Walk the Talk: Bringing Your Brand to Life in the Tasting Room
Key Findings: 2016 Oregon Tasting Room Survey

Capiche Wine Marketing & PR
Chris Cook & Vicki Purslow

BECKY WILLIAMS
secret weapon

LIGHT MY FIRE
LIGHT MY FIRE
LIGHT MY FIRE
I JUST GOT NAKED!
BEND

NAKED love story
McMINNVILLE

BEND

BEND

ver too old
NAKED
You should be here!
NAKED WINERY
Love to be Naked
BEND

WELCOME
TO Fabulous
NAKED WINERY
BEND

MISSION ACCOMPLISHED
NAKED WINERY
BEND

HOOD RIVER

the RED CARPET affair
Dinner, Wine
& Limo Service
Hear Ye! Hear Ye!
NAKED WINERY DOTH ANNOUNCE IT'S 8TH ANNUAL
HOOD RIVER TASTING ROOM
28TH DAY OF JANUARY
6 O'CLOCK IN THE EVENING
HOOD RIVER

LET'S GET NAKED
LET'S GET NAKED
LET'S GET NAKED
LET'S GET NAKED
You should be here!
NAKED WINERY
BEND

I Just Got Naked!
Club Nake
Members & Guests Only
I get NAKED Regularly
Naked Winery
We are Naked
Naked Winery
Naked Cougar
Naked Winery
A little Foreplay goes a long way!
Naked Winery
You're never too old to get NAKED
Naked Winery
BEND
Love to be Naked

NIBBles & bites
GOURMET CHEESE PLATE
CHEESE for TWO
DELUXE PLATE
TASTING PLATTER
WINE BITES
OLIVE
Pounce
Cougar

BEND

LET'S GET NKED
I MOTORBOATING
Outdoor Wine
I MOTORBOATING
Outdoor Wine
HOOD RIVER

HOOD RIVER

I JUST GOT NAKED!
JUNE
PICK UP
PARTY
6/20 - 6/21
6/27 - 6/28
NAKED WINERY
BEND

NAKED WINERY
OREGON
McMINNVILLE

Swing... Naked!
CROQUE DU RISQUE
NAKED WINERY
NAKED PRINCESS
BIGGER IS BETTER
LET'S GET NAKED
COUGAR
EVENTS

BEND

SAVE THE
Drink Wine
BOOBIES
at NAKED winery
BEND, OR
$1 FROM Every
BOTTLE OF
GAY, BOOTY CALL,
& PICNIC TABLE PINK
is donated to the
BREAST CANCER AWARENESS
foundation
SOLD IN OCT.
ARTIST
of the
MONTH
Saba
Celebrate
HALLOWEEN
with us!

You're never too old
to get NAKED
NAKED WINERY
BEND

EXIT
orgasmic
McMINNVILLE

McMINNVILLE

NAKED
WINERY
BEND . HOOD RIVER
Naked
Winery
LET'S GET
NAKED
Naked
Winery
HOOD RIVER

Love to be Naked
NAKED WINERY
WANDERLUST TOURS
BEND

Christine Collier

Winery Director

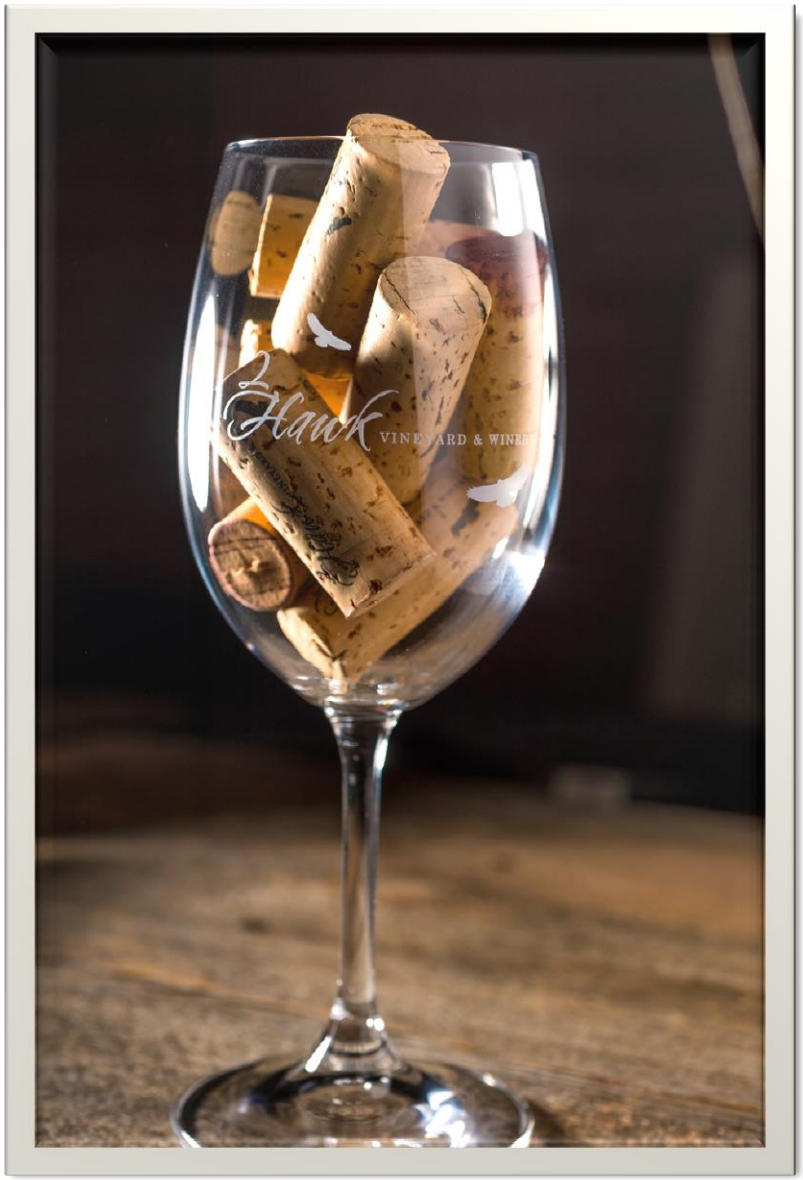
Willamette Valley Vineyards, Turner, OR

EXIT

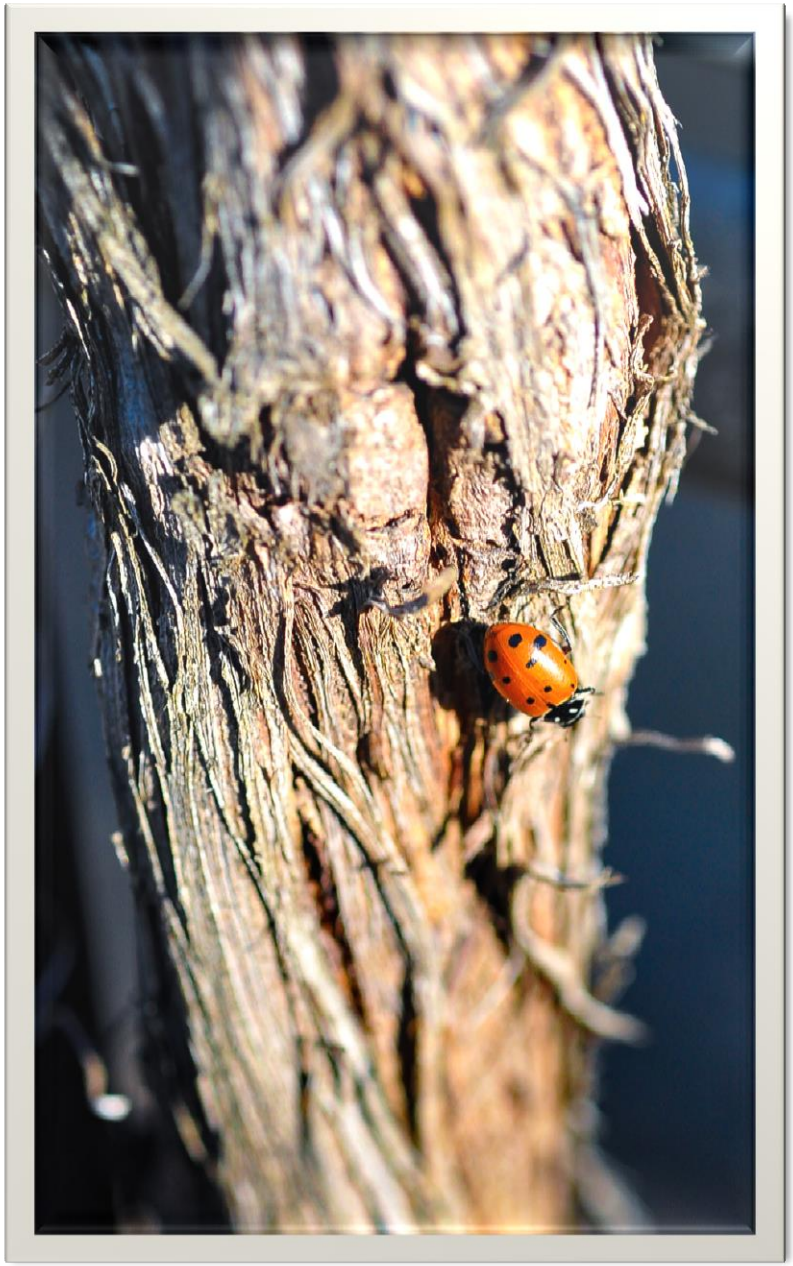
Jen Allen

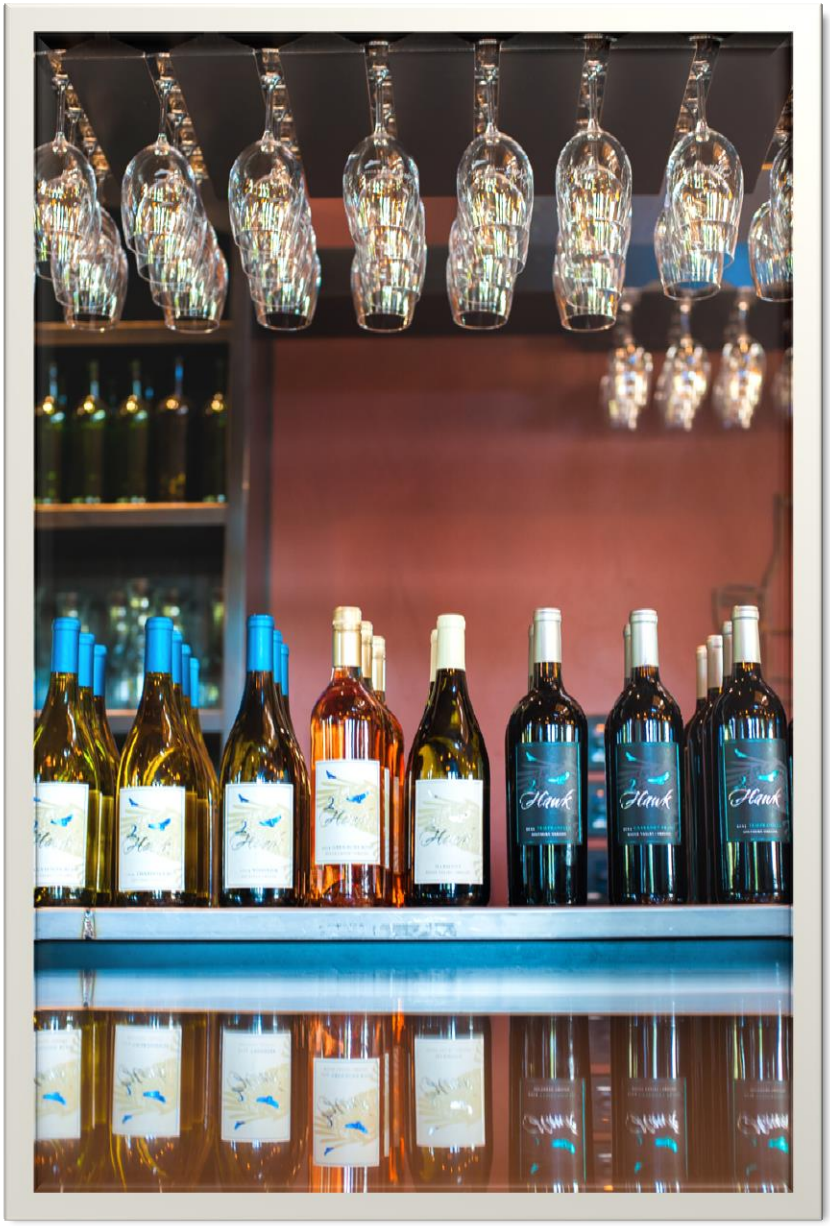
Winery Owner

2Hawk Vineyard & Winery, Medford, OR


Hawk

2 Hawk
2014 CHARDONNAY
SOUTHERN OREGON
2 Hawk
2013 MALBEC
SOUTHERN OREGON
2 Hawk
2 Hawk
HARMONY
ROGUE VALLEY • OREGON
2 Hawk
RED-TAIL RED
SOUTHERN OREGON
2 Hawk
2014 VIOGNIER
SOUTHERN OREGON




Hawk
Hawk
Hawk

2 Hawk
VINEYARD & WINERY

Hawk
Hawk

Hawk

More questions or ideas? Please contact us.

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Highlights from the Capiche 2016 Survey of Oregon Tasting Rooms

Dr. Vicki Purslow

Participants

- 175 from the Willamette Valley
- 62 from Southern Oregon
- 14 from Columbia Gorge
- 7 from Walla Walla
- 1 each from the Columbia Valley and Snake River Valley
- The total number of participating wineries was 260 of 359 tasting rooms.

Types of Service Available by AVA

Service Type	Columbia Gorge	S. Oregon	Willamette
Standing tasting bar	92.86%	88.14%	87.72%
Seated tasting bar	78.57%	52.54%	52.63%
Casual or group seating	100.00%	72.88%	69.59%
Private or formal seating	35.71%	30.51%	38.01%
Indoor	100.00%	93.22%	89.47%
Outdoor	57.14%	88.13%	77.78%

Types of Service Available by Annual Case Production

Service Type	1 – 2500	2501 – 5000	5001 – 10,000	10,001 – 25,000	>25,000
Standing tasting bar	84.82%	92.73%	92.68%	82.61%	95.24%
Seated tasting bar	61.61%	49.09%	48.78%	47.83%	42.86%
Casual or group seating	74.11%	72.73%	70.73%	60.87%	76.19%
Private or formal seating	30.36%	29.09%	41.46%	43.48%	57.14%
Indoor	90.18%	92.73%	92.68%	86.96%	95.24%
Outdoor	74.11%	81.82%	80.49%	78.26%	85.71%

Situations that Trigger Tasting Fee Waiver by AVA

Waiver Type	Columbia Gorge	S. Oregon	Willamette
Spend a minimum dollar amount	21.43%	11.54%	43.75%
Purchase one or more bottles	64.29%	80.77%	45.00%
Join the wine club	78.57%	53.85%	65.63%

Situations that Trigger Tasting Fee Waiver by Annual Case Production

Waiver Type	1 – 2500	2501 – 5000	5001 – 10,000	10,001 – 25,000	>25,000
Spend a minimum dollar amount	22.00%	20.37%	51.28%	77.27%	50.00%
Purchase one or more bottles	65.00%	64.81%	41.03%	18.18%	50.00%
Join the wine club	49.00%	72.22%	71.79%	72.73%	88.89%

Amount Customer Must Spend for Waiver of Tasting Fee by AVA

Amount Required Spending	Minimum	Maximum	Average	Most Common
Columbia Gorge	$20	$50	$32.57	$50
S. Oregon	$2	$150	$34.72	$20
Willamette Valley	$10	$600	$62.97	$50

Amount Customer Must Spend for Waiver of Tasting Fee by Annual Case Production

Amount Required Spending	Minimum	Maximum	Average	Most Common
<2500	$2	$600	$59.98	$20
2501 - 5000	$12	$300	$47.53	$20
5001 - 10,000	$10	$250	$58.91	$50
10,000 - 25,000	$23	$100	$47.00	$30 or $50
> 25,000	$15	$150	$59.09	$60

Ability to Find Competent and Committed Tasting Room Staff by AVA

Degree of Ease	Columbia Gorge	S. Oregon	Willamette	North American (Penn, 2016, p. 56)
It is very easy.	0.00%	9.09%	4.49%	4.00%
It is not that hard.	0.00%	14.55%	12.18%	15.00%
It is doable with some effort.	64.29%	49.09%	55.77%	52.00%
It is difficult.	28.57%	27.27%	24.36%	15.00%
It is impossible.	7.14%	0.00%	3.21%	4.00%

Note: North American data reflect calendar year 2015 actuals of 800 tasting rooms through the United States and Canada.

Ability to Find Competent and Committed Tasting Room Staff by Annual Case Production

Degree of Ease	1 – 2500	2501 – 5000	5001 – 10,000	10,001 – 25,000	>25,000
It is very easy.	9.00%	0.00%	5.13%	0.00%	10.00%
It is not that hard.	12.00%	15.38%	7.69%	13.64%	20.00%
It is doable with some effort.	50.00%	55.77%	64.10%	63.64%	40.00%
It is difficult.	25.00%	26.92%	20.51%	22.73%	30.00%
It is impossible.	4.00%	1.92%	2.56%	0.00%	0.00%

Incentive Compensation for Tasting Room Staff by AVA

Incentive Type	Columbia Gorge	S. Oregon	Willamette	North American (Penn, 2016, p. 56)
Commission on wine sales	42.86%	18.52%	23.03%	34.00%
Payment for new club members	50.00%	53.70%	53.95%	65.00%
Payment for contact data capture	7.14%	0.00%	6.58%	8.00%
None	14.29%	40.74%	29.61%	42.00%

Note: North American data reflect calendar year 2015 actuals of 800 tasting rooms through the United States and Canada.

Incentive Compensation for Tasting Room Staff by Annual Case Production

Incentive Type	1 – 2500	2501 – 5000	5001 – 10,000	10,001 – 25,000	>25,000
Commission on wine sales	12.63%	15.09%	46.15%	23.81%	42.11%
Payment for new club members	30.53%	64.15%	69.23%	76.19%	84.21%
Payment for contact data capture	1.05%	1.89%	10.26%	4.76%	21.05%
None	47.37%	24.53%	15.38%	19.05%	15.79%

Thank You

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