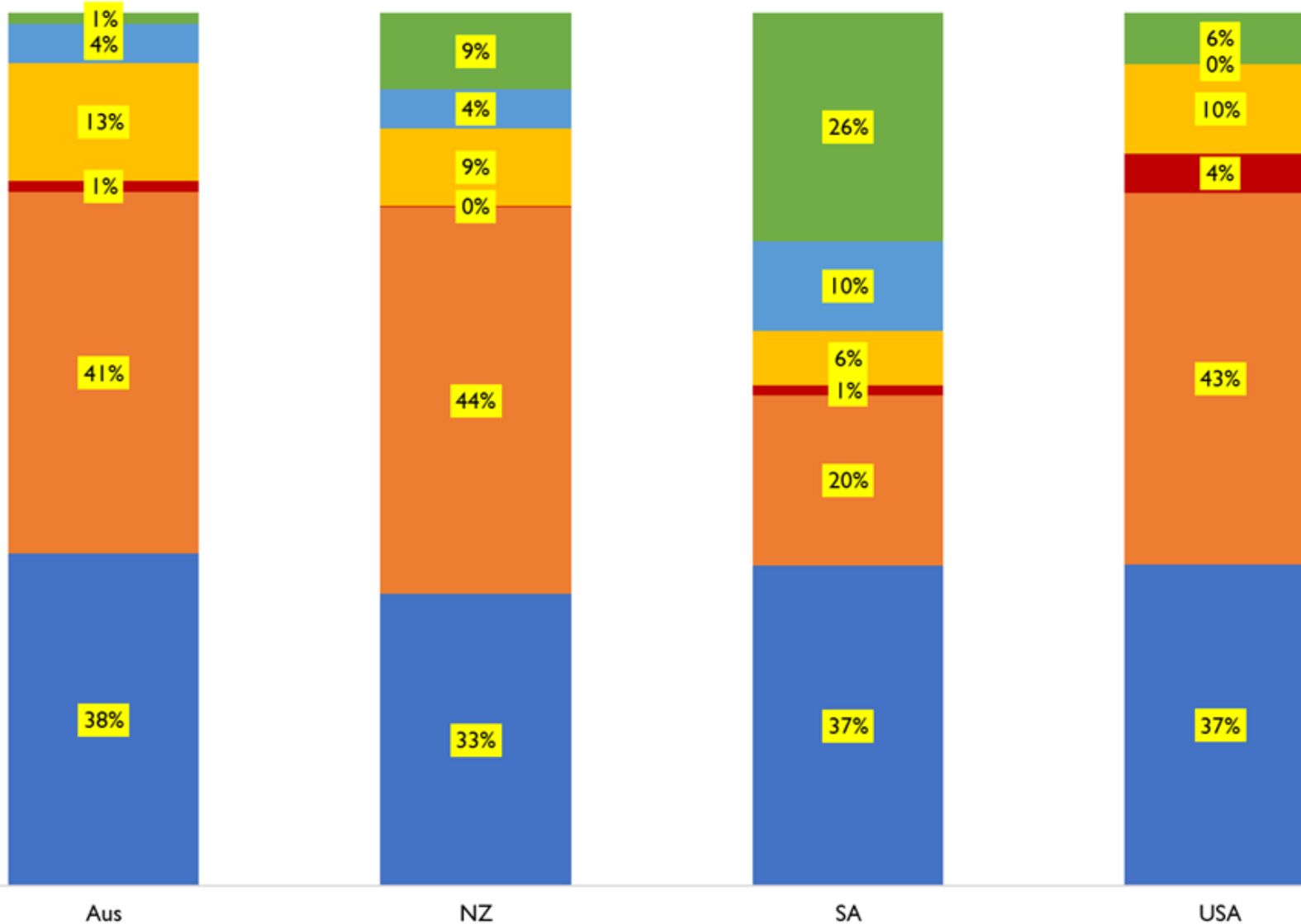


- Almost 40 Years in the wine industry.
- 21 Years as Wine Business Solutions.
- Unique research into the On-Premise and DtC Channels.
- 1700 live workshop attendees.
- 342 Wine businesses (globally) worked with directly.

# YOUR 'SALES THEATRE' IS STILL DRIVING 85%+ OF DtC REVENUE



■ Cellar Door ■ Wine Club & Database ■ Events ■ On Line ■ Restaurant ■ Other DtC



Source

WBS Direct to  
Customer  
Benchmarking

2023

and SVB Data (US)



**THE**

# **10** **TOP**

**TIPS  
TO GROW  
YOUR DtC  
SALES**

# NUMBER ONE – BE OPEN



Open	Ave Revenue
Aus	\$ 2,600,158
3-6 Days per Week	\$ 976,370
7 Days a Week	\$ 2,787,518
NZ	\$ 1,376,219
3-6 Days per Week	\$ 569,000
7 Days a Week	\$ 1,438,063
By Appointment Only	\$ 1,594,296
SA	\$ 1,159,989
7 Days a Week	\$ 1,159,989

X3

X3

Ave DtC Revenue

\$A per Business

Source

WBS Direct to

Customer

Benchmarking

2023

# VREDE EN LUST



# NUMBER 2- 'PRODUCTISING' THE EXPERIENCE



- Start in inbound markets
- Manage tour operators
- Create, 'productise' and sell an experience
- Form full partnerships with restaurants, accommodation etc.
- Deliver tasting room excellence.
- Continue to sell direct to customers in home market.





# OFFER EXPERIENCES



Wineries that offer 'tours'  
generate 50% more DtC Revenue  
than those that don't



Without



With

Source

WBS Direct to  
Customer  
Benchmarking

# A \$MILLION IN SALES - NO CELLAR DOOR?



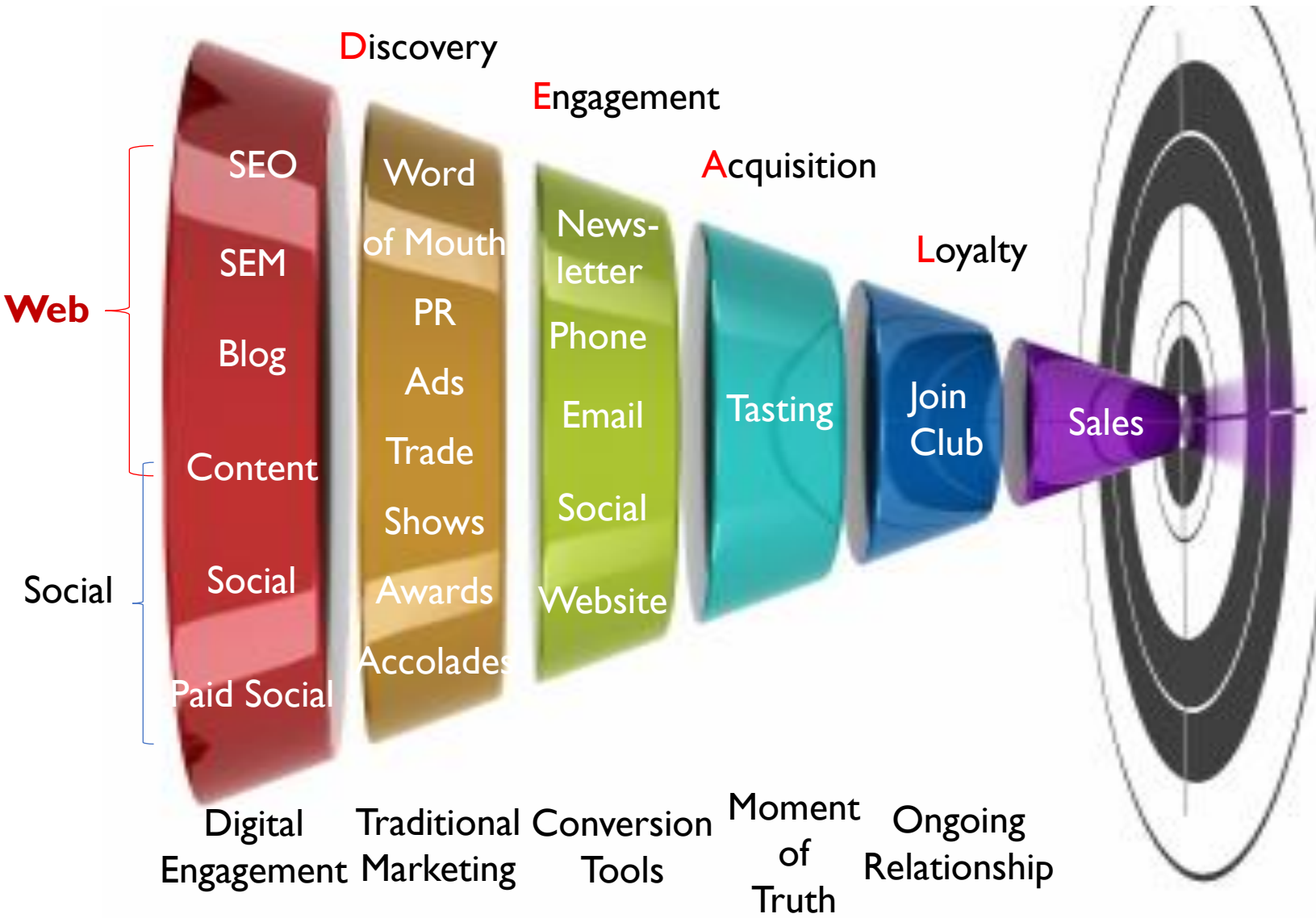
## ... VISIT THE WINERY ...

Come and visit the home of Mollydooker in McLaren Vale. Join us for a *Tasting Experience, Tour & Tasting* or *Tour, Light Lunch & Tasting*. We would love to show you around!

Click [here](#) for more information



# THE DtC PIPELINE – DIGITAL DRIVES ALL



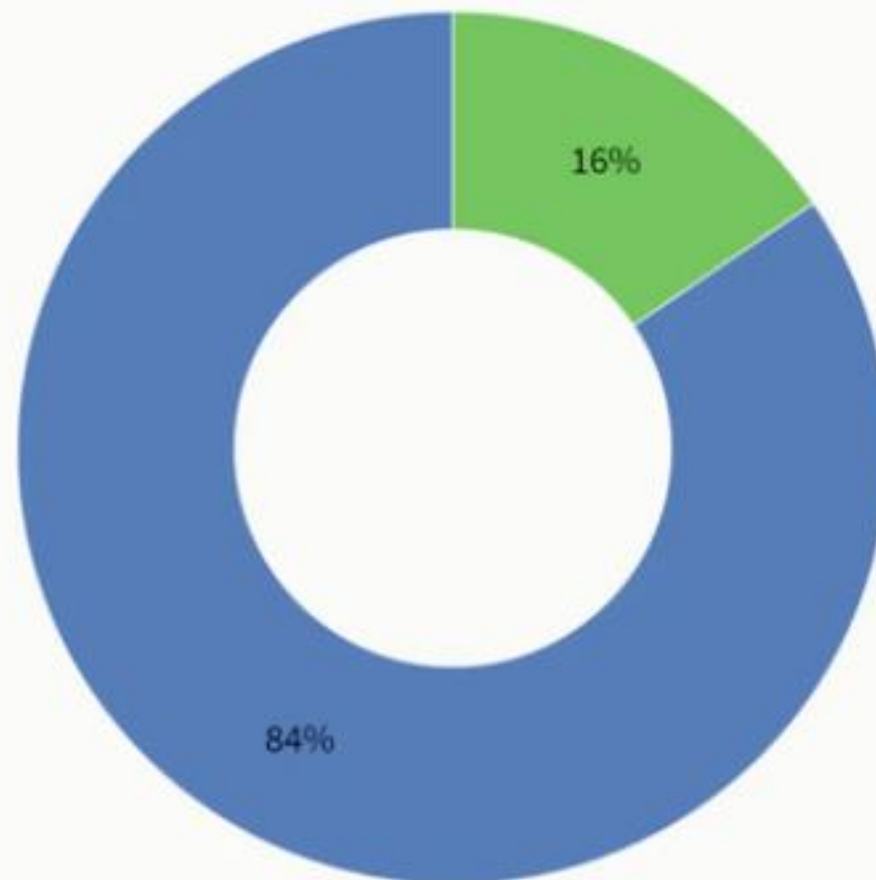
Think of your website as your cash register...

# NUMBER 3 – CONQUER SEARCH



Proportions of Direct and Discovery searches per Google My Business listing

■ Direct searches ■ Discovery searches



# DRIVING GOOGLE SEARCH



- GOOGLE MY BUSINESS
- GOOGLE AD WORDS
- GOOGLE MERCHANT
- GOOGLE MAPS
- GOOGLE MANUFACTURING
- GOOGLE REVIEWS

AND YES! – GOOGLE IS EVIL



### Places :



Rating ▾

Hours ▾

#### Knapstein Enterprise Winery

4.6 ★★★★★ (46) · Winery

2 Pioneer Ave

Delivery



#### Clare Valley Wine Tours

5.0 ★★★★★ (49) · Tour operator

9 Alexander Ave

👤 "Structure of the tour, wineries visited, customer service all fantastic."



#### Jim Barry Wines

4.5 ★★★★★ (60) · Winery

33 Craig Hill Rd

👤 "My favourite of all the wineries we visited in the Clare on our last trip."



About 61,700 results (0.42 seconds)

Sponsored · Shop knappstein wines

Knapppstein Clare Valley...	Knapppstein Clare Valley...	Knapppstein Clare Valley...	Knapppstein Spring Farm...	Knapppstein Hand Picke...
<b>\$126.00</b>	<b>\$24.00</b>	<b>\$21.99</b>	<b>\$35.00</b>	<b>\$15.00</b>
Dan Murphy's	Laithwaites ...	Dan Murphy's	Laithwaites ...	Dan Murphy's

Knapppstein.com.au  
https://www.knappstein.com.au

### Clare Valley Winery - Knapppstein Winery

Built on a rich heritage, it is one of the most recognisable and popular Clare Valley wineries.

**Knapppstein's** medal winning wines reflect the true nature of the ...

[Shop Wines](#)



## Knapppstein Enterprise Winery



Website Directions Save Call

4.6 ★★★★★ 46 Google reviews

Winery

**Service options:** Delivery

**Address:** 2 Pioneer Ave, Clare SA 5453

**Hours:** Closes soon · 4 pm · Opens 10 am Tue

*Adelaide Cup Day might affect these hours*

**Phone:** (08) 8841 2100

**Appointments:** [knappstein.com.au](https://www.knappstein.com.au)

Providers ⓘ

[Suggest an edit](#) · [Own this business?](#)

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Shop Wines



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BOOK A TABLE, TOUR OR TASTING

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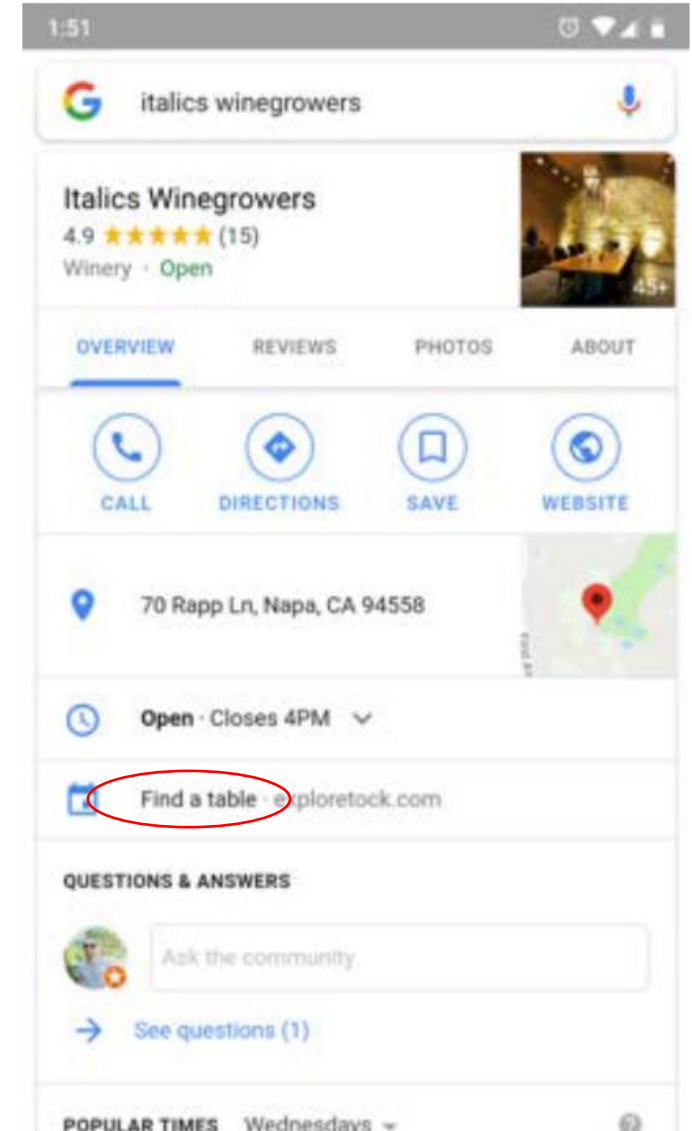
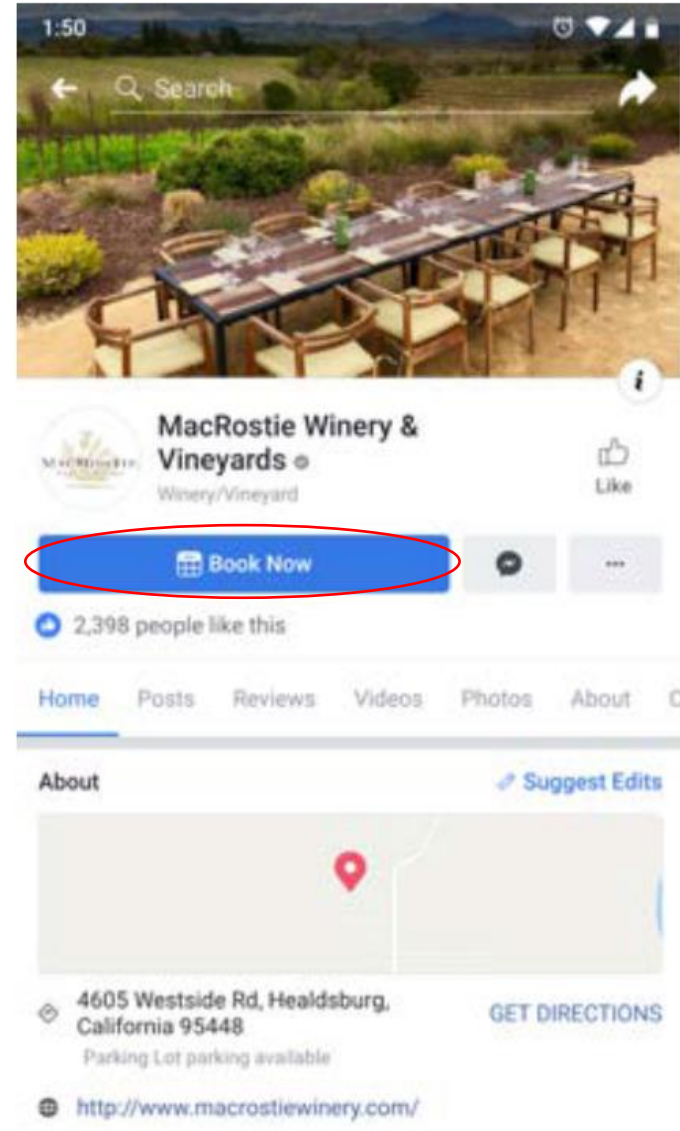
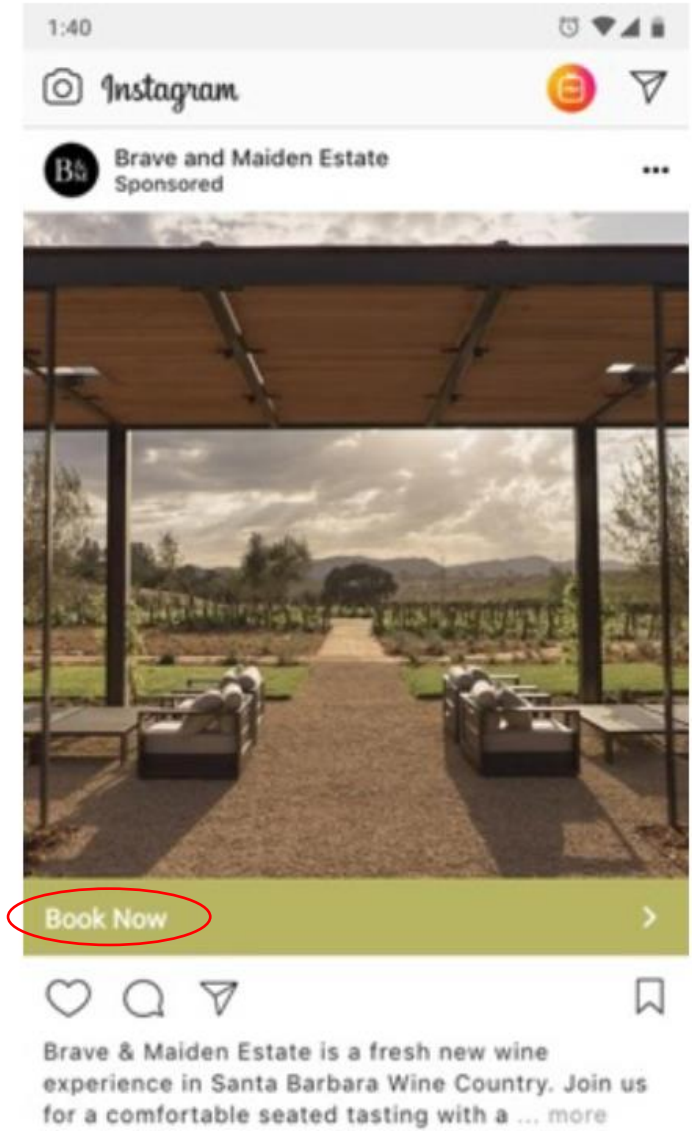
Appointments: knappstein.com.au

Providers ⓘ

Suggest an edit · Own this business?



# INSTA / FACEBOOK / GOOGLE RESERVATION





## Wine House Hunter Valley

Pokolbin, AU · \$\$

At Wine House Hunter Valley, it is our philosophy that there is a wine for everybody, and with over 45 wines available at our cellar door from six of the Hunter Valley's best wineries, we're pretty confident we have you covered!

Our aim is to ensure that everyone who steps through our doors has a fantastic experience. Whether you are a wine enthusiast or wine specialist, whether you are looking for a wine with dinner or something for your cellar, our team is here to help you discover some...+ [More](#)

### Reservations

2 guests



30 Jan. 2019



12:00 PM



[Search reservations](#)

Now booking through Sunday, 31 March 2019

 withwine

WINE DIRECT

Commerce 

# MacROSTIE WINES HEADLSBURG, CALIFORNIA



## Using Reservation Tools

- 20% More Guests
- Better Off-Peak Bookings
- Better experience due to Club Member data sync
- 10 Hours per weeks less customer service work required



# 5. HELP THEM ALONG THEIR WAY



Brochures in rental cars and rest stops

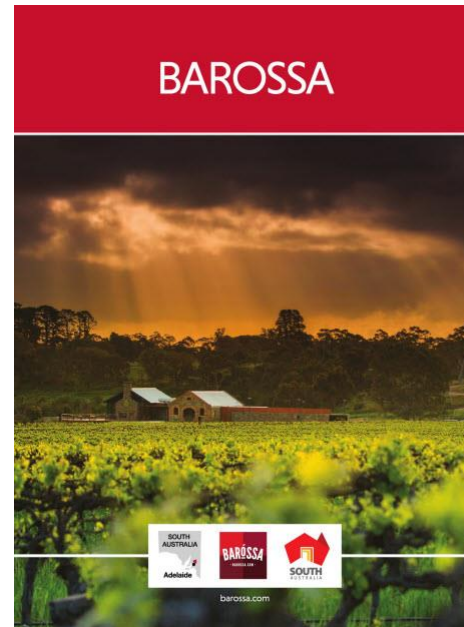
Social Suggestion

Web Search Page

Signage

On Site Signage

Concierge



**X 8 = \$150,000**



**NILLUMBIK**

ESTATE

YARRA VALLEY



VASSE FELIX  
MARGARET RIVER



**SWINGING BRIDGE**  
*orange, australia*

PREMIUM T...



## **6. COUNT CUSTOMERS**



# 7. GET THEIR CONTACT DETAILS



Less than half of Australian Wineries routinely collect contact details

When you collect emails: -

One in Four people will buy online

One in seven will join your club





# BOOKING IS BETTER. IN EVERY WAY.

Booking Requirement	Ave Revenue
Aus	\$ 2,663,193
No	\$ 1,400,261
Only for Premium / Formal Tastings	\$ 2,070,000
Yes - Bookings are encouraged but flexible for walk ins	\$ 2,743,636
Yes - All tastings must be prebooked	\$ 3,112,964

**X2**

Source

WBS Direct to Customer Benchmarking

2023

# KEY SYSTEM REQUIREMENTS

Ease of data capture, especially preference data, at cellar door and at events



# 7. CHALLENGE EVERYTHING

## BLUE OCEAN STRATEGY

Once you understand what customers value most, you can;

1. Remove
2. Tone Down
3. Turn Up
4. Create and Add

# TOP OF THE HEAP

Goats do Roam



A wine by **FAIRVIEW** founded 1693



Wine Business Solutions



# SELECT AND ORGANISE YOUR THEATRE



# BROKENWOOD – €5MILLION LATER



# BROKENWOOD BEFORE





# SEPPELTSFEILD



# CRITTENDENS



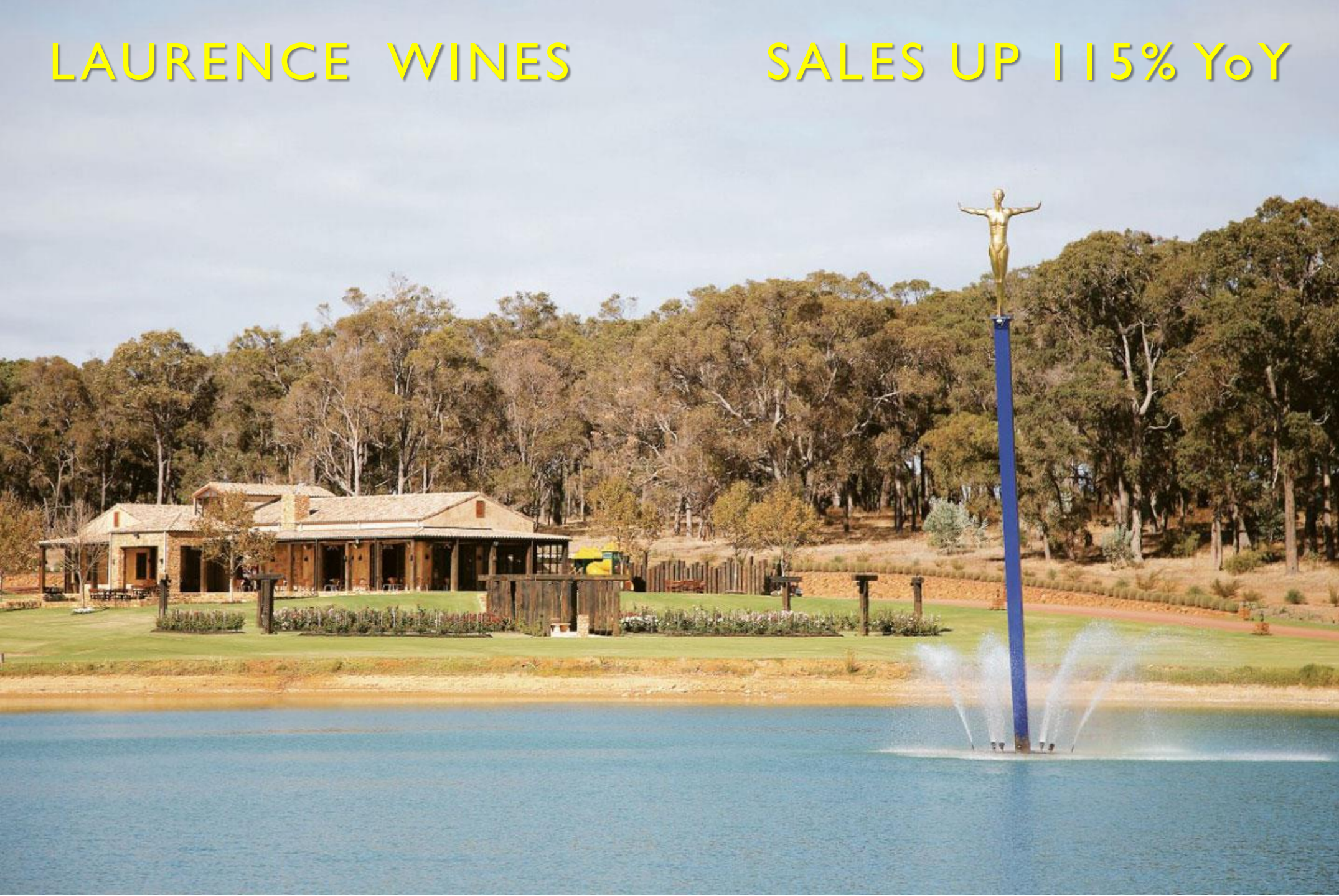
Wine Business Solutions



LAURENCE WINES

SALES UP 115% YoY

Wine Business Solutions



# WILLIAM CHRIS WINERY - TEXAS



Wine Business Solutions



Increased Sales  
by 30%  
using Mobile POS

# 8. BE PRESENT



THE REAL MOMENT OF TRUTH

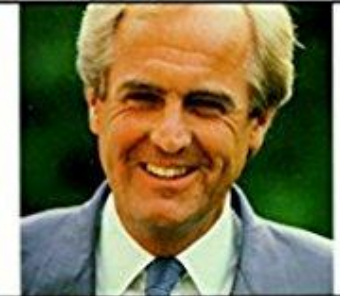
# 9. SELL YOUR WINE AND CLUB



*"The best book on leadership by a CEO."  
—John Naisbitt, author of Megatrends*

## **MOMENTS OF TRUTH**

*New Strategies for Today's Customer-Driven Economy*



**JAN CARLZON**

*President, Scandinavian Airlines*

FOREWORD BY

**TOM PETERS**





**FEATURES**

**ATTRIBUTES**

**BENEFITS**



# 10. WINE CLUBS – THE €420,000 DECISION



# FREEDOM OF CHOICE



<b>Choice</b>	<b>Average Revenue</b>
Partial customer choice	\$ 1,127,059.33
Full customer choice	\$ 756,420.08
Set packs (determined by winery)	\$ 422,675.31

Source

WBS

DtC Benchmarking

2023

# MORE CAN BE LESS



**SILVER**  
5 TRANSACTIONS / YR  
\$250 BENEFITS

**GOLD**  
10 TRANSACTIONS / YR  
\$500 BENEFITS

**PLATINUM**  
20 TRANSACTIONS / YR  
\$1000 BENEFITS  
+ MORE!\*

Tiers	Share	Ave Revenue
2	26%	\$ 827,611
Ave		\$ 535,235
3	22%	\$ 463,807
1	31%	\$ 453,184
4 or More	20%	\$ 367,848

Source

WBS

DtC Benchmarking

2020

# FRIEGHT



<b>Answer</b>	<b>Ave Revenue</b>
Yes - based on actual freight cost	\$ 1,093,451
No	\$ 785,667
Free for orders over a certain size or for members at higher tiers	\$ 595,989
Not for membership packs, set rate for all additional orders	\$ 500,000
Yes - flat rate for everyone	\$ 349,211

Source WBS Benchmarking - 2023

# UP SELLING FRIEGHT



#1

Reason for cart abandonment is higher-than-expected shipping costs



93%

Will take action to qualify for free shipping



58%

Will add items to cart to qualify for free shipping



31%

Will join a loyalty program to qualify for free shipping

# DISCOUNTS vs CLUB REVENUE



Discount	Ave Revenue	Share
11% - 20%	\$ 447,817	66%
More than 20%	\$ 418,386	16%
Up to 10%	\$ 415,170	16%
Average	\$ 431,194	

Source WBS Benchmarking - 2022

Wine Business Solutions



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<http://winebusinesssolutions.com.au>