



# Oregon Wine Symposium

## The Next Chapter of Wine Clubs: Innovation, Flexibility, and Connection

Vanessa Hadick, Marketing Manager

PROGRAM  
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TRADE SHOW  
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Oregon  
Winegrowers  
ASSOCIATION EST 1981

VAN:DUZER  
VINEYARDS

# SESSION DESCRIPTION

It's clear: consumer expectations are changing as younger buyers often seek **flexibility, experiences, and rewards** along with a sense of belonging. That doesn't mean the classic wine club is going away — long-time members still value **tradition, consistency, and the feeling of exclusivity**.

This session explores how wineries can balance both worlds by evolving their offerings: from user-choice clubs and subscription models to tiered rewards, unique partnerships, and experiential benefits. Learn from **case studies, data-driven market insights, and consumer behavior insights** to re-imagine programs that drive retention, revenue, and brand connection.

Vanessa “Ness” Hadick  
Van Duzer Vineyards  
Willamette Valley





Andrew Kamphuis  
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Vancouver, BC



Jennifer Cossey  
Brooks  
Willamette Valley



Meg Barkley  
Clif Family Winery & Farm  
Napa Valley



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Andrew Kamphuis, President of Commerce7

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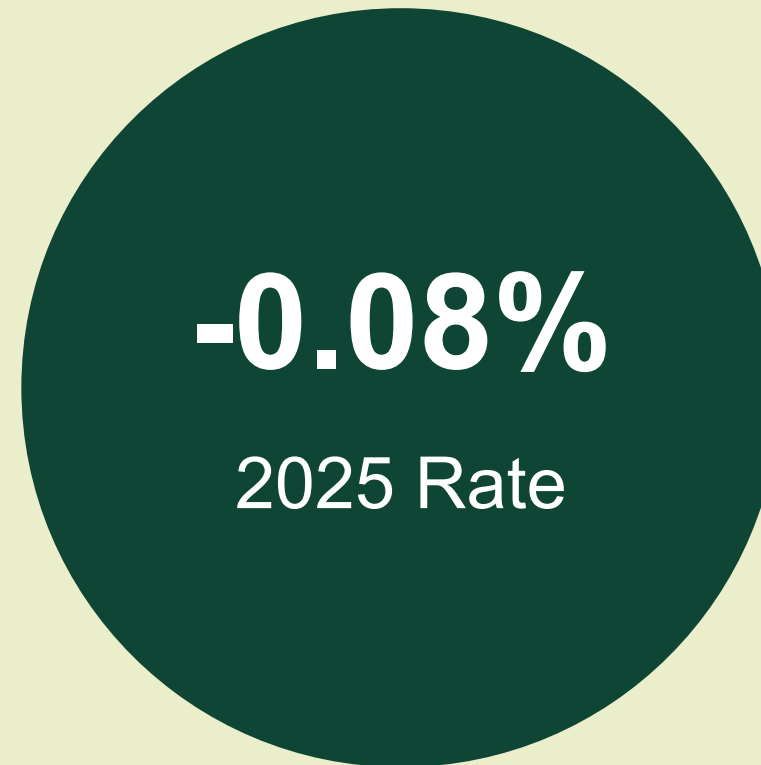


Oregon  
Winegrowers  
ASSOCIATION EST 1981

Commerce7

# Oregon • Overall DTC Growth

All DTC Channels, including Club



205 wineries with \$213 million in DTC sales

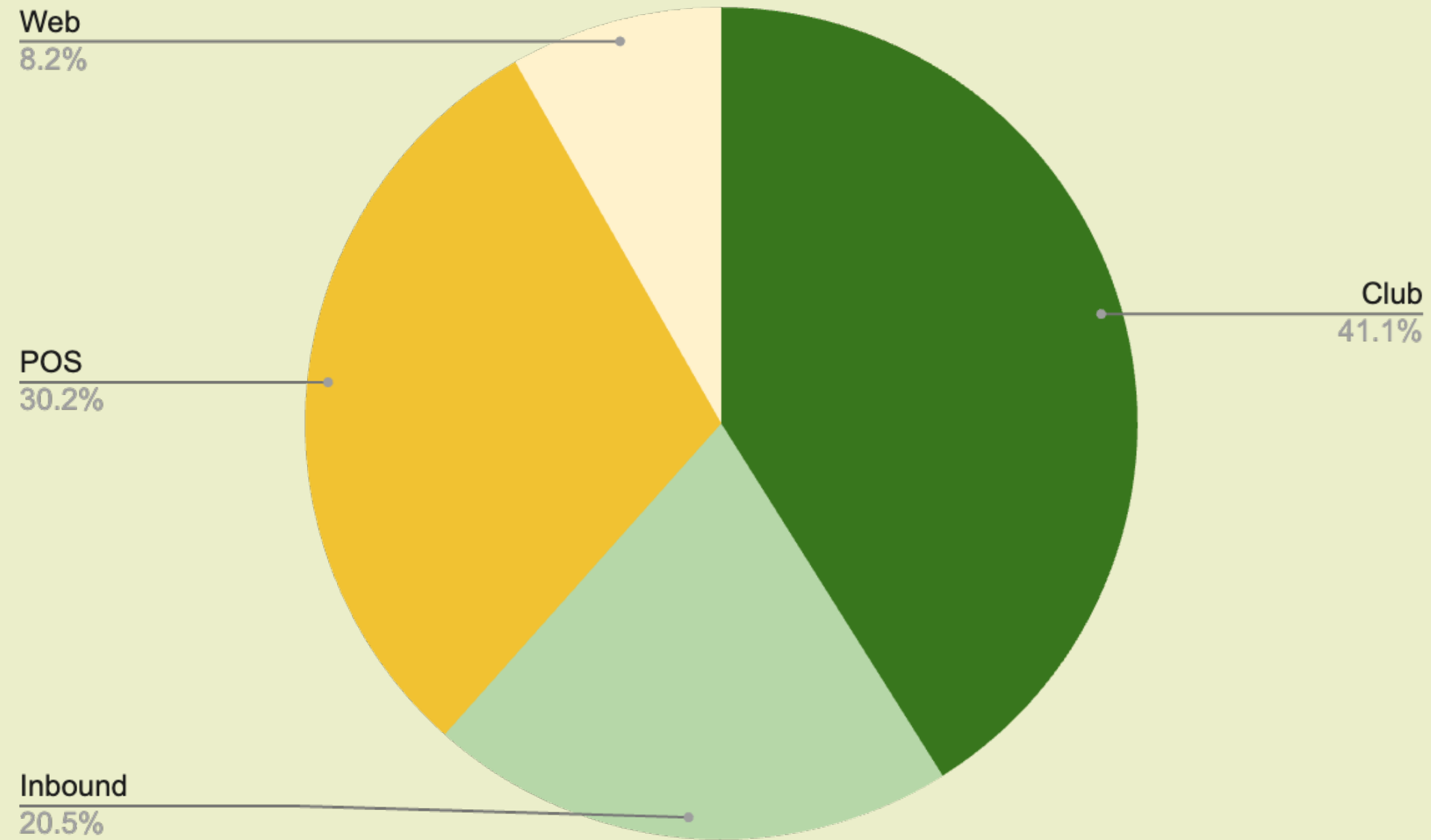
# DTC Growth Rates

All DTC Channels, including Club

	2024	2025	2 Yrs
Oregon	0.99%	-0.08%	0.91%
California	2.15%	-2.59%	0.44%
USA	2.26%	-1.64%	0.59%

3500 wineries with \$4 billion+ in DTC sales

# Oregon • Sales by Channel



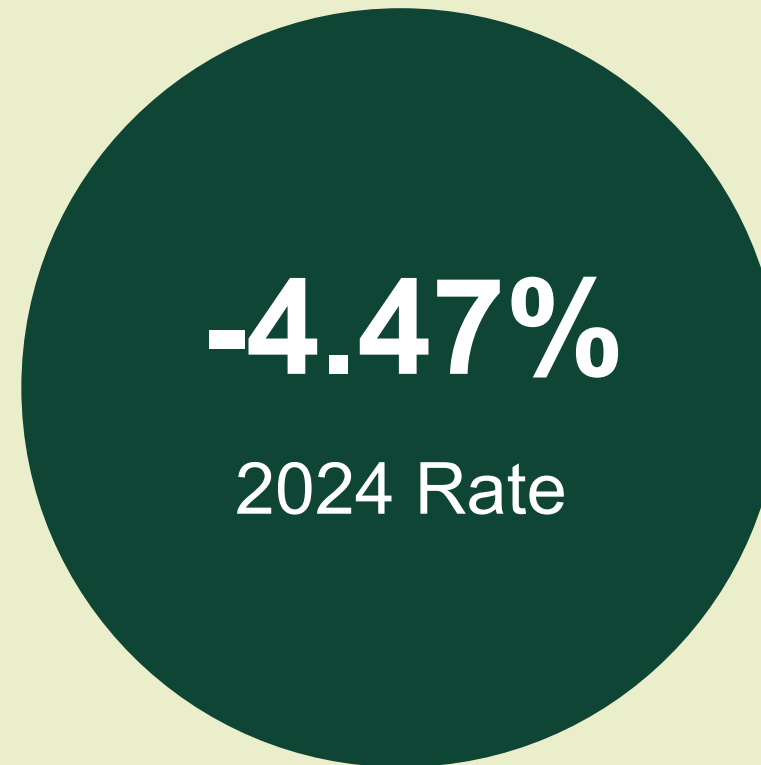
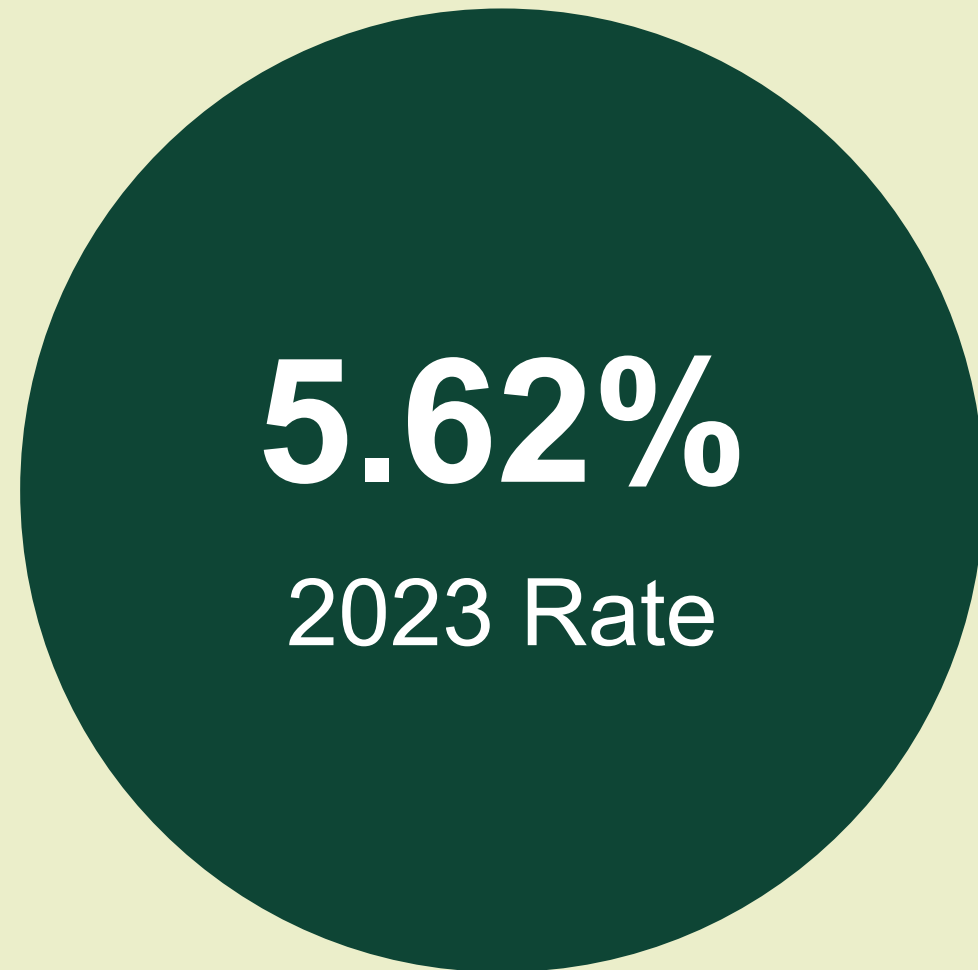
# Oregon • Average Order Value

	2023	2024	2025
<b>Club</b>	\$263.65	\$285.69	\$298.46
<b>POS</b>	\$129.04	\$127.67	\$116.85
<b>Web</b>	\$222.18	\$219.63	\$207.11
<b>Admin/Telesales</b>	\$135.34	\$140.17	\$148.45

# Oregon • Club Growth



# Oregon • Club Growth



205 wineries with 120,000 club memberships

# Club Growth Rates

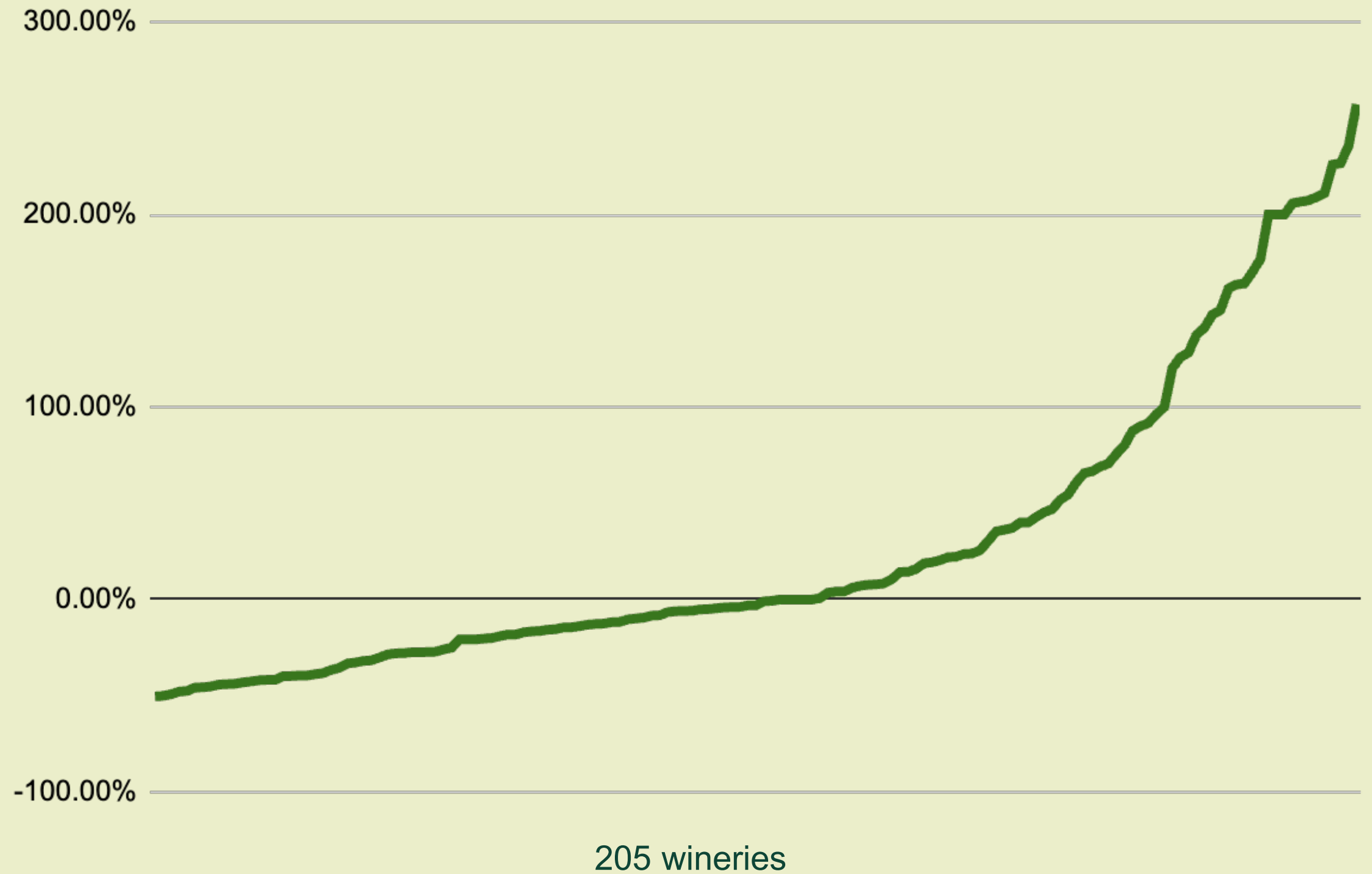
	2023	2024	2025
<b>Oregon</b>	5.62%	-4.47%	-2.20%
<b>USA</b>	2.16%	-2.65%	-8.27%



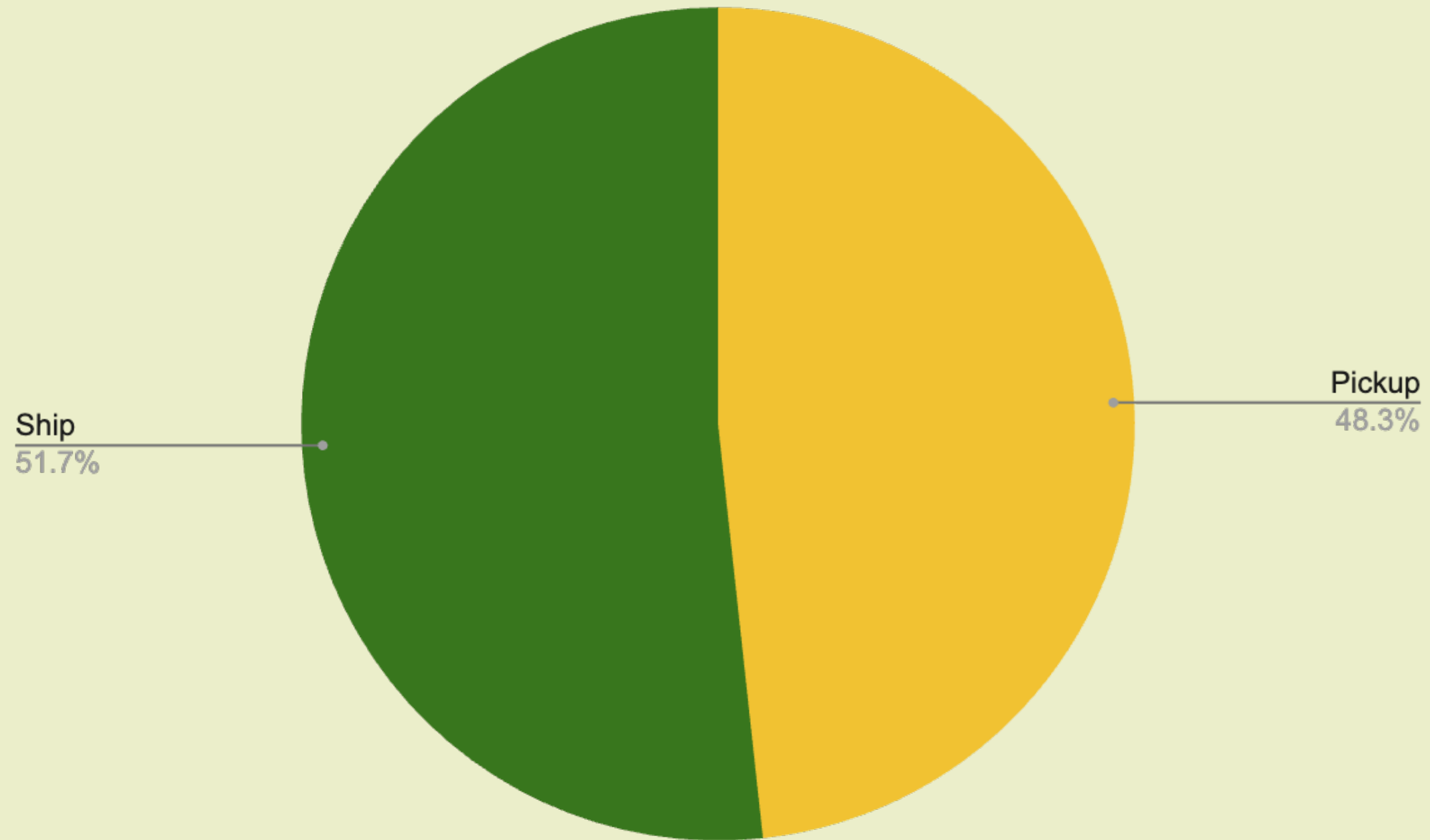
3500 wineries with 1.4 million club members

# Oregon • Club Growth

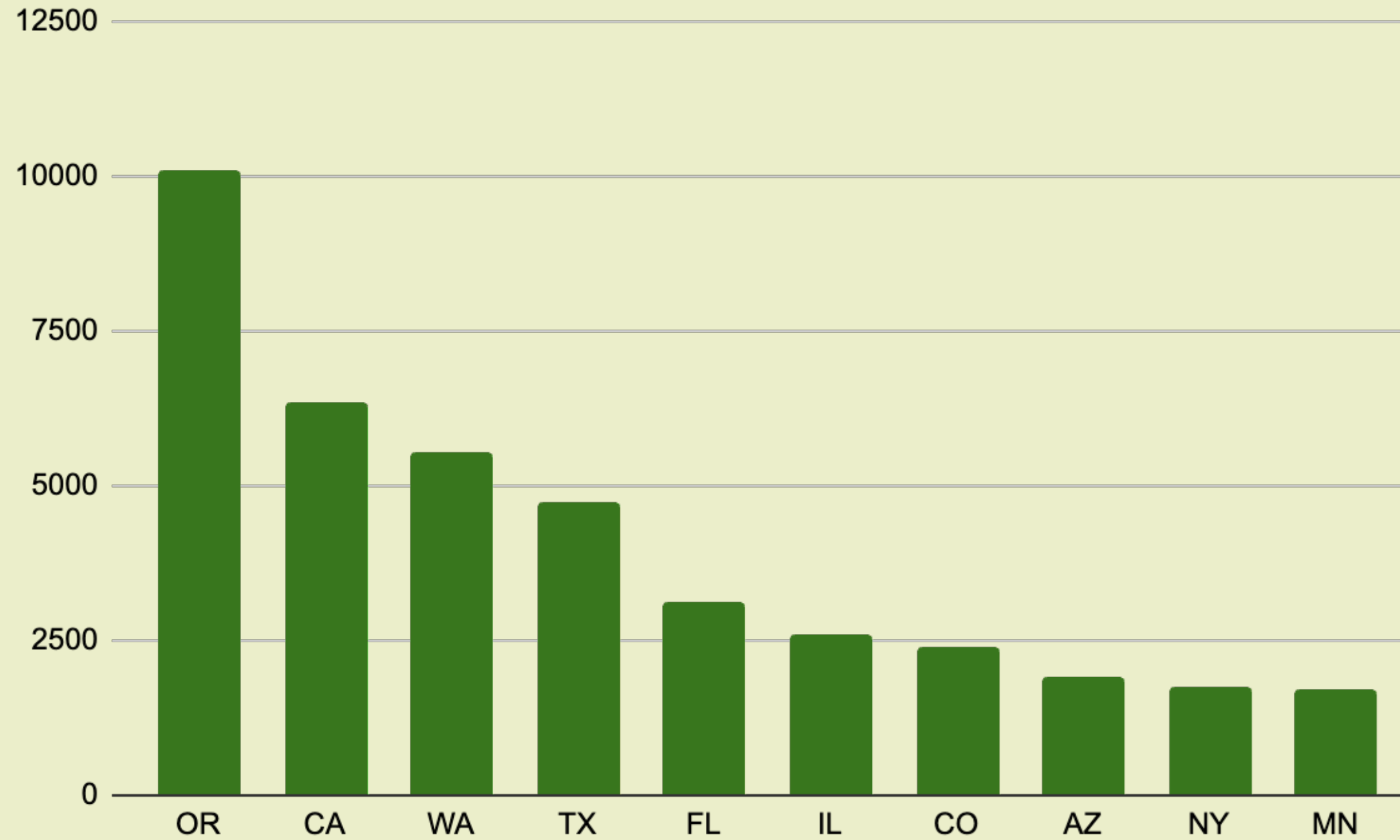
Smaller wineries are signing up a large number of club members relative to their current club size. Larger clubs are losing more.



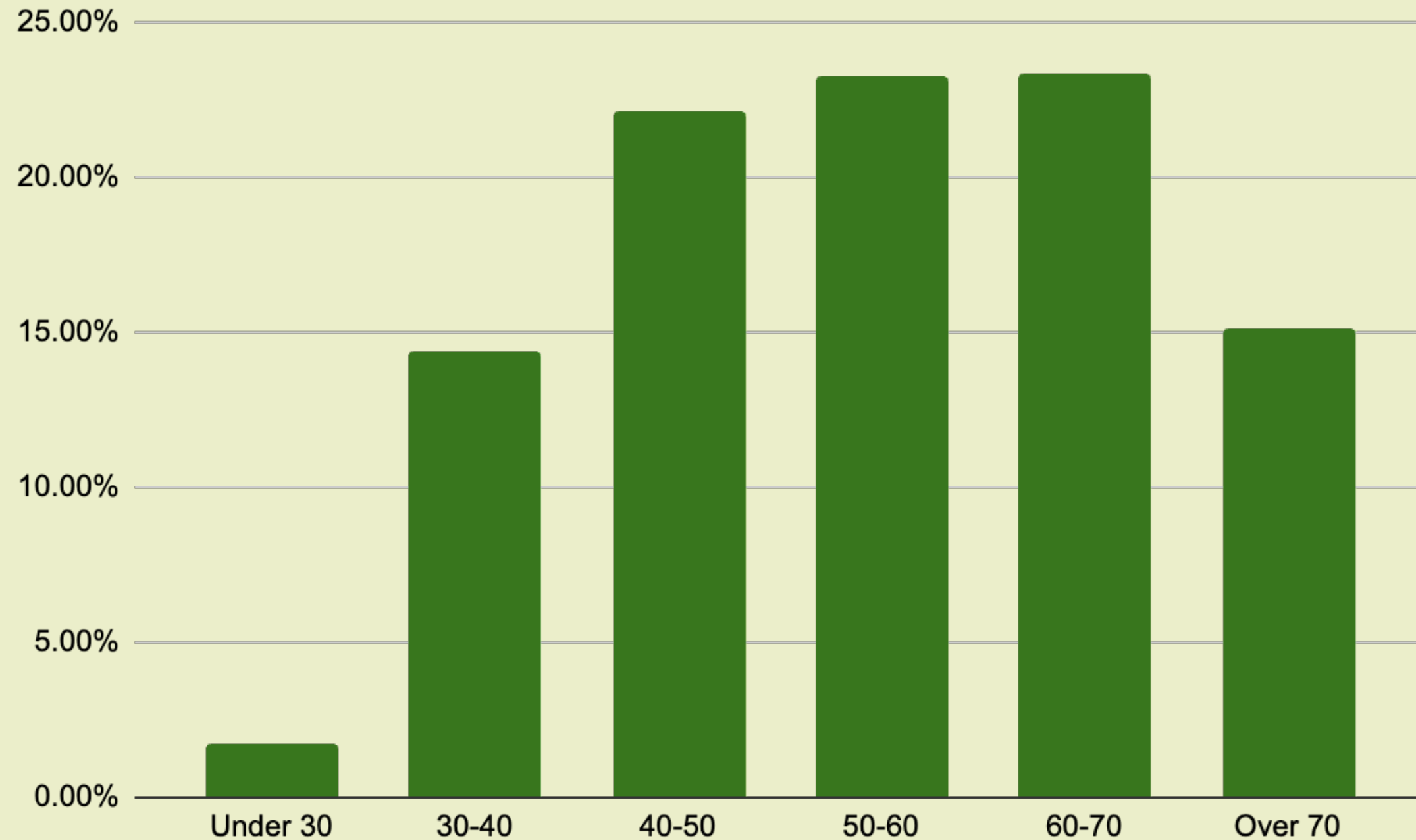
# Oregon • Club Delivery Method



# Oregon • Ship State



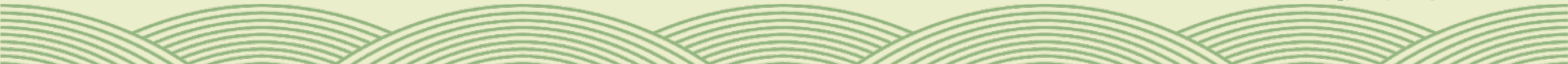
# Oregon • Club Members By Age Range



# Average Tenure



Over 1.4 million club members in Commerce7



# Average Lifetime Value of a Club Member



# Oregon • Club Shipment Editing






77% of Oregon club memberships allow member editing. (82% is the Commerce7 average)

31.6% of all shipments are edited by club members. (48% of members have tried it at least once).







30% higher value - average club order is \$351 vs \$270 when a shipment is edited.



**Your Shipment** Discard Changes Save Selections  
 5 selected (Min 4 products) • Subtotal \$156.60

 2016 Pinot Gris \$26.00 \$23.40	 2016 Rose \$24.00 \$21.60	 2016 Rose \$24.00 \$21.60	 2016 Cabernet Sauvignon \$55.00 \$49.50	 2016 Reserve Chardonnay \$45.00 \$40.50
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**Available Wines**

 <p><b>2016 Pinot Gris</b> 750ml \$26.00 \$23.40 Member pricing</p> <p>Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.</p> <p>- 1 +</p>	 <p><b>2016 Cabernet Sauvignon</b> 750ml \$55.00 \$49.50 Member pricing</p> <p>Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.</p>
 <p><b>2015 Chardonnay</b> 750ml \$35.00 \$31.50 Member pricing</p> <p>Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.</p> <p>+ Add</p>	 <p><b>2016 Pinot Gris</b> 750ml \$26.00 \$23.40 Member pricing</p> <p>Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.</p>
 <p><b>2016 Rose</b> 750ml \$24.00 \$21.60 Member pricing</p> <p>Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.</p> <p>- 2 + Qty: 1-6</p>	 <p><b>2015 Reserve Pinot Noir</b> 750ml \$34.00 \$30.60 Member pricing</p> <p>Donec id elit non mi porta gravida at eget metus. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Donec sed odio dui. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Donec sed odio dui. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.</p> <p>+ Add Max Qty: 4</p>

  
**77%**  
 Traditional club releases allow member edits

  
**31.6%**  
 Shipments Edited

  
**30%**  
 Higher in value



# Oregon • Club Shipment Emails

43.4% of club shipment emails in Commerce7 are disabled by Oregon wineries (compared to 45% for all Commerce7)

These emails are highly interactive, personal, and are very effective.



## Club Shipment

Hello Daisy,

Your next club shipment for the Favourites Subscription club is almost ready!

Edit the products that you'd like to receive before 📅 Aug 27, 2024. Please also review your delivery & payment information and make sure your information is up-to-date.

[Edit Shipment](#)



**2015 Chardonnay**  
750ml

\$29.75

~~\$40.00~~ \$29.75 × 1



**2016 Reserve Chardonnay**  
750ml

\$38.25

~~\$45.00~~ \$38.25 × 1



**2016 Cabernet Sauvignon**  
750ml

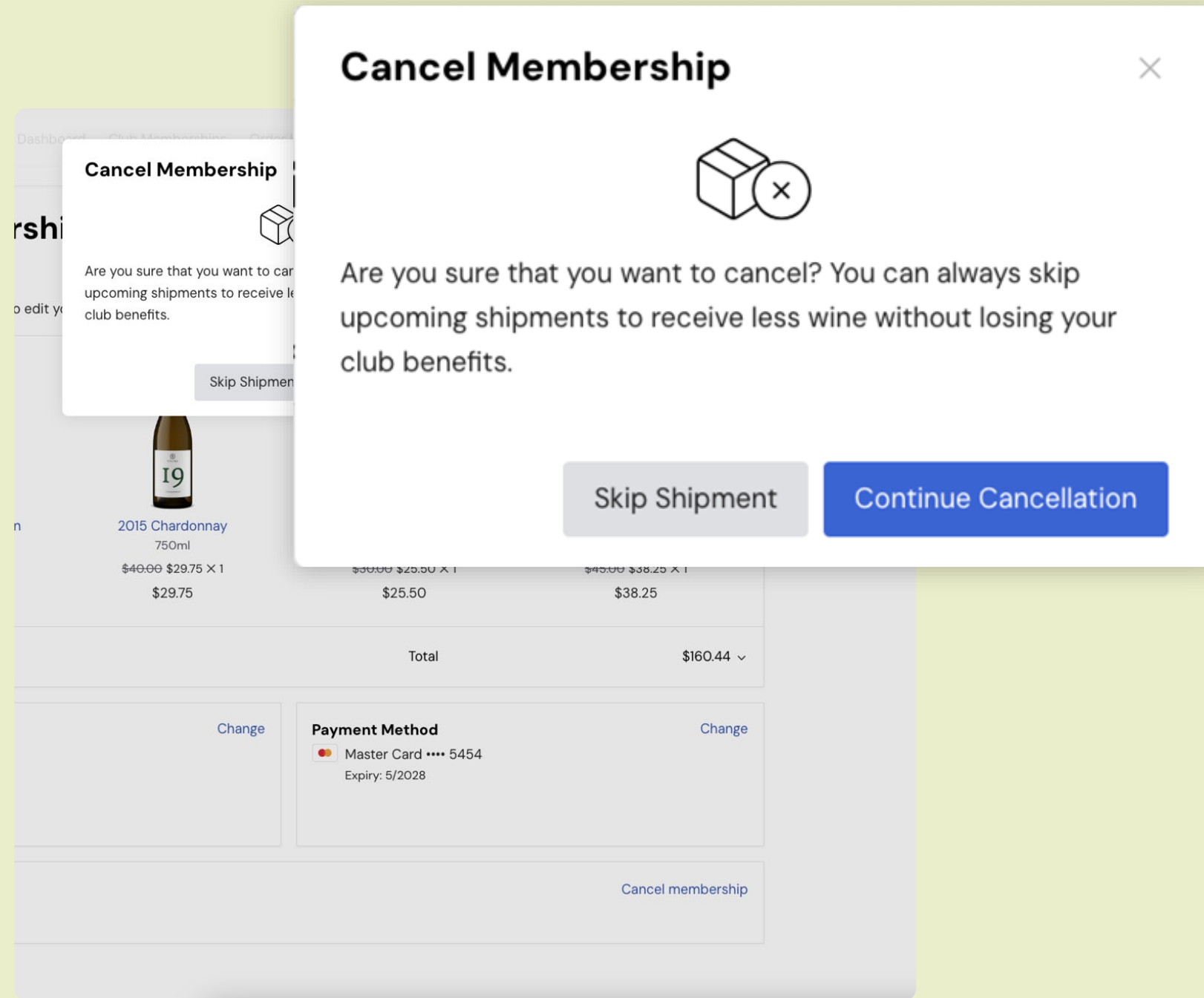


43.4%

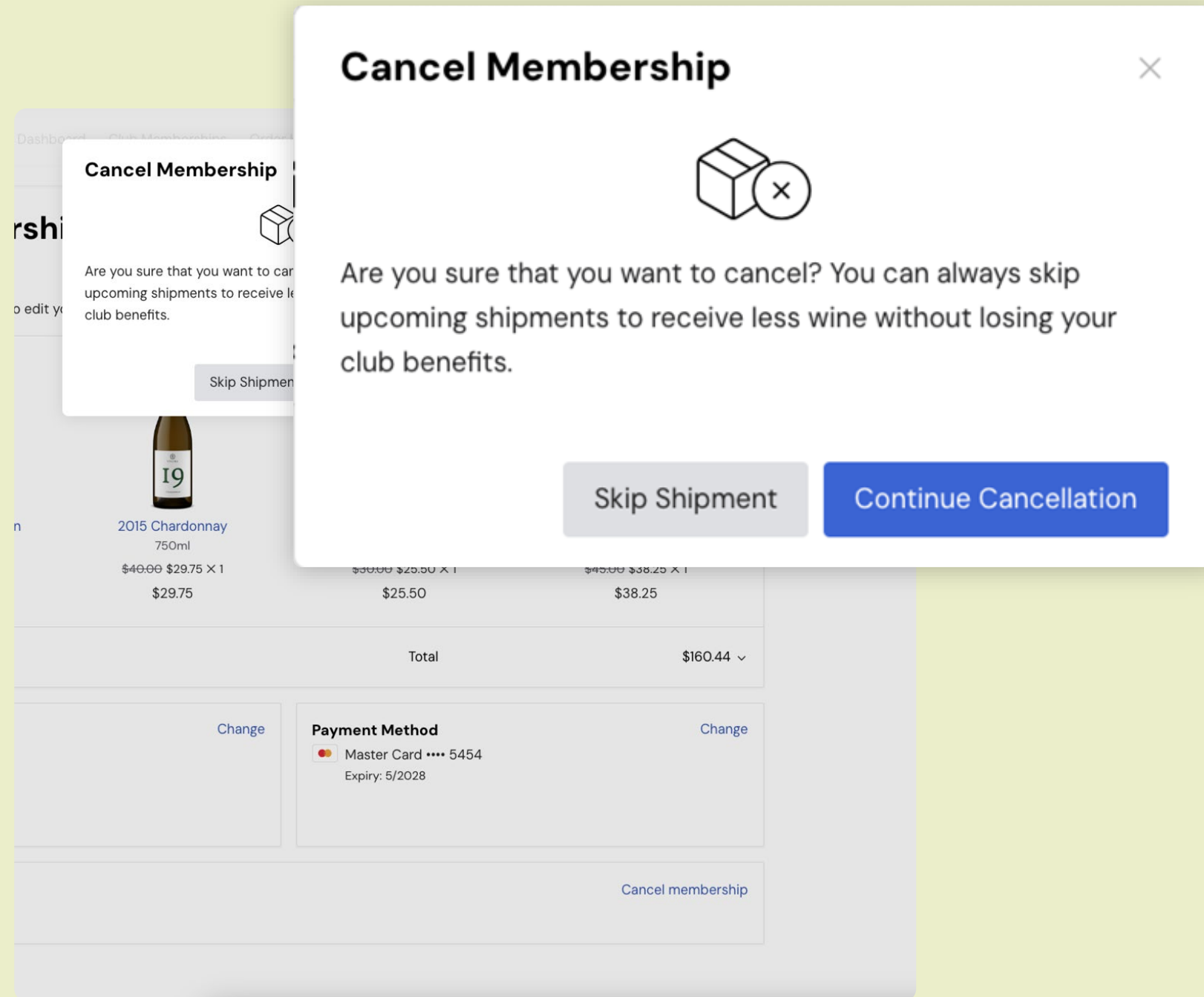
Disable one or both club notification emails



# Oregon • Allow Cancel Online



# Oregon • Cancellation Rate



# Oregon • Skip Shipment

**Skip Shipment** [Close]

Are you sure that you want to skip this shipment?

Don't Skip Yes, Skip

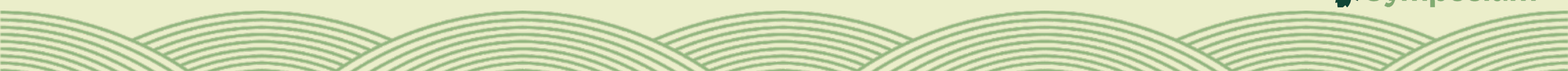
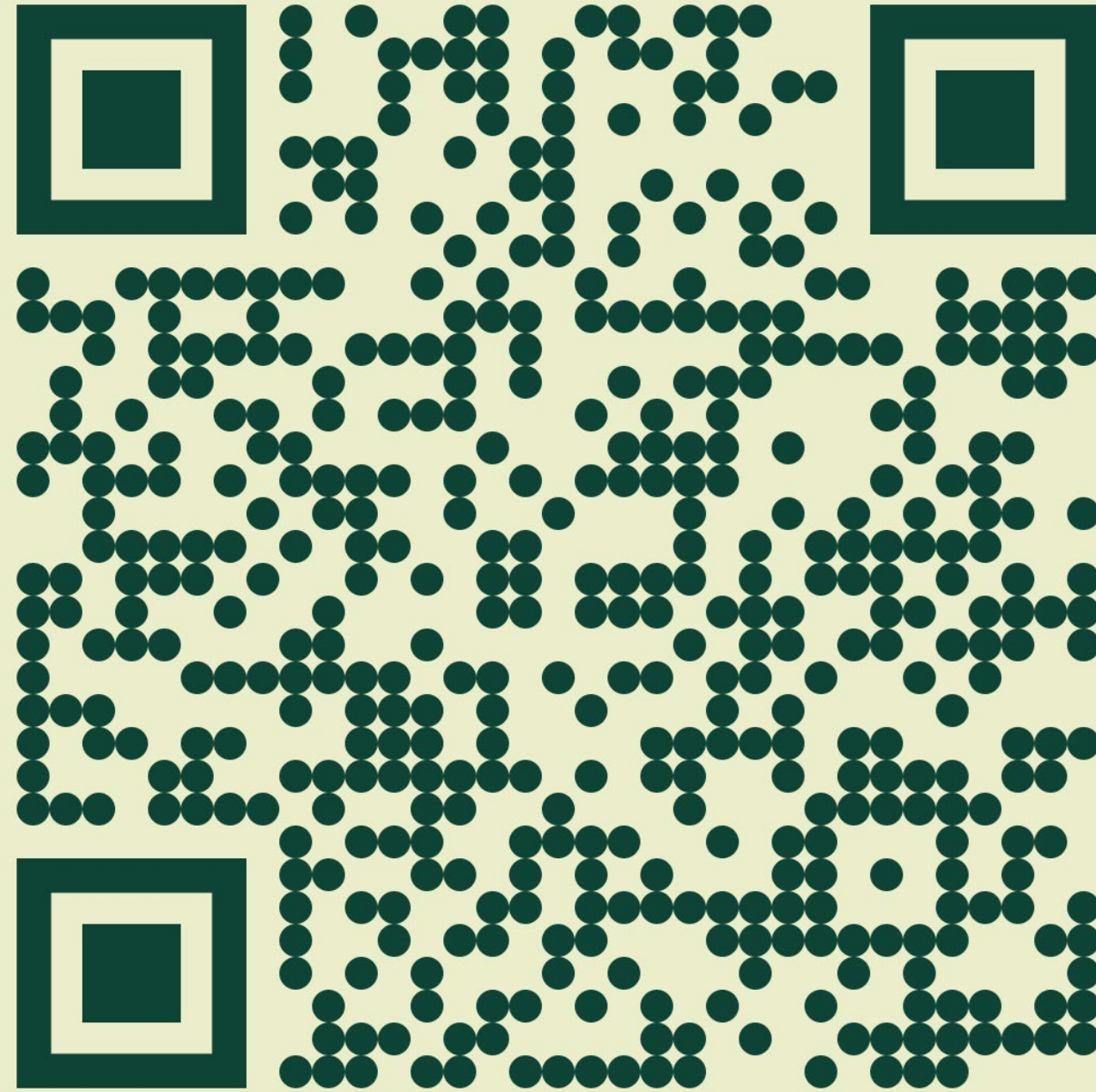
2015 Chardonnay 750ml \$29.75  
2016 Rose 750ml \$25.50  
2016 Reserve Chardonnay 750ml \$38.25

Total \$160.44

Payment Method: Master Card 5454

  
**42.9%**  
Allow members to skip online

# Closing...





# Oregon Wine Symposium

## The Next Chapter of Wine Clubs: Innovation, Flexibility, and Connection

Jennifer Cossey, General Manager, Brooks Wine

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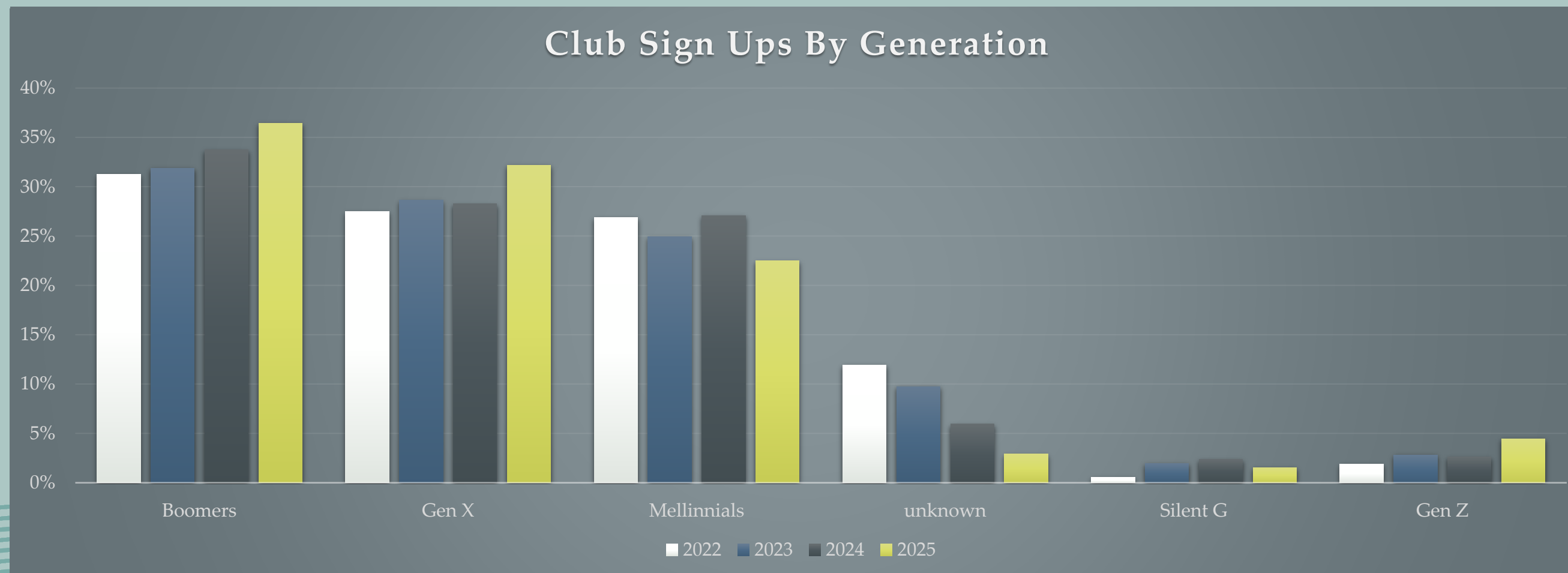
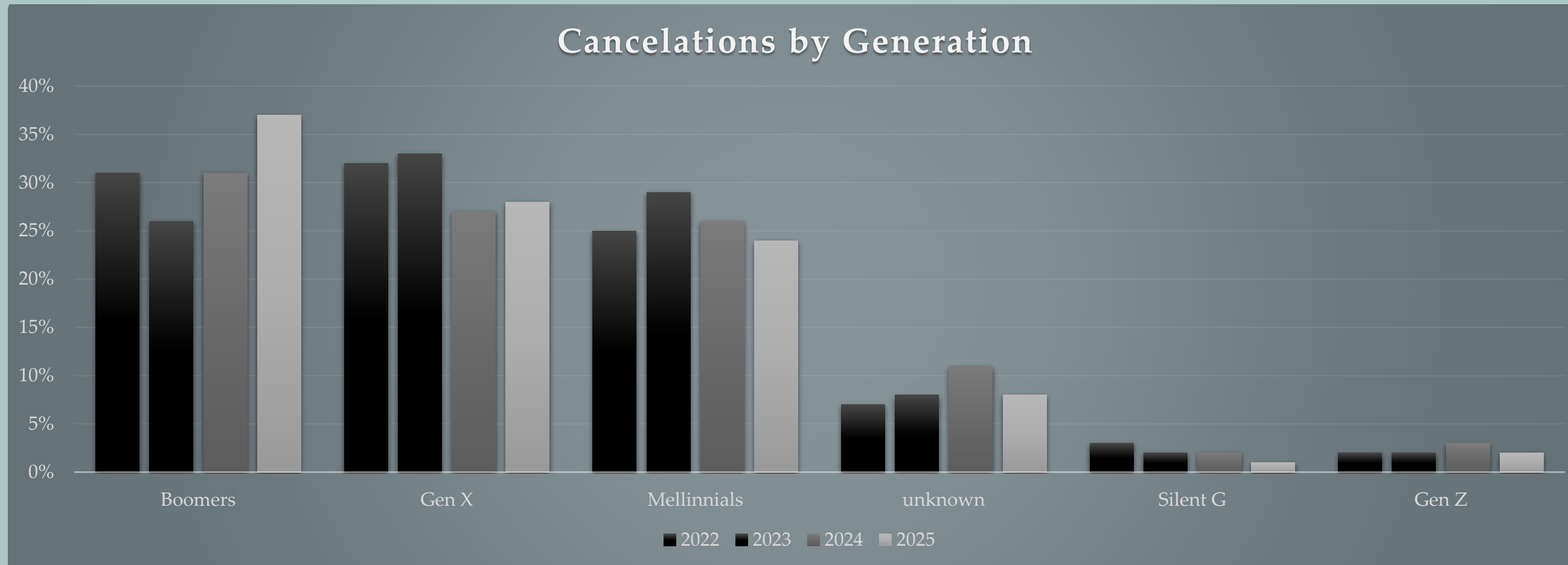


# A Few Brooks Facts

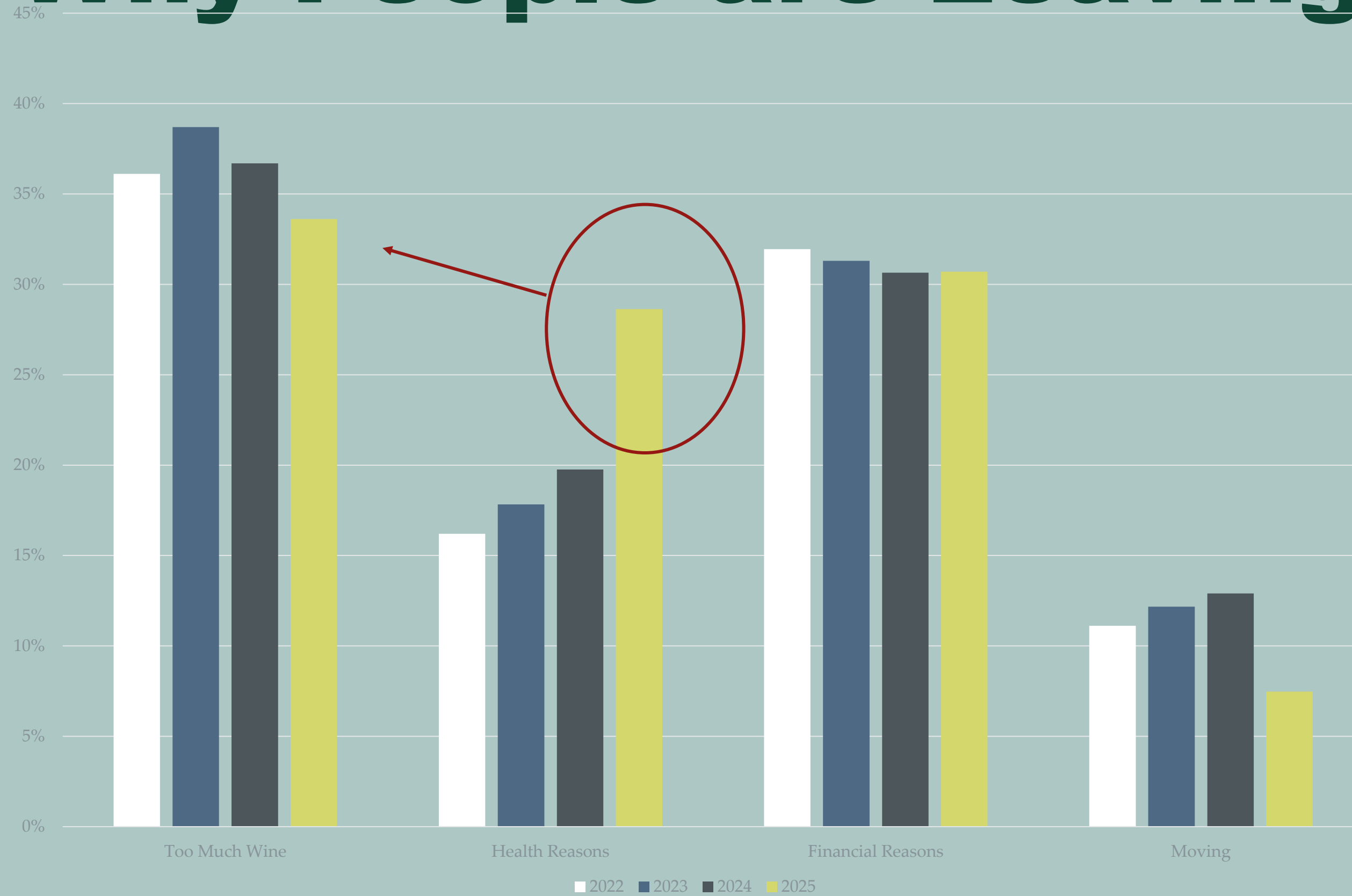
- Founded in 1998
- 15,000 case production
- 2400+ Club Members
- 2025: 23,000 guests in the tasting room
- 49% Pick up/51% Shipping
- Certified B-Corp and Demeter, Family Owned, Female Led



# Generational Club Behavior



# Why People are Leaving



# What we needed to solve for....

- Loyal legacy members making lifestyle changes and moving away from clubs

*How do we retain these members?*

*How do we attract the next generation of member?*

- Increasing number of members out of state (or moving out of state)
  - Growing attention to health and wellness
  - Ever present financial restrictions and wine excess

# How we have started to address....

- Looking outside of wine for inspiration – the social/country club model/airlines loyalty
  - Meeting people where there are and addressing their needs
    - Social engagement with other businesses
    - Choices over restrictive selection
  - Experiences addressing health and lifestyle interest
  - Engagement out of state through club partnerships

*nothing “new” just a different lens*





# Top Tools

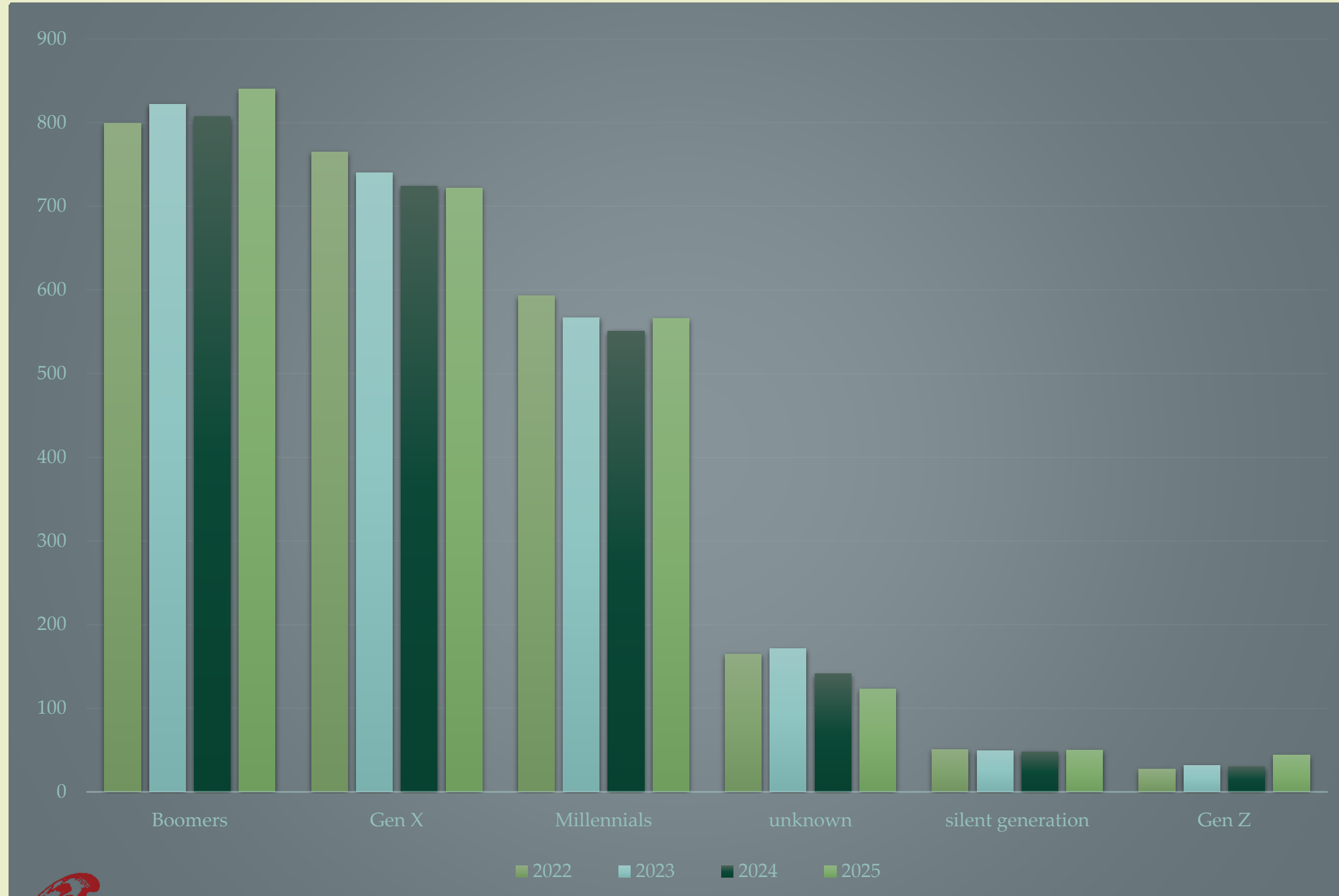


**BROOKS**

**NOVEMBER EVENTS**

11.01	<b>BROOKS UNIVERSITY:</b> THE ART AND SCIENCE OF HOW WINE IS MADE WITH WINEMAKER CLAIRE JARREAU
11.08-11.09	<b>ARTISAN IN RESIDENCE POP UP: ROGUE CREAMERY</b> HAPPY HOUR WITH SENIOR BRAND MANAGER, MARGUERITE MERRITT, SATURDAY, 5 PM
11.20	<b>MEMBER MIXER: GAMAY NOIR RELEASE PARTY</b> MEMBERS ONLY
11.20-11.23	<b>GAMAY NOIR RELEASE PARTY</b> OPEN TO THE PUBLIC
11.28	<b>BLACK FRIDAY: BLACK LABEL TASTING</b> BLACK FRIDAY ONLY

# Members by Generation



## 2025 Results

- At the end of 2024 we ended the year with 80 less club members than we started with
- By the end of 2025 we had reversed that trend and ended with 5% more than the previous year @+100
- Reduced attrition by .5% per month average and brought under 2%
- Increased overall average monthly acquisition +1%



# Next Steps

- Clean up your CRM
- Learn more about why people are joining, not just why they are leaving
- Make friends – partner with unlikely partners
- Look outside wine for inspiration
- Take care of Gen X and Millennials – taking care of three generations



# Oregon Wine Symposium

## The Clif Family Journey From Traditional Models to Flexible Membership

Meg Barkley, VP of Marketing and Membership

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Winegrowers  
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# Clif Family Winery & Farm Napa Valley

[www.cliffamily.com](http://www.cliffamily.com)

@cliffamily

# CLIF FAMILY

## BRUSCHETTERIA

ST. HELENA — NAPA VALLEY



Oregon Wine  
Symposium





# The Solution: Subscription or a "Flexible Membership"



# The Discovery Stage

Connect with Wine Industry Colleagues on the phone.

Cross Industry Inspiration We looked outside the wine world to master the "subscription mindset".

Who is your Persona?

Keeping Current Membership Loyalty in mind?

The Framework Anchored our strategy in Robbie Kellman Baxter's The Forever Transaction.



# The Tech Stack

**Audit Your Tools** Could our current POS handle "User's Choice" and frequent swaps?

**Identify the Gaps** Determine where manual processes will break at scale.

**Prioritize UX** What would the user experience be? How can we make it as seamless as possible?



# StartSmall

**The Be Test:** launched the Mangia! Food Box Subscription digital first offering.

**Why Food?** allowed us to test subscription frequency and "action" behavior with less regulatory friction than wine.

**Learning in Real Time:** Used the data from food members to refine the eventual "Wine Drop" rollout.



# The Internal Shift:

Training the Team & 10 months of "Finding our Footing."

**Total Alignment** Success requires every department to understand the "Why" just the "How."

**Patience** Training the Hospitality, Membership, and Customer Service teams takes time.

**The Learning Curve** Anticipate a transition period (it took our team ~10 months) to find their footing in selling a new mo



# The Tech and UX:

Making it easy for the customer (and fulfillment).

**Key Milestones** Create a clear timeline for tech integration, staff training, and marketing launches.

**Allow for "Pivoting"** Build a timeline that is firm on goals but flexible on tactics.

**Logistics Matter** Ensure the warehouse team is involved in the unboxing design and fulfillment flow early on.



# Ask, Check, Test, REPEAT

**Hospitality Engagement** Keep asking for their feedback.

**Digital** Is the "Skip/Swap" function intuitive on mobile?

**The Unboxing:** Does the physical arrival spark joy and brand loyalty?

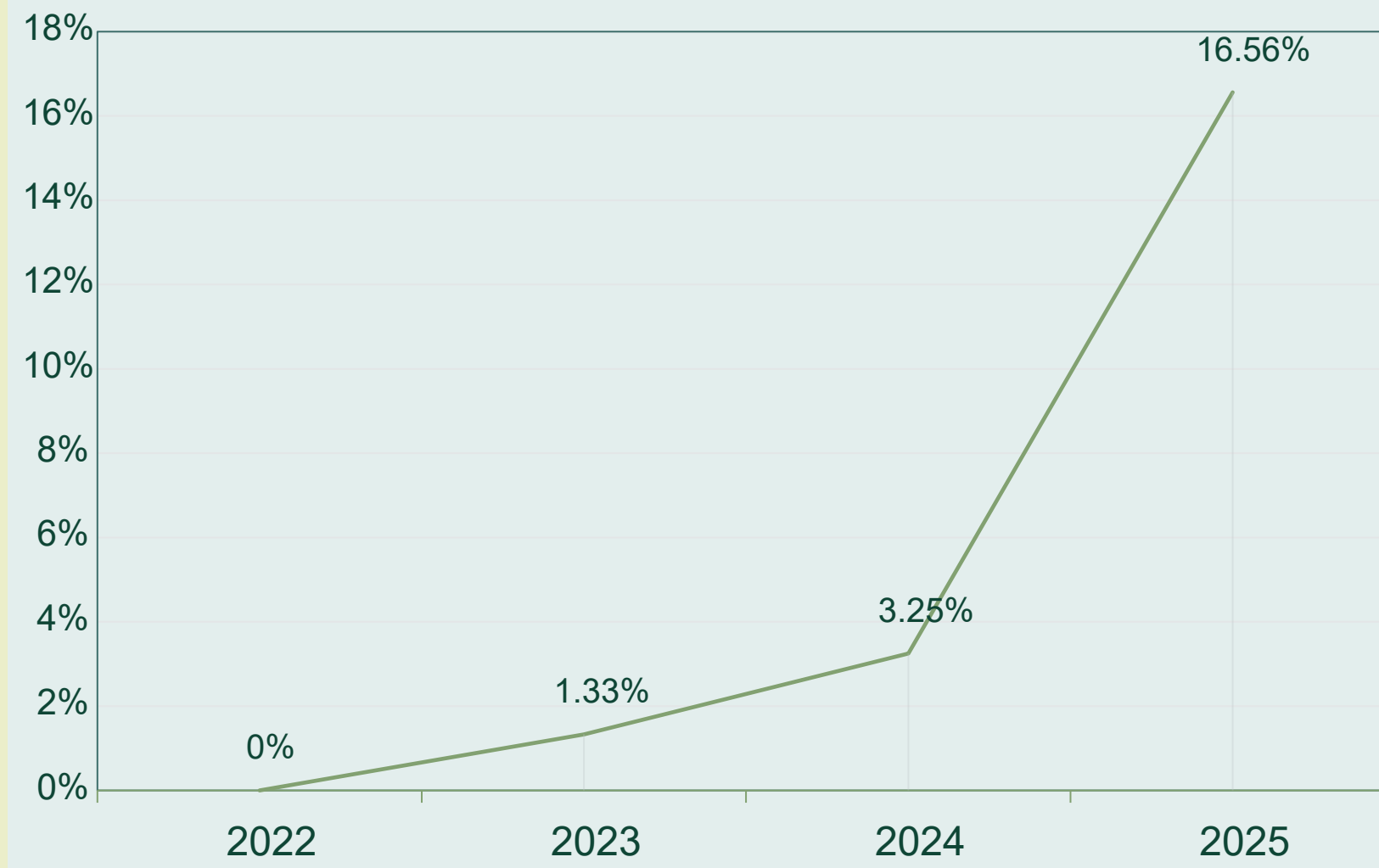
**The "Secret Shopper" Method** Become a member of your own club.

**The Feedback Loop** Do members for honest feedback actually act on it.



# Membership YOY Growth During Transition to Flexible Membership (Subscription)

Membership Growth



Membership by Generation

Boomer	25%
Gen X	37.5%
Millennial	32%
Gen Z	5%
Silent Generation	0.5%



# The Conclusion

## Actionable Tips To Take Home

- What is your Goal with this transition?
- Who are your key stakeholders on this endeavor to be allies?
- Who is your member persona?
- Do your homework before you present your plan.
- What toolkit do you need to set up hospitality, member fulfillment, and customer service team up for success.



# The Memberships Of Clif Fa



Community  
Club



The Wine  
Drop



The Cab  
Drop



Mangia!

# Resources & Connection



 Scan Me



 Scan Me

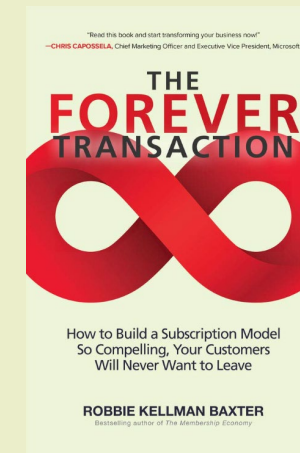


 Scan Me

Industry Members, we invite you to join the **Clif Family Community Club!**

**Let's Connect!**  
Meg Barkley  
 @napafoodie

Order your Copy of  
Robbie Kellman Baxter's  
The Forever Transaction.





Van Duzer Vineyard  
[www.anduzervineyards.com](http://www.anduzervineyards.com)

@anduzervineyards



 Oregon Wine  
Symposium



# Club Experiences

- Success with Wine Club After Hour monthly themed evening gatherings for club members
- Smaller than club pickups, social, and selling opportunities
- Helps with retention, sense of community





# Club Changes

- Recently consolidated into fewer shipments per year, streamlined discounts
- Added club with 2x the wine shipments/year
- Had more signups for new (larger) club than cancellations of old (smaller) club
- Learnings/takeaways: doesn't happen overnight, think through all implications, plan for worst case, you're usually pleasantly surprised



# New: Van Duzer Select



- New “subscription” club; more “pay as you go”
- \$50/month autocharged, converts to “Duzer Dollars” in account
- Members spend on anything they want at any time or online. Can even be used in conjunction with traditional club.
- Enjoy all other club member benefits immediately at signup: % discount, tastings, invites to pickup, shipping discounts, etc.



Oregon Wine Collective  
*opening Spring 2026*

# Thank you!

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 @napafoodie

# Closing...



# Resources & Connection



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 Scan Me



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