

OREGON WINE



P O R T L A N D

SYMPOSIUM

DTC METRICS THAT MATTER

How to Leverage 2018 Data to Drive 2019 Success



DTC METRICS . . . OUR PANEL



LESLEY BERGLUND

WISE Academy,
Co-founder &
Chairman



JIM AGGER

Wine Direct,
VP Marketing &
Business Development



LIZ MERCER

WISE Academy, Coach
and Bluxome, GM

YOUR WORKSHEET

WINE CLUB

- Tenure # of Months
- Annual Attrition Rate
- Top Quit Reasons
- Customization?

DIGITAL

- % of Total DTC Sales
- Mobile Friendly?

AVERAGE ORDER VALUE

- Tasting Room (POS)
- Wine Club
- Website

TASTING ROOM

- Avg. Monthly Visitation
- Highest Sales Month(s)
- Avg. Tasting Fees
- Online Reservations?

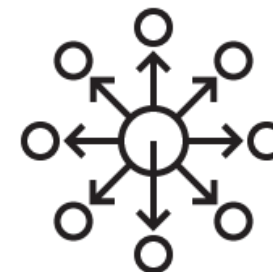
WINE CLUB



1,800
wineries,
1.3 million club
members



31 months
average membership length



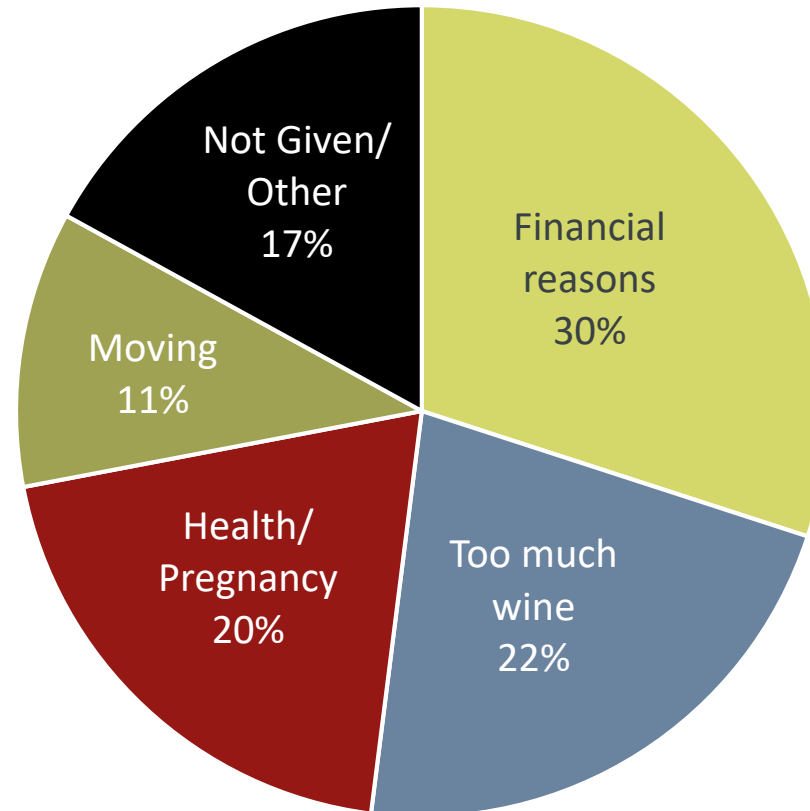
25%
annual attrition rate

WINE CLUB ATTRITION

Club Membership Size	Annual Attrition Rate
1 - 100	16%
101 – 500	22%
501 – 1000	26%
1001+	27%

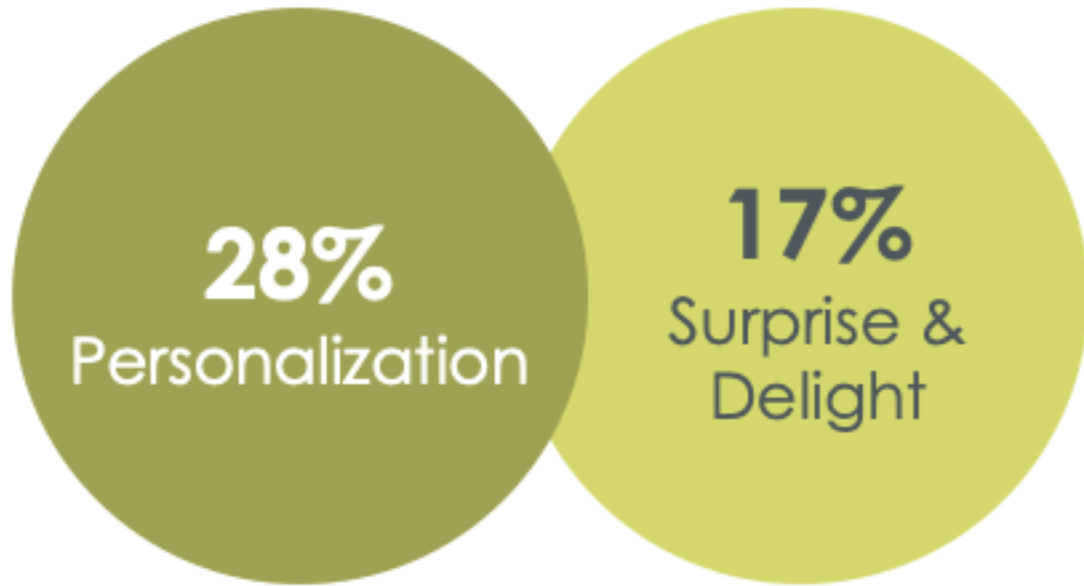
Source: 2019 Wine Direct DTC Report, All Wineries

WHY DO PEOPLE CANCEL THEIR CLUB?

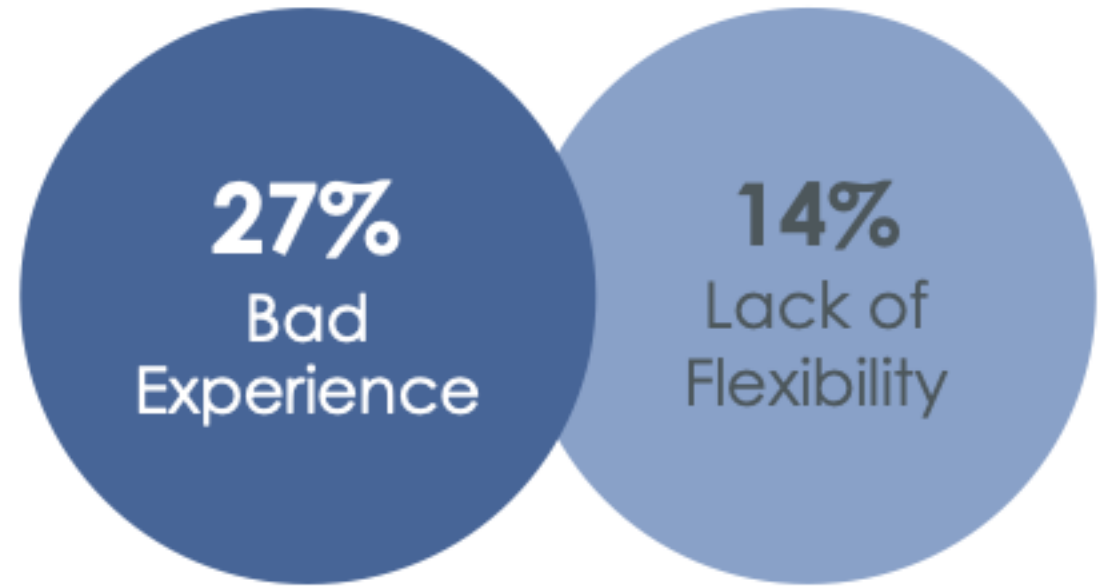


Source: 2019 Wine Direct DTC Report, Data

WHY DO CONSUMERS STAY?



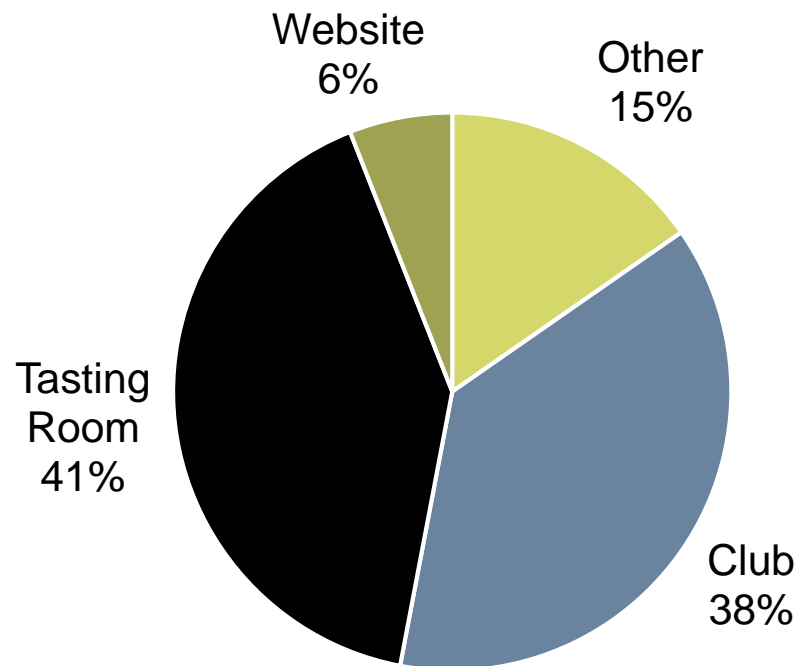
WHY DO CONSUMERS LEAVE?



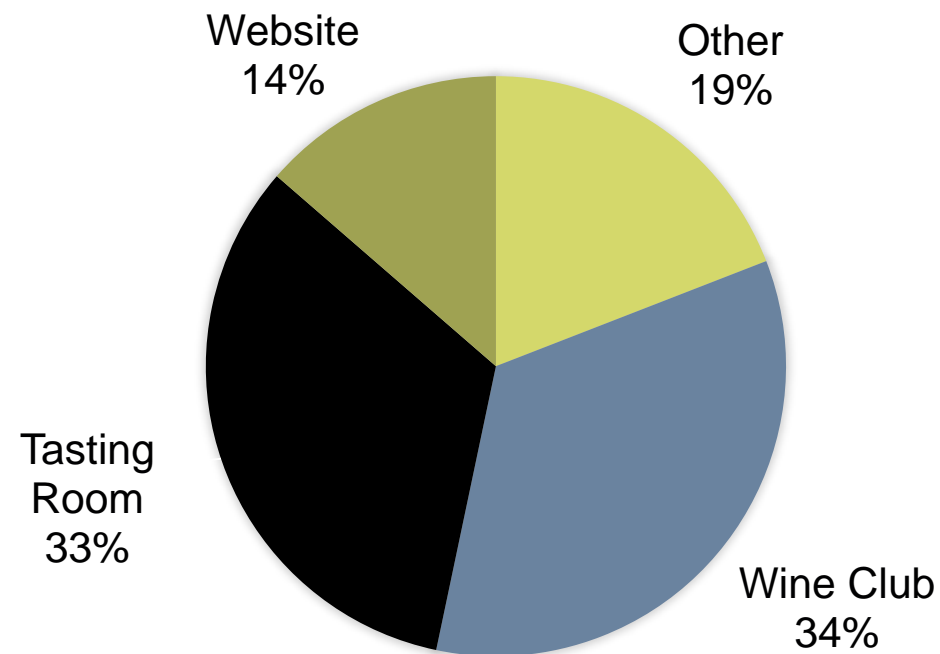
Source: 2018 McKinsey Consulting Subscriptions Study

SALES REVENUE BY CHANNEL

OREGON WINERIES

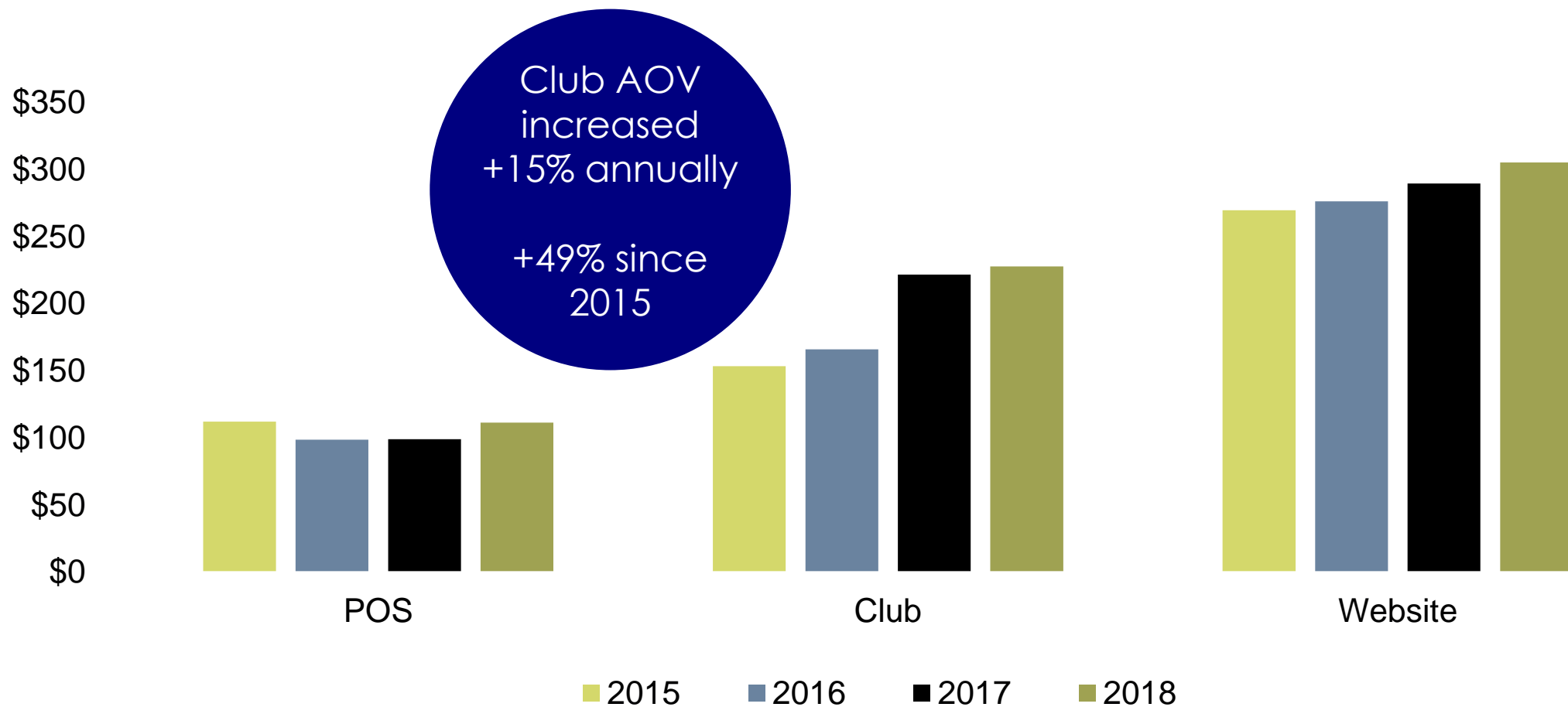


ALL WINERIES



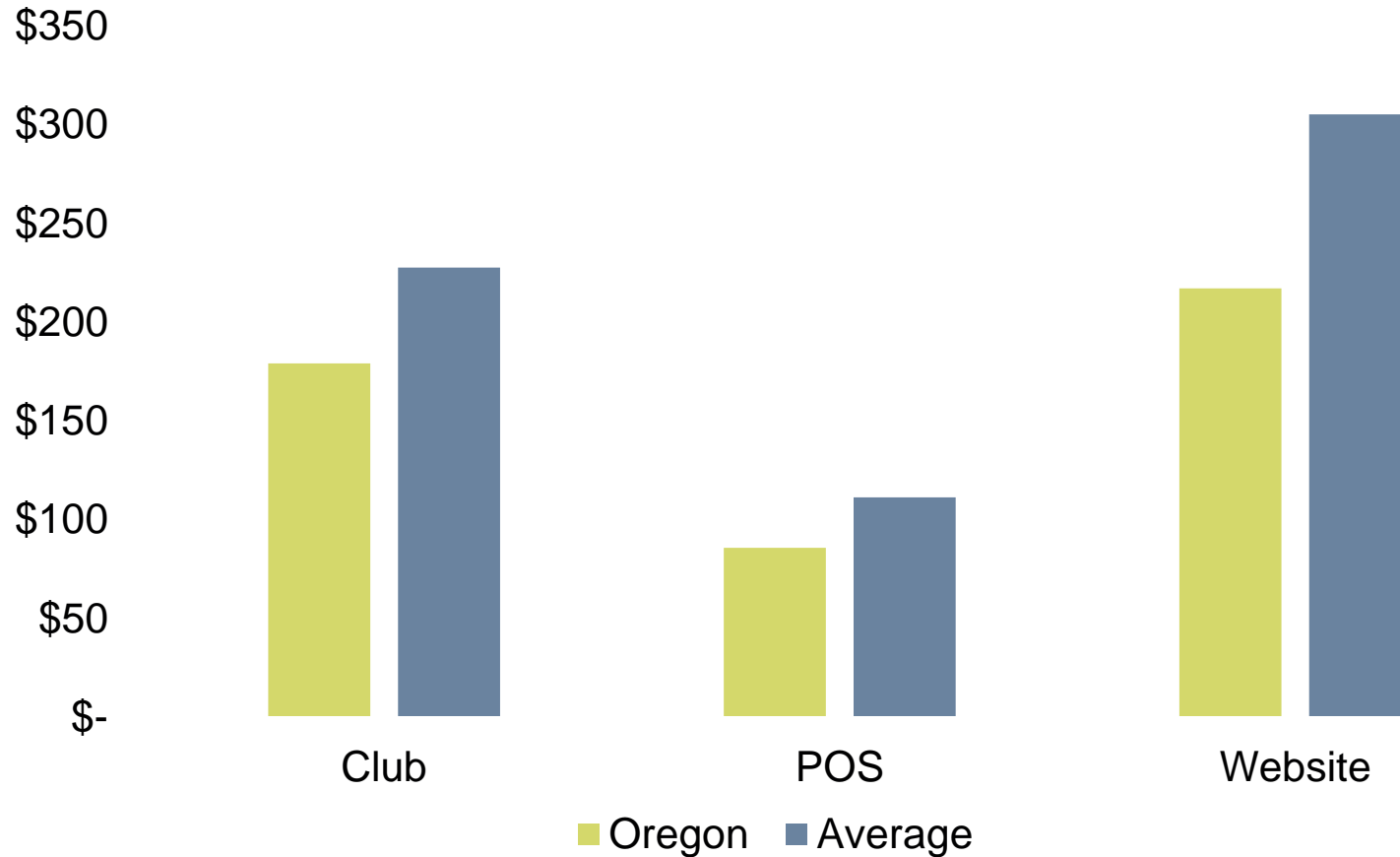
Source: 2019 Wine Direct DTC Report, Data

AVERAGE ORDER VALUE



Source: 2019 Wine Direct DTC Report, All Wineries

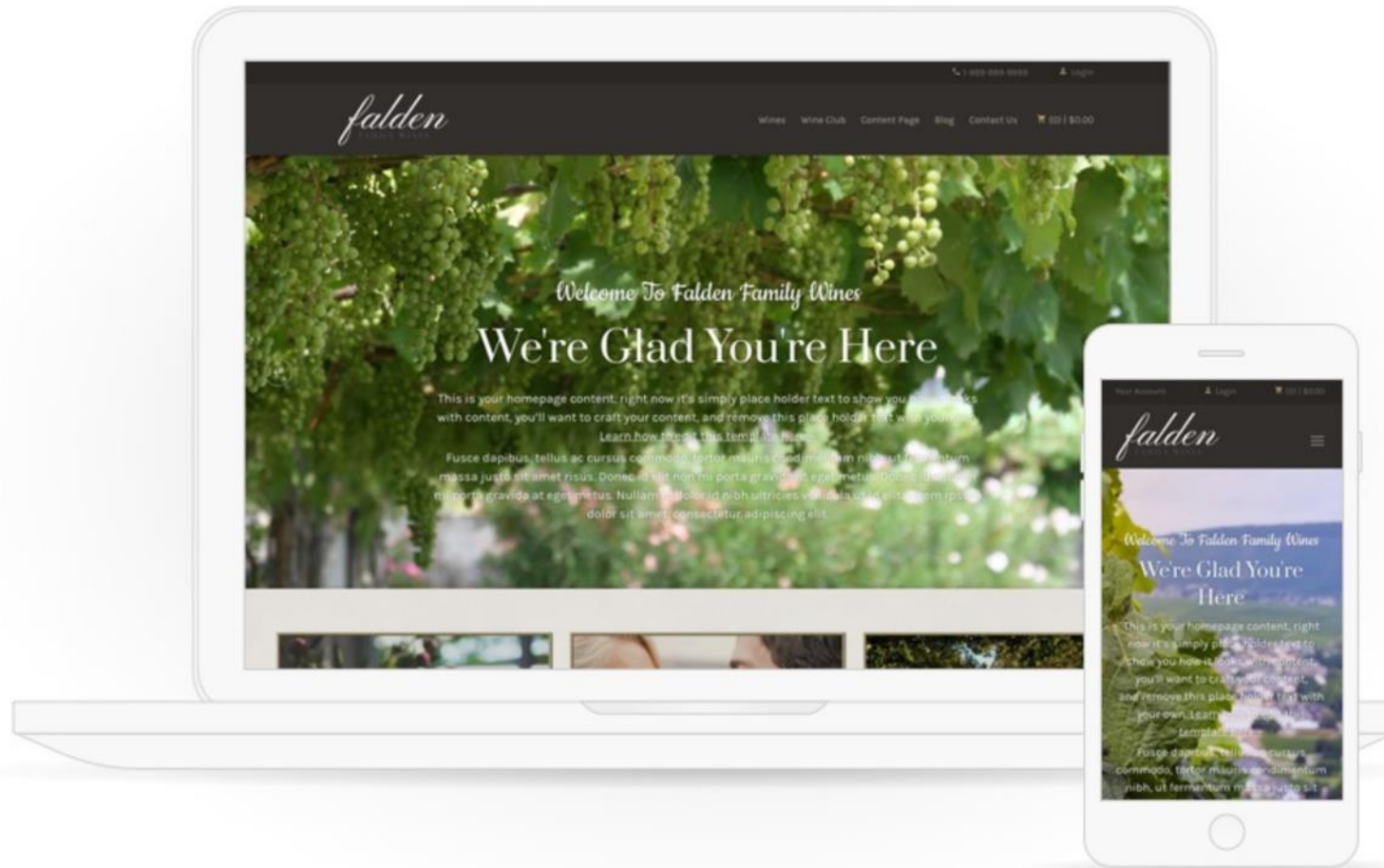
AVERAGE ORDER VALUE



Oregon's website AOV is 29% lower than the national average

Source: 2019 Wine Direct DTC Report

IS YOUR WEBSITE MOBILE FRIENDLY?



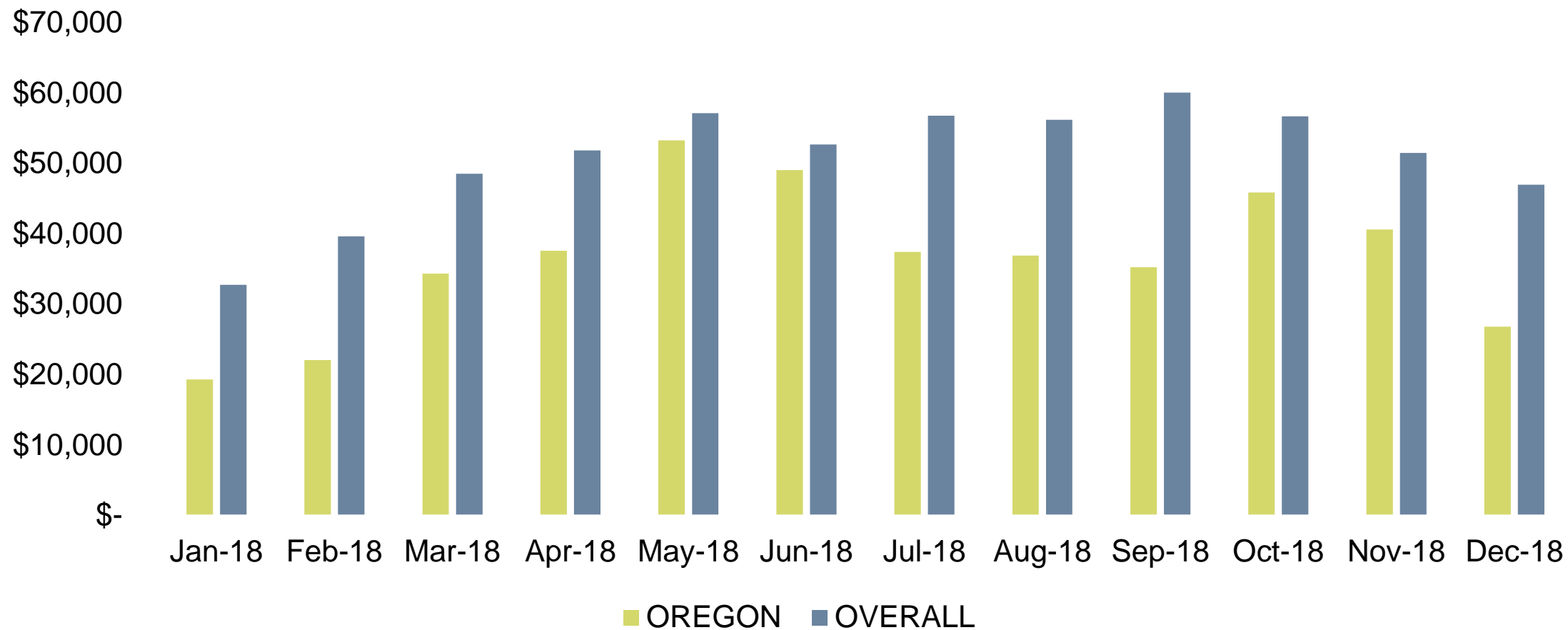
amazon go

amazon go



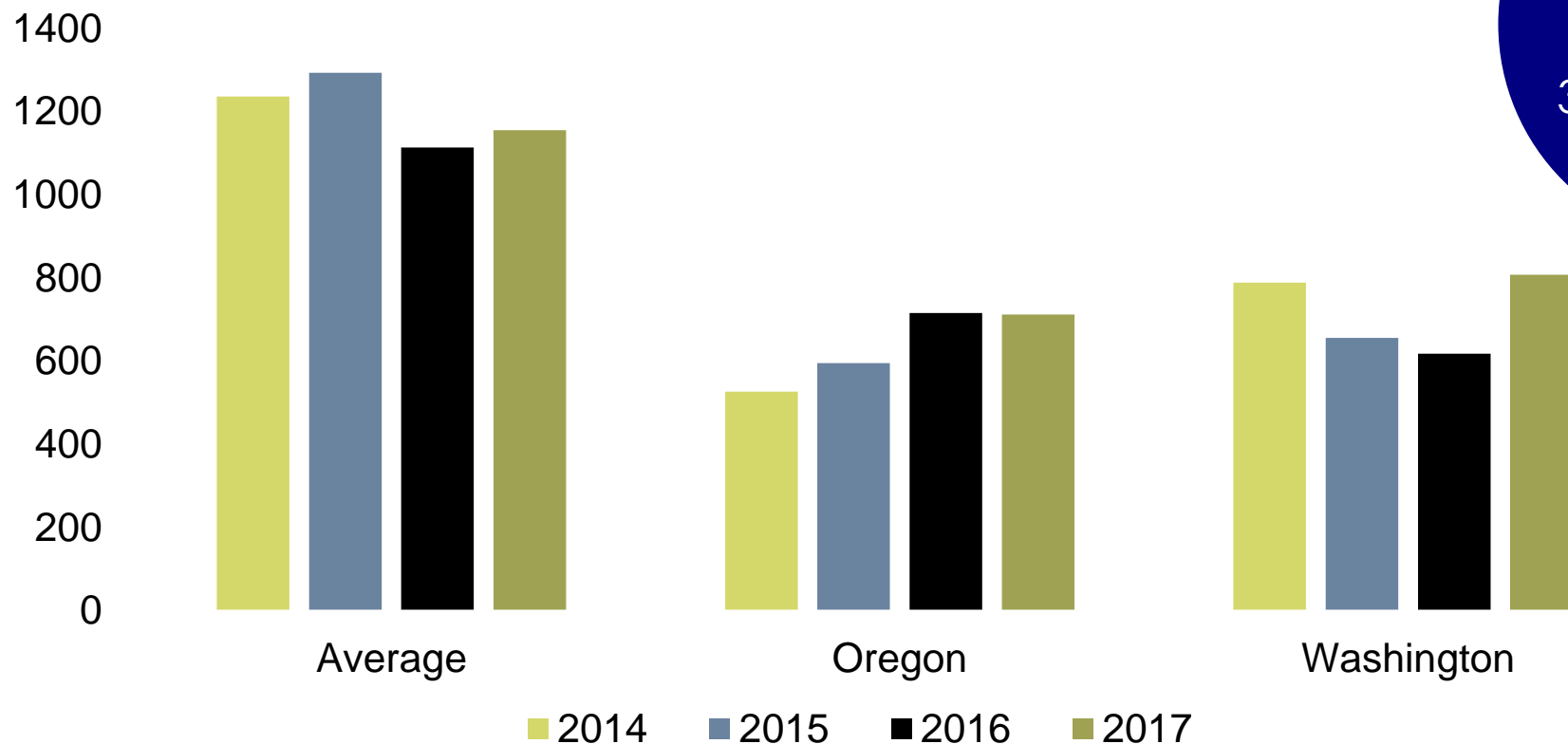


TASTING ROOM SALES BY MONTH



Source: 2019 Wine Direct DTC Report

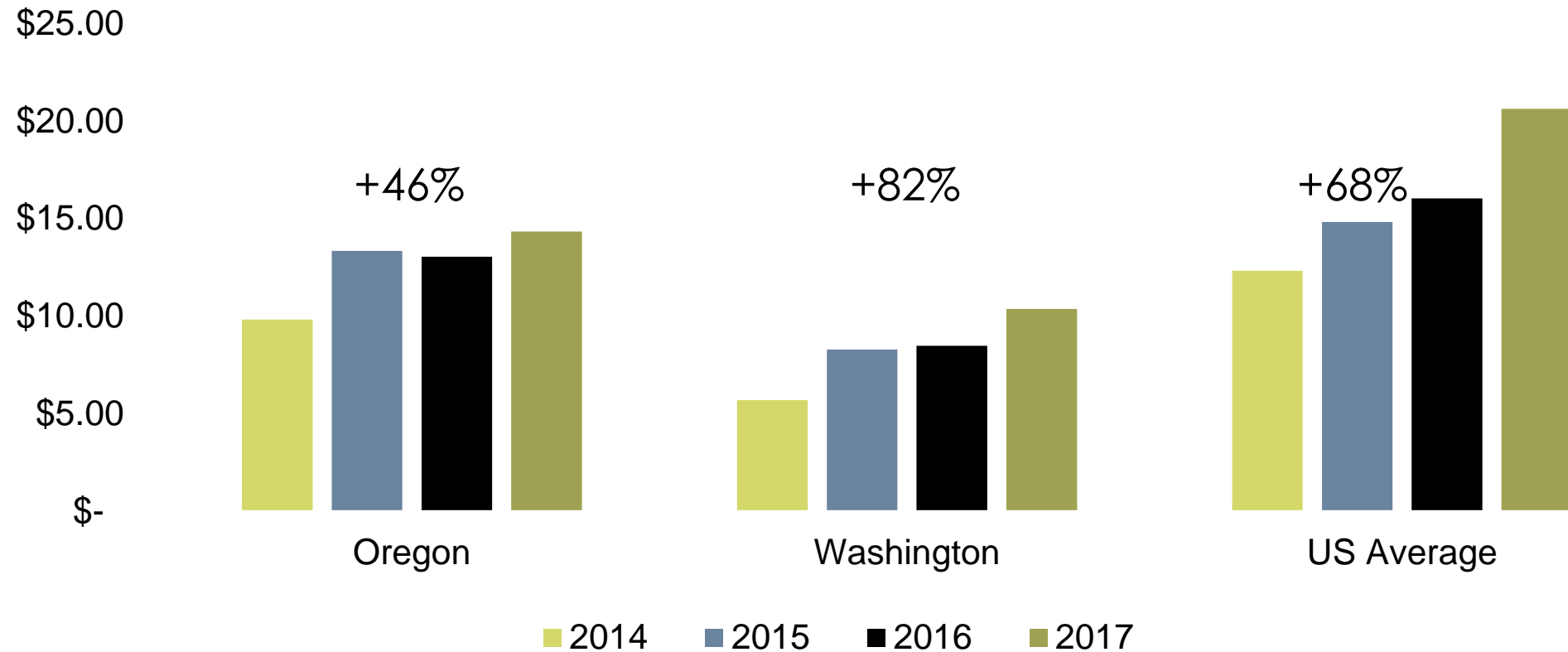
INCREASING VISITATION



Oregon's traffic has increased by 35% since 2014

Source: 2018 WBM/SVB Tasting Room Survey Report

RISING TASTING FEES & EXPERIENCES

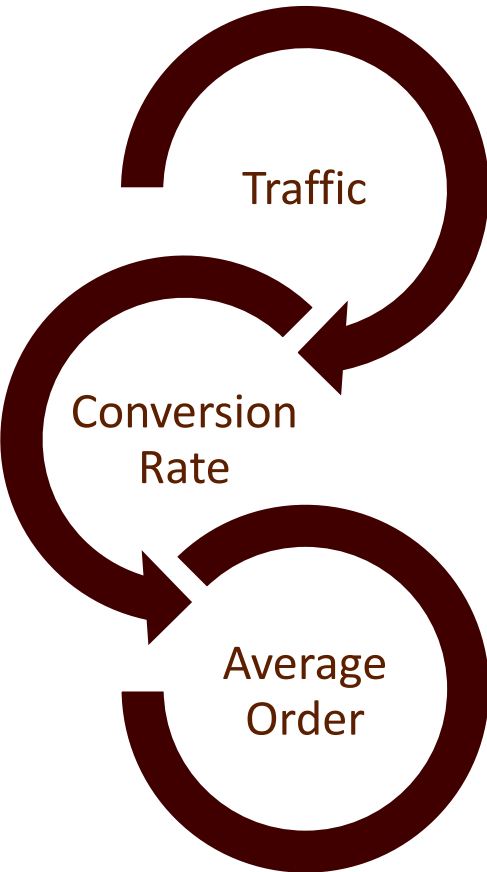


Source: WBM/SVB Tasting Room Survey Report



- More intimate
- More personal
- Higher club conversion rates
- Higher AOV

THREE TASTING ROOM LEVERS



TRAFFIC SORTED BY VISITORS

Referral Source	Guest Count	Annual Revenue	\$ / Guest
Return Guest, Member	4,920	\$ 220,263	\$ 44.77
Guest, Return	2,703	\$ 56,527	\$ 20.91
Referred, Friend of Member	1,986	\$ 27,851	\$ 14.02
Passing By	1,549	\$ 15,342	\$ 9.90
Online Reservation	600	\$ 21,615	\$ 36.03
Internet	555	\$ 6,214	\$ 11.20
Hotel 1	358	\$ 9,696	\$ 27.08
Yelp	305	\$ 4,530	\$ 14.85
Driver 1	302	\$ 4,203	\$ 13.92
Driver 2	237	\$ 3,777	\$ 15.94
All Others	6,485	\$ 389,982	\$ 60.14
Total	20,000	\$ 760,000	\$ 38.00

TRAFFIC SORTED BY REVENUE

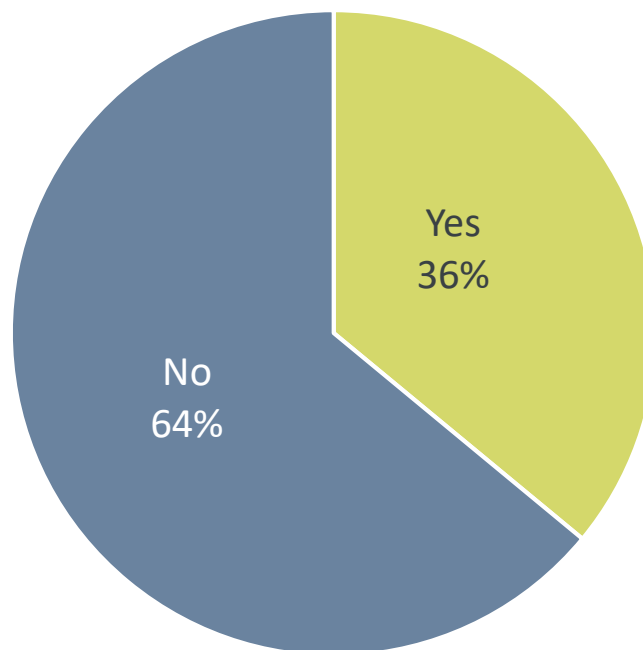
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Guest, Return	2,703	\$ 56,527	\$ 20.91
Referred, Friend of Member	1,986	\$ 27,851	\$ 14.02
Club Member, L Mercer	237	\$ 23,970	\$ 101.14
Online Reservation	600	\$ 21,615	\$ 36.03
Passing By	1,549	\$ 15,342	\$ 9.90
Package, Group	233	\$ 11,953	\$ 51.30
Club Member, J Agger	6	\$ 10,575	\$ 1,762.50
Hotel 1	358	\$ 9,696	\$ 27.08
Winery, 1	78	\$ 8,995	\$ 115.32
All Others	7,330	\$ 353,213	\$ 48.19
Total	20,000	\$ 760,000	\$ 38.00

TRAFFIC SORTED BY \$ / GUEST

Referral Source	Guest Count	Annual Revenue	\$ / Guest
Club Member, J Agger	6	\$ 10,575	\$ 1,762.50
Donation, Local Association	16	\$ 2,341	\$ 146.31
Winery, 1	78	\$ 8,995	\$ 115.32
Club Member, L Mercer	237	\$ 23,970	\$ 101.14
Hotel 2	17	\$ 1,362	\$ 80.12
Club Member, L Berglund	51	\$ 3,901	\$ 76.49
Print Ad, Local Mag	18	\$ 1,231	\$ 68.39
Advisor, Trip	32	\$ 1,915	\$ 59.84
Hotel 4	19	\$ 1,100	\$ 57.89
Driver, 1	98	\$ 5,069	\$ 51.72
Package, Group	233	\$ 11,953	\$ 51.30
All Others	19,195	\$ 687,588	\$ 35.82
Total	20,000	\$ 760,000	\$ 38.00

ONLINE RESERVATIONS

DO YOU OFFER ONLINE RESERVATIONS?



50% of "No's"
plan to add this
year.

Source: 2019 Wine Direct DTC Report , Survey

INDUSTRY BENCHMARKS

WINE CLUB

- Tenure # of Months **31 Months**
- Annual Attrition Rate **25%**
- Top Quit Reasons **Financial & Too Much Wine**
- Customization **84%**

DIGITAL

- % of Total DTC Sales **6% Oregon vs. 14% Total US**
- Mobile Friendly **100% (Wine Direct platform)**

AVERAGE ORDER VALUE

- Tasting Room (POS) **\$86**
- Wine Club **\$179**
- Website **\$217**

TASTING ROOM

- Avg. Monthly Visitation **703**
- Highest Sales Month(s) **May / June then Oct / Nov**
- Avg. Tasting Fees **\$14 Standard, \$32 Reserve**
- Online Reservations **36% today, 68% soon**

DTC METRICS . . . Q & A



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