

THE WAY PEOPLE **DISCOVER WINE** HAS CHANGED

What it means for your brand,
your story, and your future visibility.

VA VinterActive



 Oregon Wine
Symposium

A man with a beard and mustache, wearing a white and black trucker cap and a white button-down shirt, is shown in profile looking towards the right. He is standing in a vineyard with rows of grapevines in the foreground and a forested hillside in the background under a clear blue sky. The text 'TIM WEINHEIMER' is overlaid on the left side of the image in large, bold, black letters.

TIM WEINHEIMER

Brand-AI Marketing Strategist



AI by the numbers...

By 2027, over 50% of product discovery will be influenced by AI-generated answers, not traditional search results.

Source: Gartner projections



AI by the numbers...

By 2028, AI assistants will influence more than 30% of consumer purchase decisions in retail & DTC categories, including wine.

Source: Aggregate forecast McKinsey, Bain



AI by the numbers...

By 2029, brands without structured, machine-readable content will lose visibility in up to 40% of AI-driven recommendation scenarios.

Source: Enterprise AI



AI by the numbers...

By 2030, AI will act as the primary gatekeeper for brand visibility, determining which wineries are suggested, compared, or ignored.

Source: GEO adoption forecast



AI TRIVIA

Warm up!



Which Consumer Behavior Best Reflects How AI Search is Changing Wine Discovery Today?

- A. Searching for winery phone numbers only
- B. Asking conversational questions like “What Oregon Pinot Noir under \$40 tastes like Burgundy?”
- C. Browsing static winery websites without interaction
- D. Relying exclusively on critic scores



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- D. Relying exclusively on critic scores

Answer: B



What Type of Wine-Related AI Search Query is Growing Fastest Among Consumers?

- A. Brand-only searches (e.g., “Opus One”)
- B. Technical viticulture questions
- C. Occasion-based and food-pairing questions
- D. Winery investor relations queries



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Answer: C



When Consumers Use AI Tools (CHAT GPT, Google AI Overviews, Perplexity) For Wine Decisions, What Are They Most Often Trying To Do?

- A. Verify alcohol laws and compliance
- B. Replace wine critics entirely
- C. Reduce decision friction and increase confidence
- D. Learn vineyard yield statistics



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Which Content Type Is Most Likely To Be Surfaced By AI Search Engines When Recommending Wineries Or Wines?

- A. PDF tasting notes with dense jargon
- B. Image-only Instagram posts
- C. Clear, structured explanations of style, occasion, and value
- D. Flashy homepage animations



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THE PROBLEM

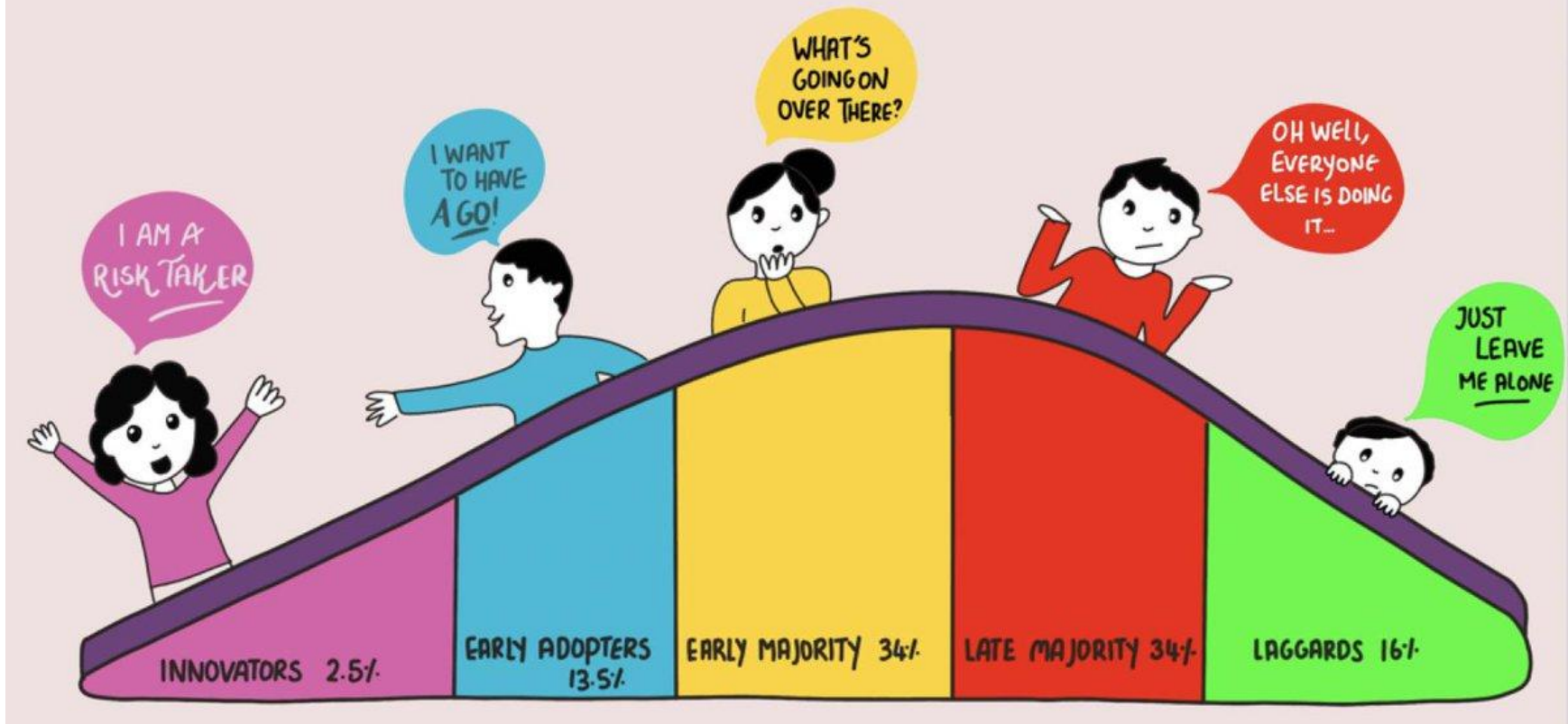
Most wineries struggle to stay visible and consistent.



WHY: Marketing technologies constantly changing

Enter Diffusion of Innovation Theory





ROGERS' DIFFUSION OF INNOVATION THEORY



IN 2026...

Embrace AI brand
visibility to future-proof
your brands.



Search is no longer about links.

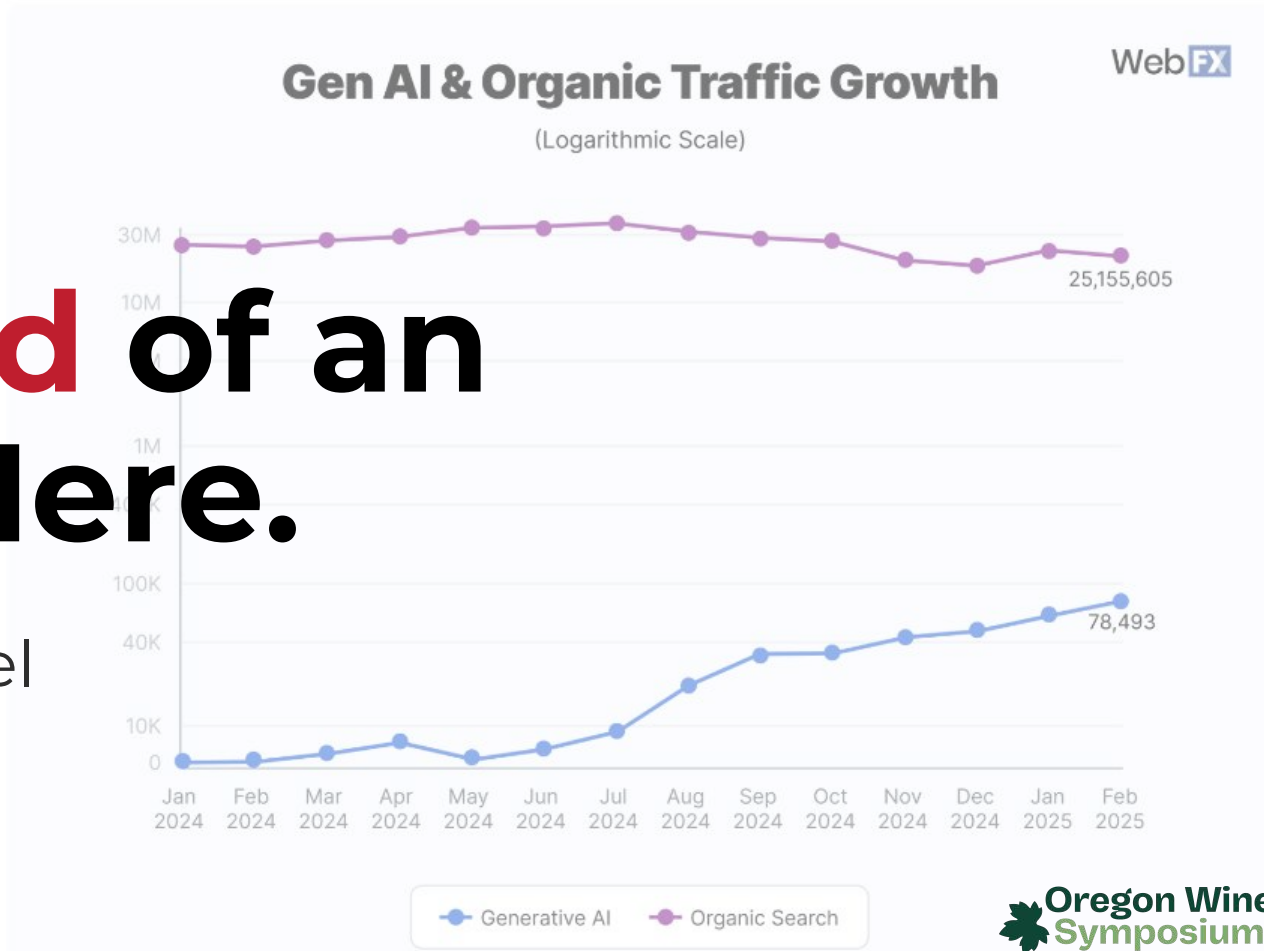
It's about answers.

...



The **End** of an Era is Here.

The traffic model you've relied on is changing.



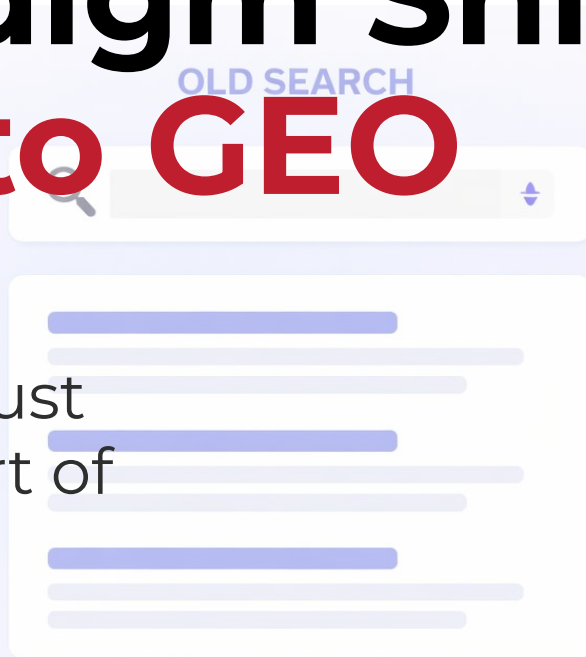
Source: Traffic data from Launch Workshop, Jan 2024 - Feb 2025

Paradigm Shift:

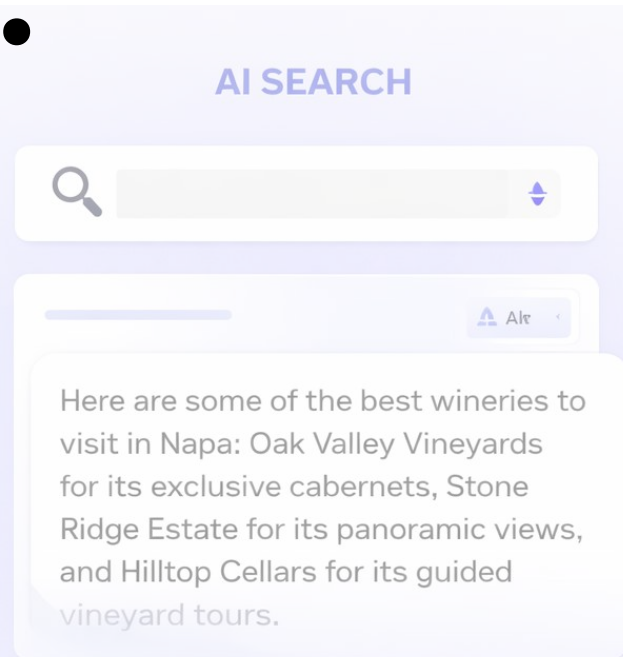
SEO to GEO

(Source: Athena AI Report)

Wineries must become part of the answer.



Blue links to websites

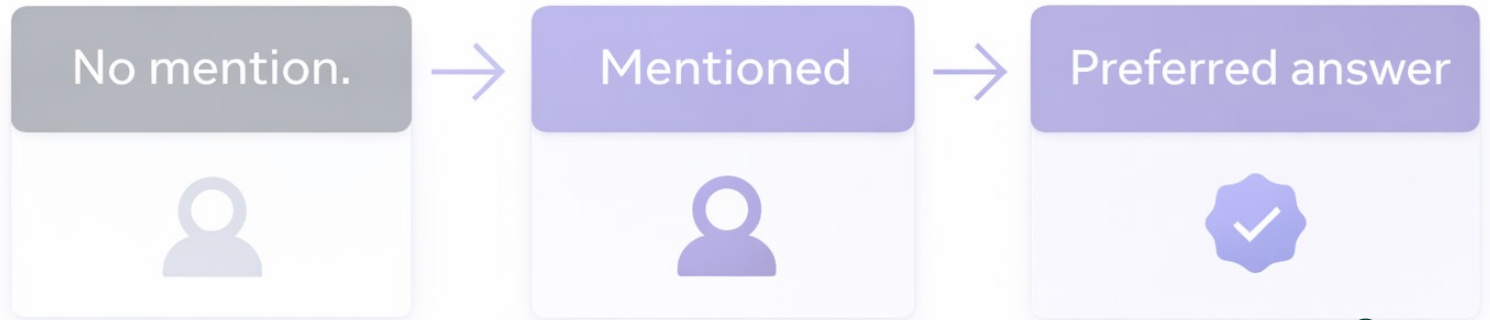


Single synthesized answer



Become Part of the **Answer**

AI must understand you to
recommend you.



How AI Chooses What to Cite

Promotional content
alone underperforms.



Explanatory

INFORMATIONAL

Comparative

Where **AI** **Finds** Winery Information

Looks beyond your website.



WIKIPEDIA
The Free Encyclopedia



AI Answers Wine Questions **Smarter** than Google Ever Did

Must answer 'WHY' you.



Your Website's New Job

Be a better knowledge
base for AI.



Behavior Changes for Winery Teams

Workflow shift, not a tech
adoption project.



WIN IN 2026...

Economic advantage
for your business



(Source: Wine Intelligence)

69% Of Wine Consumers Under 40...

discover new wines through digital platforms—not in-store.



(Source: Sovos ShipCompliant)

75% of Small Wineries **Lack** a Formal Digital Marketing Strategy,



yet 60% of wine club sign-ups come
from digital-first interactions.



52% of Gen Z Trust TikTok More Than Google,



and over 100M people use ChatGPT monthly.



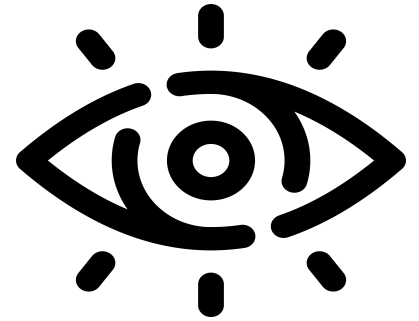
NOW WHAT?

Move from
traditional digital to
AI transformation.



(Source: Perplexity Research)

The Average Winery Gains 17% More Visibility Within 30 Days



of aligning its digital content to
AI search structures.



VISIBILITY



How **Visible** Is Your Brand To AI?

Start with your AI visibility benchmark score.



Outcome: See what AI actually sees and ultimately what your prospective customers, trade, and industry actually see. And where they see you.

Calais Winery

General

Overview

Prompts

Sources

Preferences

Competitors

Tags

Settings

People

Project

Comparisons

API Key

Competitors · Brands with highest visibility

Show All

#	Brand	Visibility	Sentiment	Position
1	William Chris Vineyards	32%	74	2.2
2	Becker Vineyards	22%	79	3.4
3	Pedernales Cellars	20%	76	4.0
4	Calais Winery	16%	70	4.1
5	Messina Hof	15%	75	4.0
6	Grape Creek	13%	80	3.2
7	Hilmy Cellars	6%	75	4.7

You're on 1 day remaining

Select a plan

Corporate Institutional

reddit.com

calaiswinery.com

Used	Avg. Citations	Type
24%	0.8	Competitor
24%	1.1	Institutional
21%	0.9	Editorial
18%	0.5	UGC
18%	0.8	You

30-Day Texas Wineries AI Visibility Ranking

AI Search Preview Report

Powered by  Audited on December 29, 2025

Share of Voice ⓘ
24.1%
[Learn more >](#)

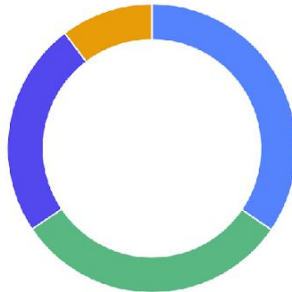
Brand Mentions ⓘ
22%
[Learn more >](#)

Sentiment Score ⓘ
Neutral
[Learn more >](#)

AI Search Share of Voice (SOV)

Your brand's visibility across AI-powered search results

1	King Estate	34.5%
2	Sokol Blosser Winery	31%
3	A to Z Wineworks	24.1%
4	Willamette Valley Vineyards	10.3%
5	Bridgeview Vineyard & Winery	0%



Top Citation Sources

AI Model Performance

How well your brand performs across different AI models

22% overall mention rate

Brand mention rate by AI model



Competitor Analysis

INTERPRETATION

2 What Is AI Already Learning About Your Brand?



Outcome: Know the platforms, places, people, and content topics where you can tactically begin to win.

📅 Date Range

is

Dec 30, 2025 - Jan 12, 2026



















+ Add filter

🔍 Search URLs

🗖️ Columns

⬇️

📁 Types

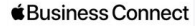
Domain ↕	Type	Citation % ↕	Impressions Captured ↕	Citations ↕	First Seen ↕	Mer
 tripadvisor.com 	T	44.96%	2.2k	865	12/30/25	
 williamchriswines.com 	O	35.36%	1.4k	840	12/30/25	
 texashillcountrywineries.org 	T	36.53%	2.8k	754	12/30/25	
 txwinelover.com 	T	28.31%	1.1k	480	12/30/25	
 lh3.googleusercontent.com 	T	5.19%	300	399	12/30/25	
 reddit.com 	T	21.84%	1.0k	339	12/30/25	
 visitfredericksburgtx.com 	T	19.88%	644	305	12/30/25	
 traveltexas.com 	T	25.86%	1.8k	290	12/30/25	
 winetraveler.com 	T	24.39%	1.7k	252	12/30/25	

NARRATIVE

3 Is Your Brand Story Being Told Consistently?



Outcome: Prepared to feed brand narrative language, brand story, imagery, facts all into your GPT so it generates on-brand responses.



AI 'Triangulates Trust' from Ratings & Reviews

TECHNOLOGY

4 Are You **Converting** With Your Outreach?



Outcome: AI-driven segmentation, predictive indicators, and decision support to raise conversions and improve sales and retention.

ARCHETYPE ACTIVATION

5 Do You Know How To **Sell** (The Real) **You?**

Link your archetype to every brand touchpoint.



Outcome: Distinctive emotional connection that AI can replicate that desired target audiences see themselves in.

GENERATIVE ENGINE OPTIMIZATION

6 Ready to Get Brand Mentions With AI?

Write content structured for natural-language AI discovery — Q&A, comparisons, storytelling.



Outcome: Show up more often in ChatGPT, CoPilot, Perplexity, Claude and Gemini search answers.

GENERATIVE ENGINE OPTIMIZATION

6 Meet Your New Interns

...  ChatGPT  Claude  Gemini



 Sora
@timweinheimer



Sora
@timweinheimer 



 Oregon Wine
Symposium

EVERGREEN

7 Why AI Cares About Content Freshness?

Commit to regular quality over quantity content that is meaningful, authoritative.



Outcome: More likely to be pulled into AI answers about wine styles, varietals, regions, terroir, experiences, visitation.

EVALUATE

8 Are You Turning Your Insights Into Action?

Use new AI insights and patterns to shape wine releases, club tiers, and DTC strategies.



Outcome: Use experience-driven insight to improve loyalty, membership, and relevance



POWERED BY
preferabli

**Explore New AI
Conversion Solutions:**
Winespeak.ai, preferabli,
PourNow, Commerce7



Oregon Wine Symposium

Building an AI Wine Marketing Team

Bryan St. Amant – Founder & CEO

PROGRAM
PRODUCER

oregon
wine BOARD

TRADE SHOW
PRODUCER



Oregon
Winegrowers
ASSOCIATION EST 1981



VinterActive

Why We're Here

- Learn from Each Other
- Adapt to New Technology
- AI Wine Marketing
“Show & Tell”
- Share Best Practices
- Professional Tips & Tricks



AI Customer Engagement

- DTC Channels
 - Website/Social media
 - Wine club/ecommerce
 - SMS/email/apps
- Industry Context
 - Small teams/budgets
 - Limited time/big responsibility

Discovery



Engagement

Consumer Journey

In Today's Session

- AI Wine Marketing Roadmap
for Small Teams
- Free AI Tools & Resources
- AI Wine Marketing Examples
- Best Practices & Pro-Tips
- 1st Hand Experience



AI Coding
Innovate on Demand

AI Agents
Trained to Work 24/7

AI Training
Brand Knowledge Base

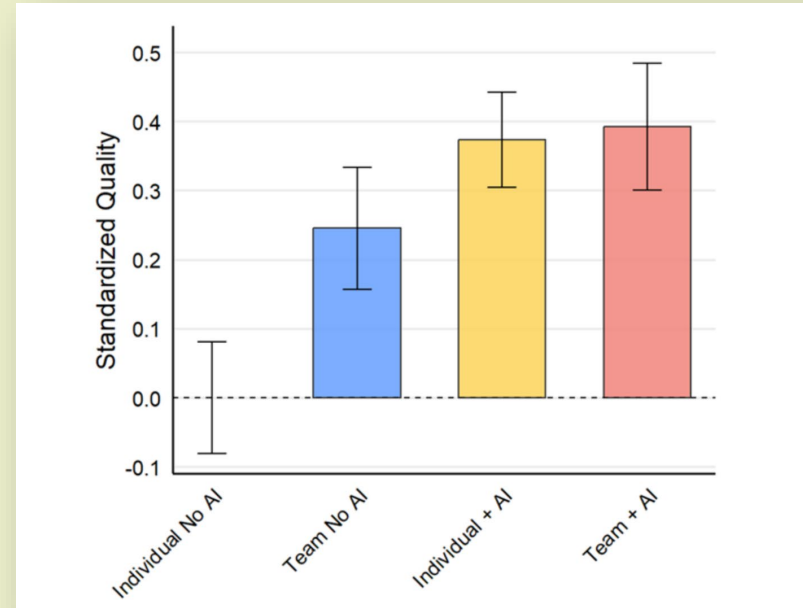
AI Prompts
Prompts → Collaboration

Why AI Marketing?

Most Wine Brands are Small

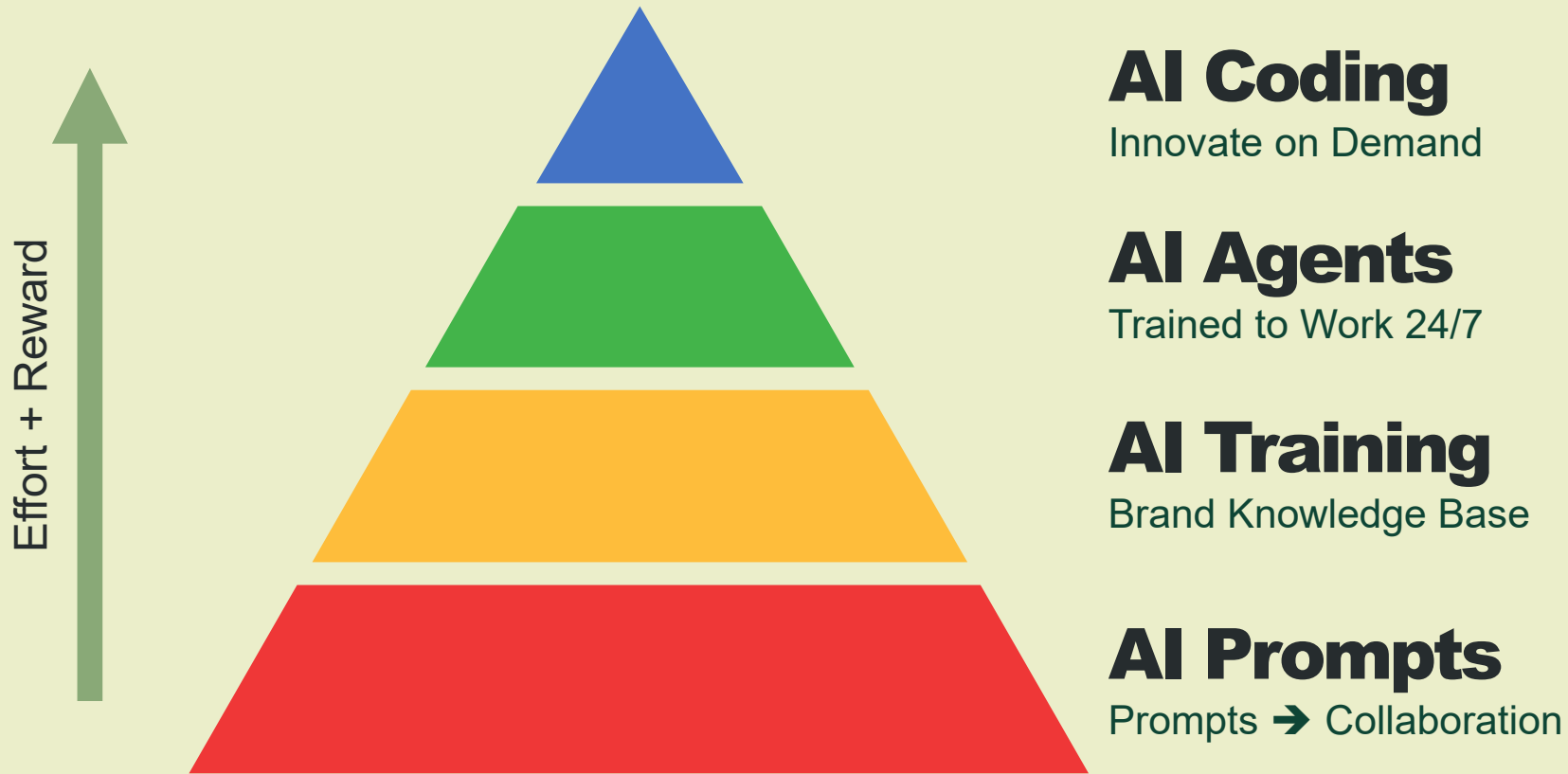


AI Works Best for Small Teams



Do you work on a small marketing team?

AI Wine Marketing Roadmap



LEVEL 1

Better AI Prompts

- **Problem**
Treating AI like a vending machine produces unreliable results
- **Solution**
Prompting → Collaboration
- **Key Ingredient: Business Context**

Context is key to success 🗝️



Resources

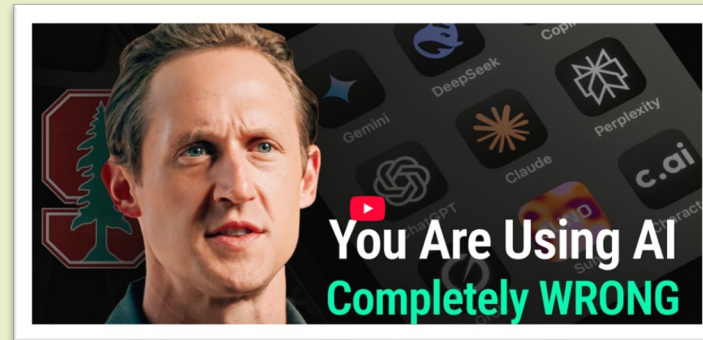
Better AI Prompts

Example Creative Brief

Basics
Why are we running this campaign? (Goals/Objectives)
Who are we talking to? (List Select and Size)
What are we asking them to do? (Call to action with deadline)
Why should they do what we're asking? (Value Proposition)

Wine Offer (complete one section for each wine offer)
Wine Name & Vintage:
Discount Structure (Was \$XX, Now \$XX, %XX off):
Coupon Codes:
Deadline & Offer Restrictions (legal states, while supplies last, can't be combined with club, etc):
Store Setup/URL to landing page:
Is this wine a really great deal? (Compared to what?)
Why are we recommending this wine now? (Tasting great now, running out soon, popular with customers, holiday theme, great with food, etc?)
Tasting Notes:

Stanford Prof. Jeremy Utley

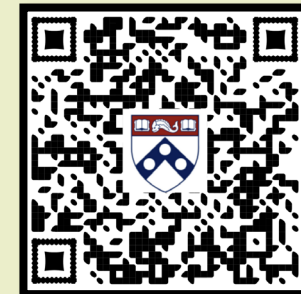


Wharton AI Prompt Library

How to Use Prompts

Prompting with LLMs always begins with a goal in mind. What do you want to accomplish? What does success look like? Coming to the AI with a prepared mind is an important part of developing a reusable prompt.

- Discover**
Our prompt library is the perfect place to begin exploring and discovering what's possible.
- Analyze and Test**
It's important to test prompts that you will reuse or share with others, taking into account a variety of user perspectives.
- Create and Refine**
Make our prompts your own by adapting them to your specific context.



Pro Tips Better AI Prompts

Content Creation

AI assistants know nothing about your brand, products, customers, or history

Market Research

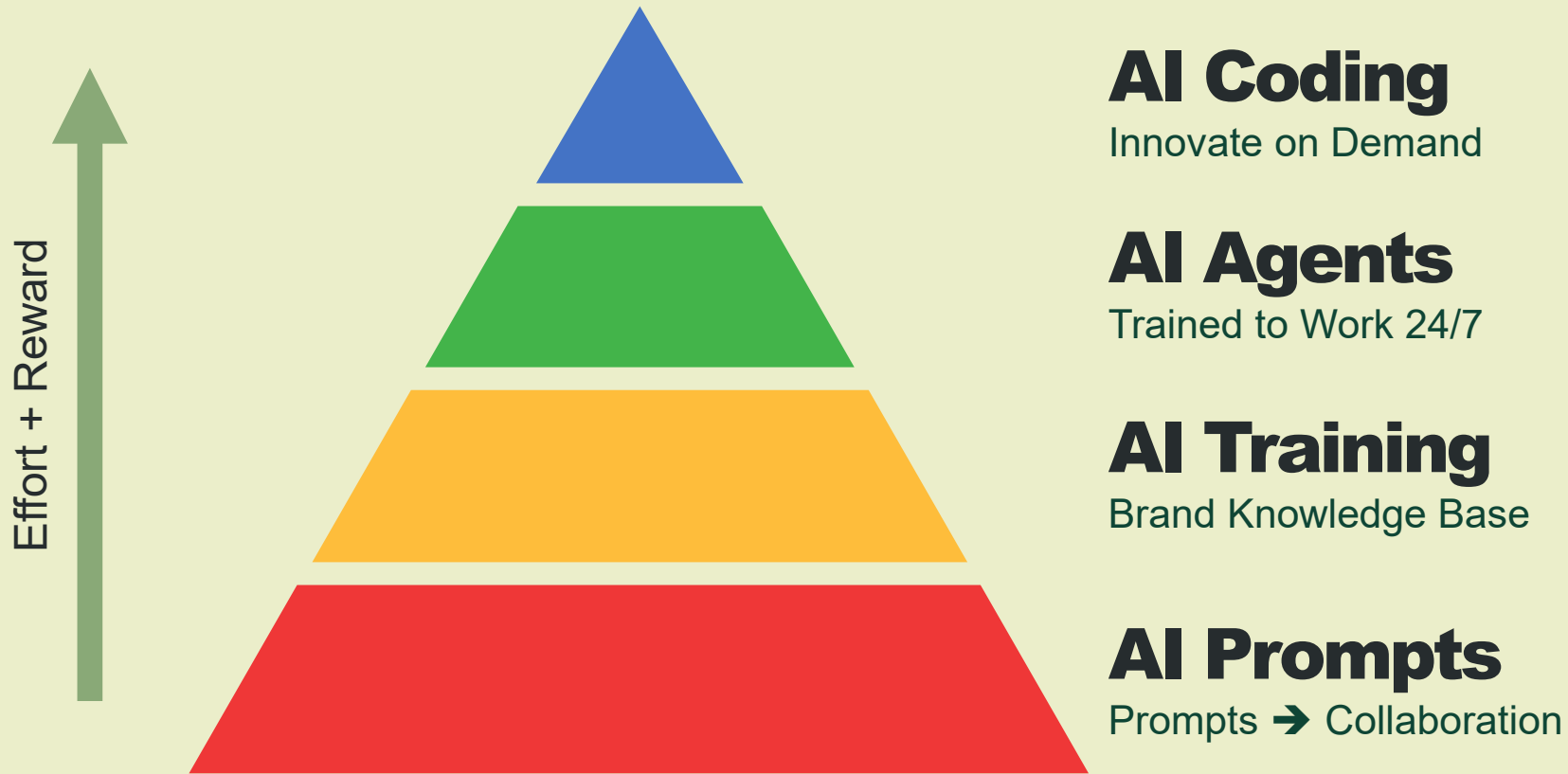
Ask AI to find best practices used by brands facing challenges similar to yours

Planning Committee

Ask multiple AI assistants for advice



AI Wine Marketing Roadmap



LEVEL 2

AI Training

- **Problem**
Garbage-in/Garbage-out (GIGO)
- **Solution**
AI-Accessible Knowledge Base
- **Key Ingredient:** Subject Matter Expertise

*AI extends human intelligence...
It doesn't replace it*



Example AI Training

General Information

- What are your hours of operation?
- Do I need a reservation, or do you accept walk-ins?
- Are you family-friendly or pet-friendly?
- What's the best way to get to your winery? (Directions, transportation options)
- Do you have parking available? Is it free?

Tasting Room & Experiences

- What types of wine tastings do you offer? (e.g., seated, standing, private, group)
- How much do tastings cost? Are there discounts for wine club members?
- Can I book a private tour or tasting experience?
- What food pairings or snacks are available during tastings?
- Are there any upcoming events or special experiences?

Wine & Purchases

- Can I buy your wines online or ship them to my location?
- Do you offer discounts for bulk purchases or wine club members?
- What's the best way to store your wines?
- Can you recommend wines based on my preferences? (e.g., sweet, dry, bold)
- Do you have any limited-edition or exclusive wines?

Local Recommendations

- What other wineries or attractions are nearby?
- Can you recommend restaurants, hotels, or transportation services in the area?
- Are there any scenic spots or activities to enjoy around the winery?

Sustainability Practices

- Is the winery eco-friendly or sustainable? What initiatives do you have in place?
- Are the wines vegan or organic?
- Do you use renewable energy or water-saving techniques?

Accessibility

- Are your facilities wheelchair accessible?
- Do you accommodate dietary restrictions or allergies in pairings or snacks?
- Is there assistance available for visually or hearing-impaired visitors?

Weather & Seasonal Considerations

- What's the best time of year to visit your winery?
- Are tastings held indoors or outdoors, and are there contingency plans for bad weather?

Membership & Loyalty Programs

- What benefits do wine club members receive?
- Can I sign up for updates or newsletters?
- Do you offer exclusive events or content for loyal customers?

Wine Education

- How do I taste wine like a pro? (Tips for identifying aromas, flavors, etc.)
- What's the difference between varietals like Merlot and Cabernet Sauvignon?
- Can you explain wine terminology (e.g., tannins, terroir, vintage)?

Family Activities

- Are there kid-friendly activities or options at your winery?
- Do you have non-alcoholic beverages for designated drivers or minors?

Miscellaneous

- Do you host weddings, corporate events, or private parties?
- Are there any restrictions or guidelines for visitors? (e.g., dress code, age limits)
- What's the history or story behind your winery?
- Do you offer virtual tastings or online events?

TL;DR



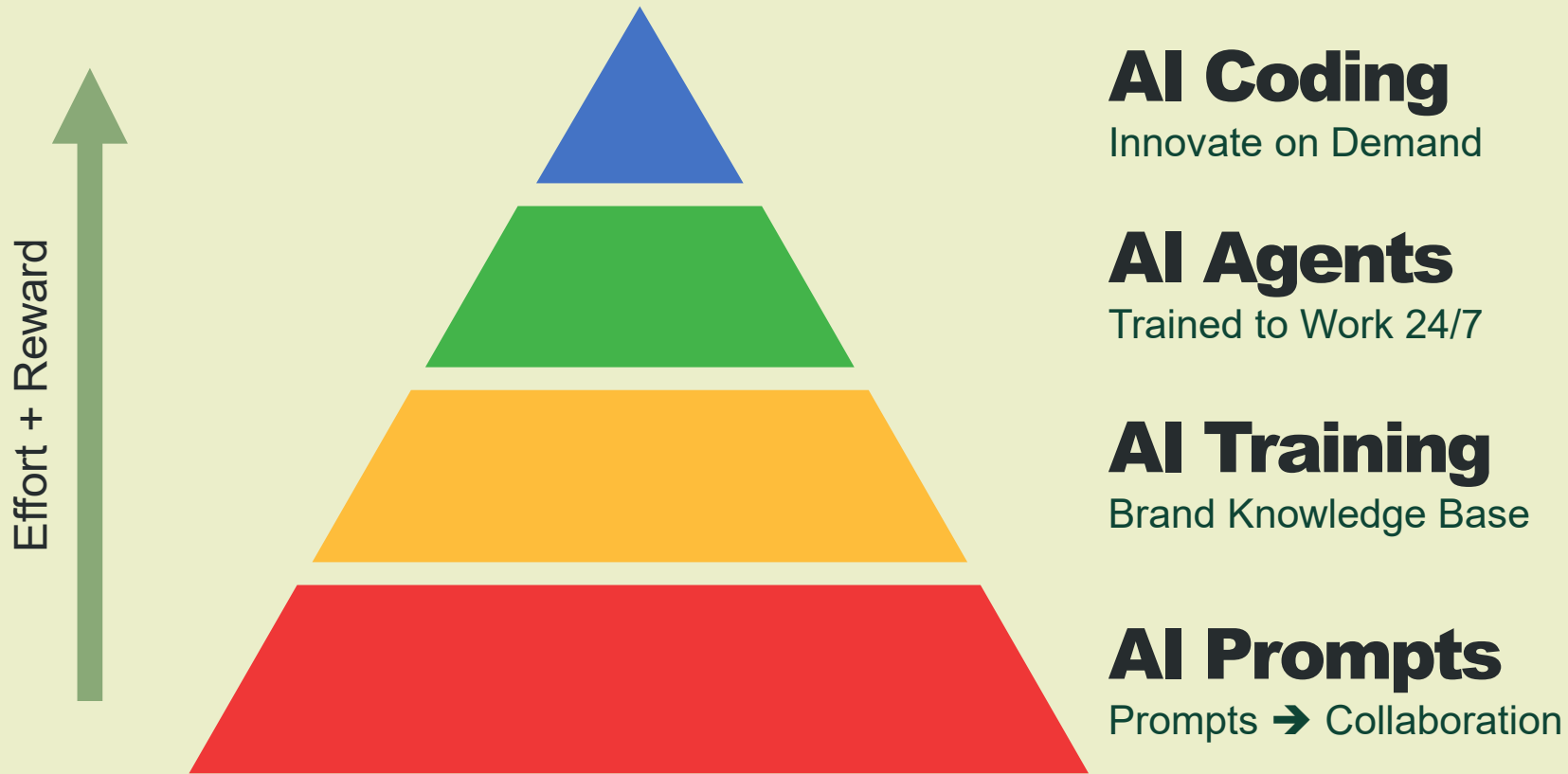
38 AI Training
Questions

Pro-Tips AI Training

- ✓ **Prioritize Pain Points**
Training is work...make your work count
- ✓ **Write Job Descriptions**
Roles, responsibilities & success metrics
- ✓ **Provide Work Aids**
Policies & procedures, FAQs & brand story
- ✓ **Maintain Your Knowledge Base**
Use AI-accessible web pages you can easily update



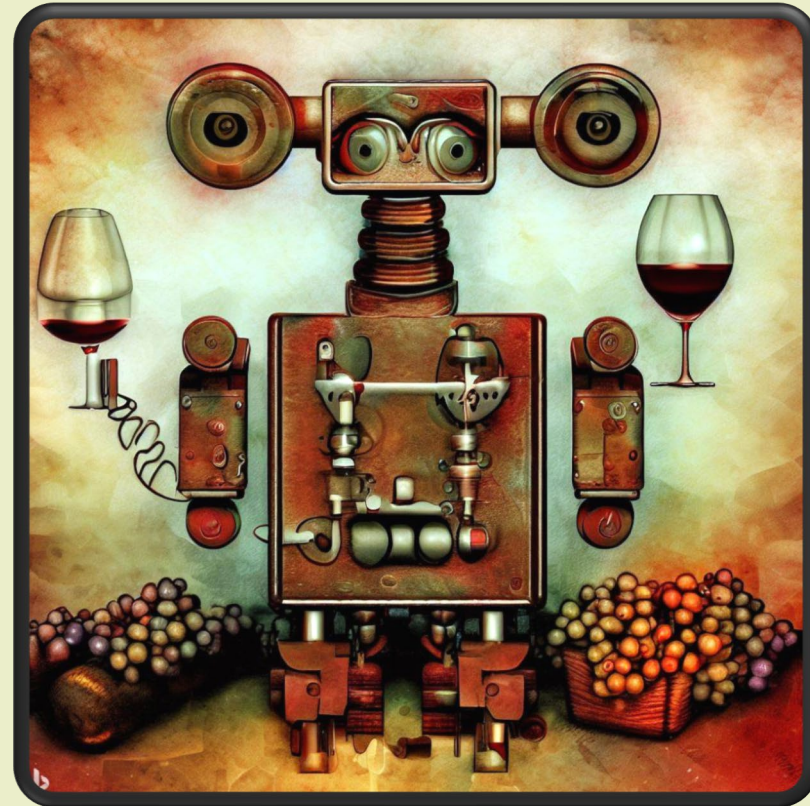
AI Wine Marketing Roadmap



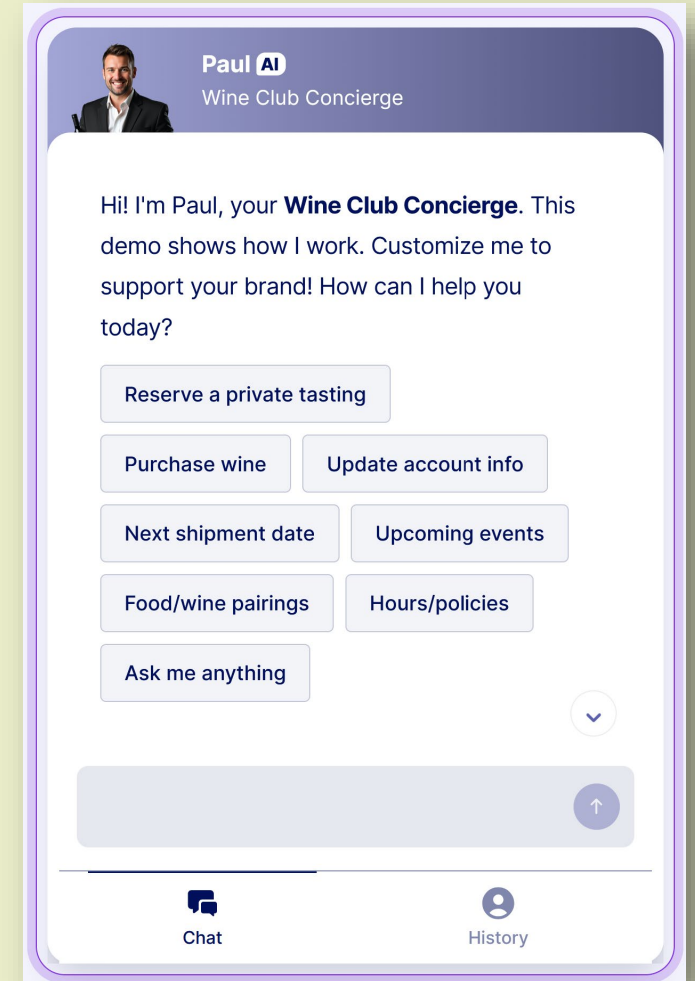
LEVEL 3 AI Agents

- **Problem**
Too many DTC channels
- **Solution**
Trained AI Agents for every channel
(website, social media, email/SMS/voice)
- **Key Ingredient**
AI Knowledge Base

Overworked? AI Agents can help...



Examples AI Agents



Training AI Agents

- Key Ingredient: Knowledge Base

The screenshot displays the VinterActive AI Agent training interface. At the top, there are three tabs: BUILD, TRAIN, and PUBLISH. The left sidebar contains several configuration sections:

- AI PERSONA**: How the Agent talks and acts
- KNOWLEDGE BASE**: Train Agent for context aware replies
- ACTIONS**: Set conditions for replies and tasks
- TOOLS**: Extend your Agent's capabilities
- FORMS**: Integrate form to collect data
- TEACH YOUR AGENT**: Train your Agent with chat

The main content area shows a list of agent rules, each with a 'WHEN' condition, an 'ANSWER' or 'DO' instruction, and a 'CHANNELS' selection:

- Rule 1**: WHEN user prompt is "update account info"
ANSWER EXACTLY We're happy to help you! The fastest way to update your wine club account is to log-in to your account here: <https://duttongoldfield.com/profile#/login>. Or you can call us during business hours at (707) 823-3887. Our team is always ready to help!
CHANNELS All Channels
- Rule 2**: WHEN User asks about what type of wine tasting experiences do you offer
ANSWER USING KNOWLEDGE Wine Tasting in Sebastopol, CA | Dutton-Goldfield Winery
CHANNELS All Channels
- Rule 3**: WHEN user prompt is "reserve a private tasting" or when a user is interested in booking a reservation for wine tasting
ANSWER EXACTLY I'm happy to help you reserve a private tasting! Do you have any questions about the tasting experiences we offer? Or do you want to make a reservation now?
SHOW BUTTON Make a reservation now [↗](#)
CHANNELS All Channels
- Rule 4**: WHEN user provides wine name and requests a recipe
DO Crawl the summary page at duttongoldfield.com/news, then crawl each individual recipe blog post linked from that page. For a consumer's query about recipes for a specific wine, search all crawled recipe posts for those that mention both 'recipe' and the provided wine name, and present the matching recipes to the user. Incorporate the wine pairing suggestions included in each recipe post in the response.
CHANNELS All Channels
- Rule 5**: WHEN user asks about hiking trails or hiking recommendations
MENTION Provide specific hiking trail recommendations from the local recommendations document, including trail names and the reasons each is recommended (such as scenic views, accessibility, or unique features).
CHANNELS All Channels

Channels AI Agents

- **Solution**
Trained AI Agents
for every channel



Instagram



Gmail



Salesforce



Messenger



Chatbot



Shopify



SMS



Phone







Voice



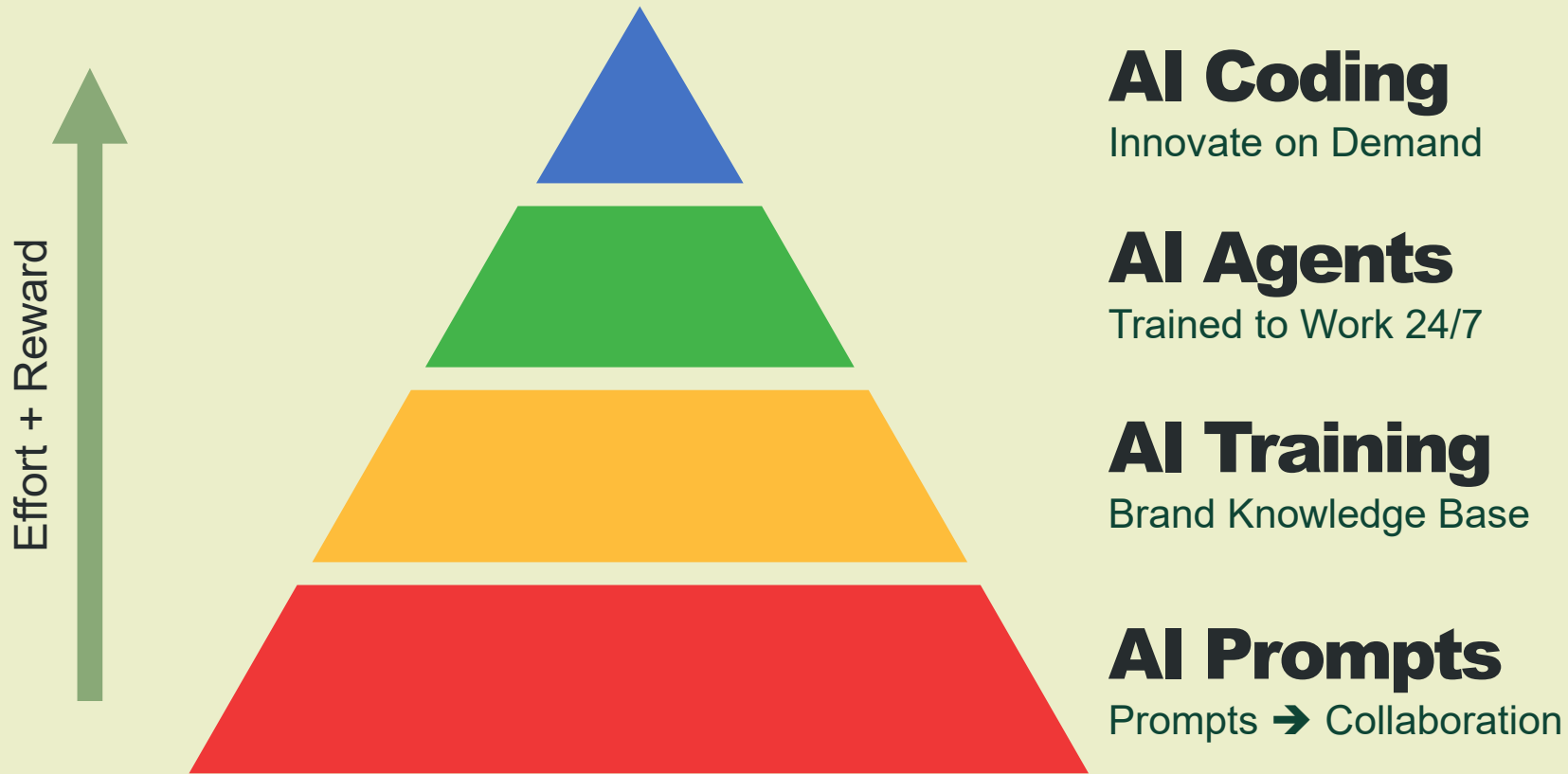
Mobile App

DIY AI Agents

- Key Resource
Jotform

Starter	Bronze	<small>BEST VALUE</small> Silver	Gold
FREE <small>* All Features Included</small>	\$34 /month <small>Billed annually</small>	\$39 /month <small>Billed annually</small>	\$99 /month <small>Billed annually</small>
Get Started	Get Started	Get Started	Get Started
5 Agents <small>Agent Limit</small>	25 Agents <small>Agent Limit</small>	50 Agents <small>Agent Limit</small>	100 Agents <small>Agent Limit</small>
100 <small>Monthly Conversations</small>	1,000 <small>Monthly Conversations</small>	2,500 <small>Monthly Conversations</small>	10,000 <small>Monthly Conversations</small>
10,000 <small>Monthly Sessions</small>	100,000 <small>Monthly Sessions</small>	1,000,000 <small>Monthly Sessions</small>	2,000,000 <small>Monthly Sessions</small>
50 Minutes <small>Monthly Voice Call</small>	100 Minutes <small>Monthly Voice Call</small>	200 Minutes <small>Monthly Voice Call</small>	300 Minutes <small>Monthly Voice Call</small>
250 <small>Monthly SMS</small>	300 <small>Monthly SMS</small>	500 <small>Monthly SMS</small>	750 <small>Monthly SMS</small>
10M Characters <small>Knowledge Base</small>	20M Characters <small>Knowledge Base</small>	50M Characters <small>Knowledge Base</small>	100M Characters <small>Knowledge Base</small>
 <small>Phone Number Add-On</small>	 <small>Phone Number Add-On</small>	 <small>Phone Number Add-On</small>	 <small>Phone Number Add-On</small>

AI Wine Marketing Roadmap



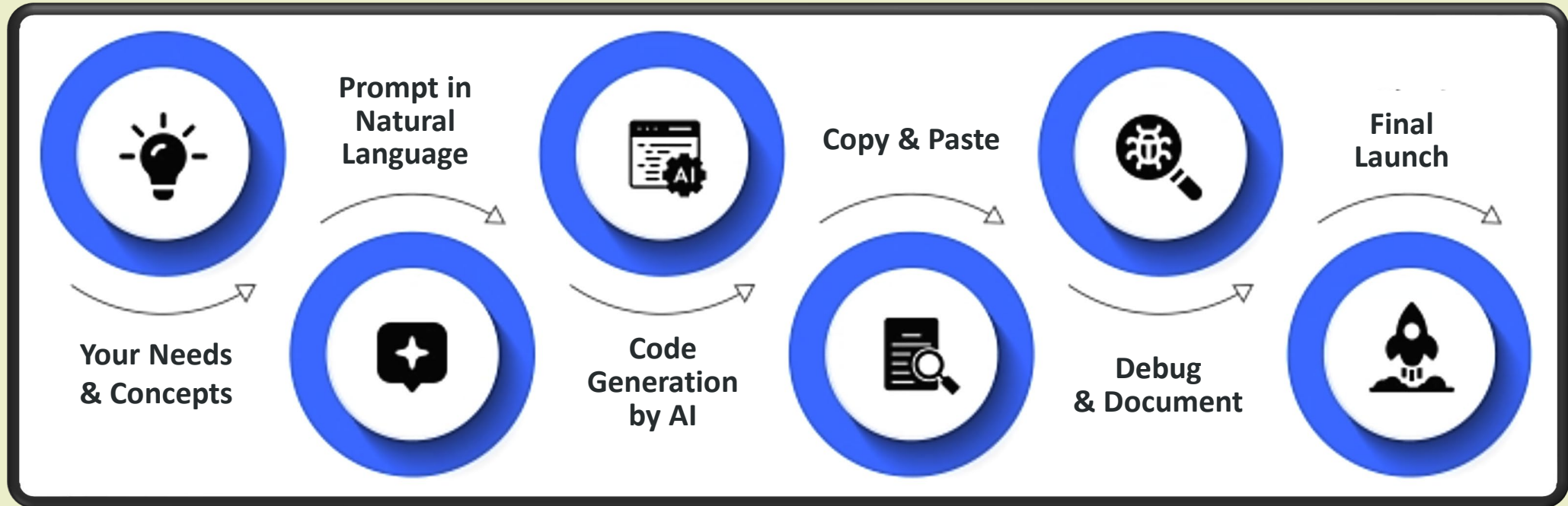
Level 4 AI Coding

- **Problem**
Some “automated” workflows still require manual assistance & you don’t have the budget to hire a developer
- **Solution**
AI Coding – aka “Vibe Coding”
- **Key Ingredient**
Your imagination & patience



“Vibe Coding”

Process AI Coding



Pro Tips

AI Coding

- **Focus on Pain Points**
Vibe coding is frustrating
- **Simple is Better**
Minimize optional features
- **Develop in a Sandbox**
Don't touch your production system
- **Document Everything**
Don't rely on your AI's memory
- **Key Resources**
Zapier/Google/Jotform/ChatGPT



Example AI Coding

Wine club
concierge



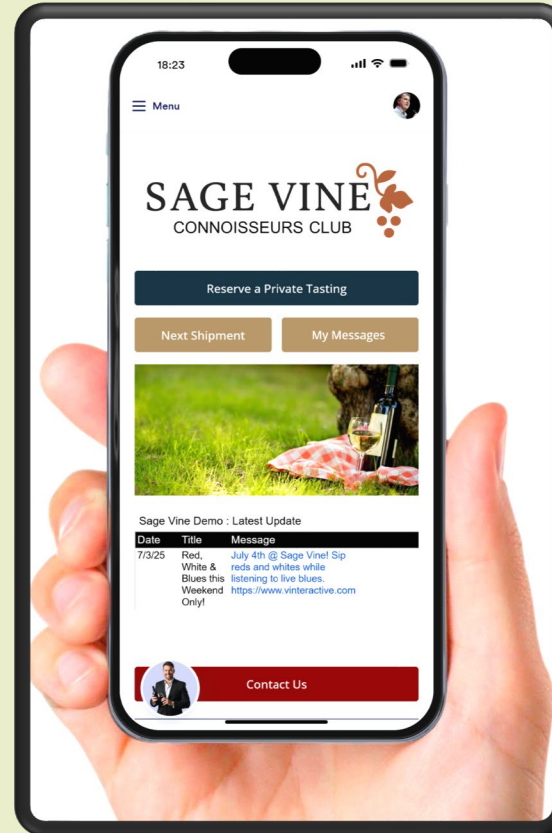
1-click access
to wine club perks



Personalized
messaging system



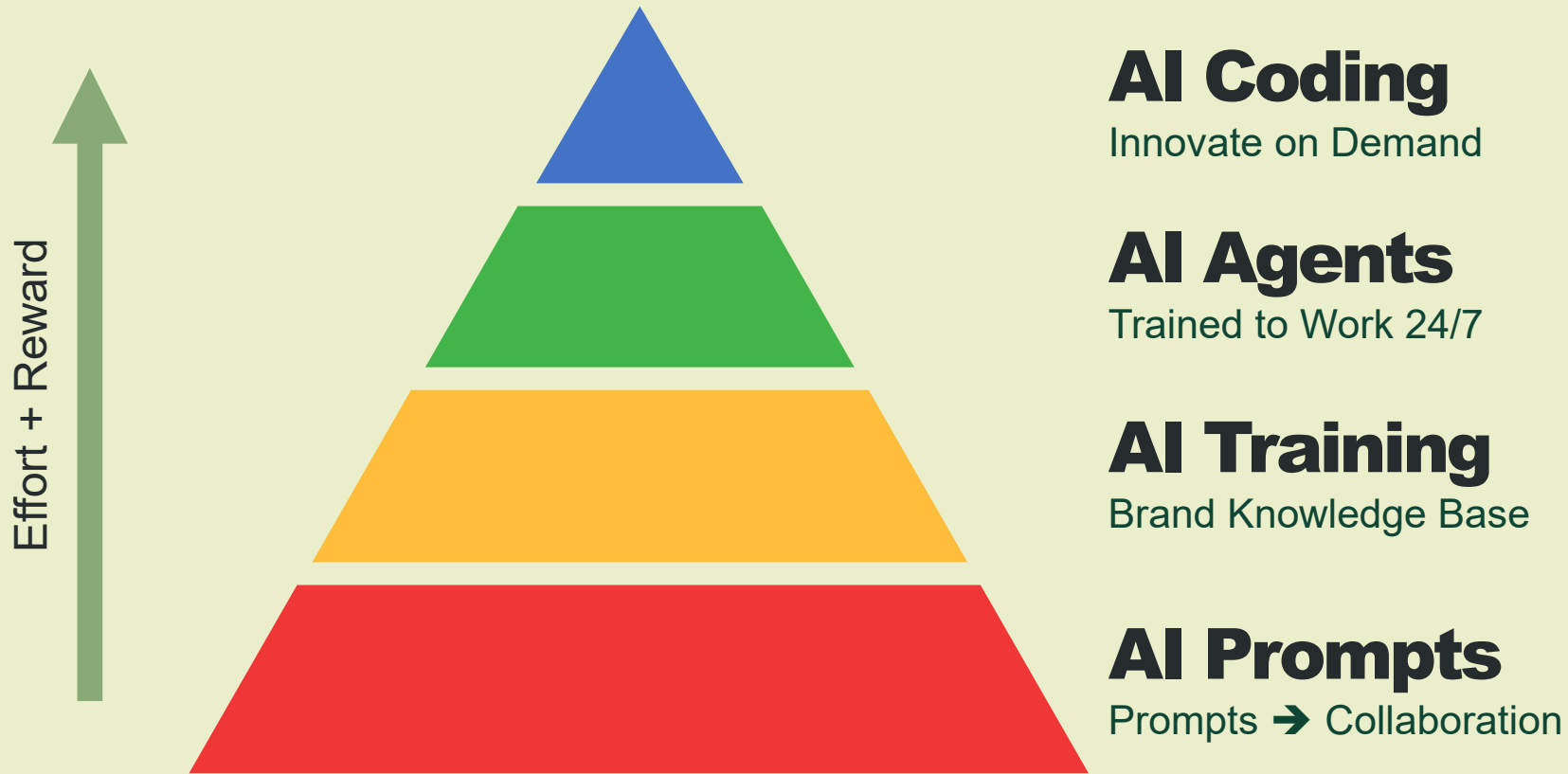
Branded
mobile app



myWineClubApp™



AI Wine Marketing Roadmap



Take the next step...

One Month AI Marketing Challenge

- ✓ Choose a Starting Point Today
- ✓ Consult Your Team this Week
- ✓ Complete Your Project this Month

Send your results to:

ai.marketing.challenge@vinteractive.com