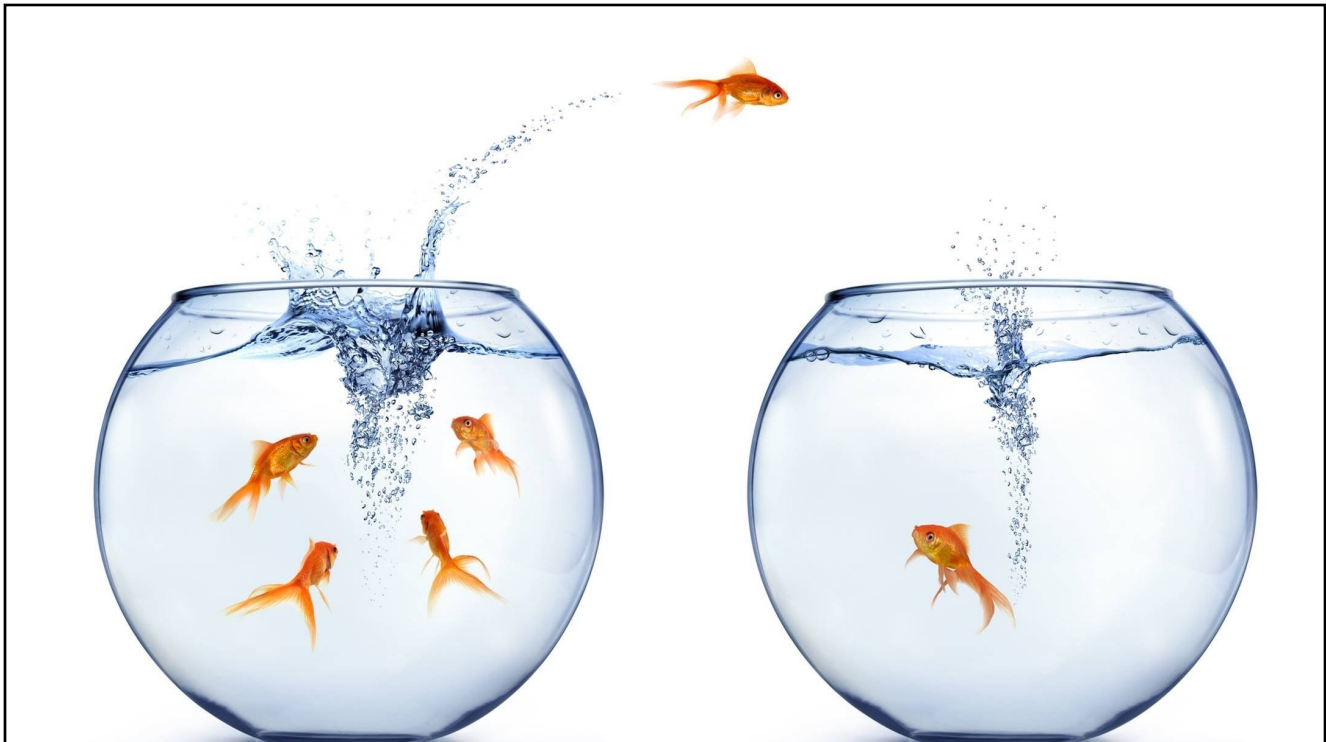




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## Today's Agenda

1. Domestic Roadshow Event Basics
2. International Travel Considerations

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## Define The Objective

T R I P L E

S C O R E

1 Sell Wine

2 Build Wine Club

3 Capture New Contact Data

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## Roadshow Building Blocks

Objectives  
& Goals

Categories  
& Types

Go To  
Market  
Strategy

Planning &  
Execution

Follow Up  
& Metrics

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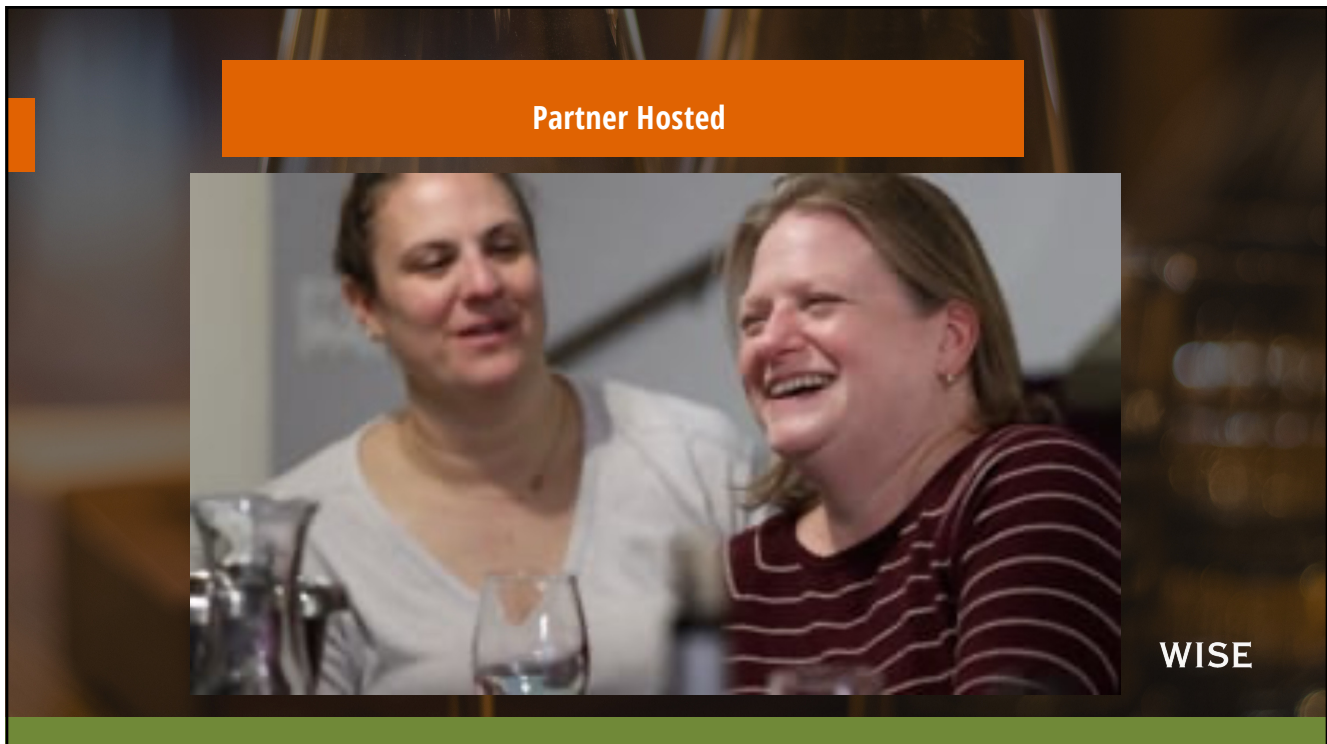


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Online



www.ciaoandiamo.com/italy-wine-tours

## Ciao Andiamo Italy Wine Immersion Tours

**Meet Local Wine Producers**  
Our itineraries emphasize lesser-known, family-run producers for a highly personal, off-the-beaten-path experience.

**Personalize Your Focus**  
Select from our curated collection of wine adventures or build a custom itinerary from scratch..

**Get Insider Access**  
Discover authentic Italy and hidden treasures that many tourists overlook.

**Enjoy Peace of Mind**  
Travel knowing every detail has been taken care of, including excursions, accommodations, and even gratuities.

**Create Lasting Memories**  
With Ciao Andiamo, travel is about creating transformative, emotion-filled adventures, with memories that will last a lifetime.

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WINE CLUB

Cruises

**ABOARD AMAKRISTINA • 7 NIGHTS • APRIL 23 TO 30, 2026**  
Lyon • Vienne • Tournon • Viviers • Avignon • Arles

**Wine Education Cruise Highlights**

- Wine Education Cruises feature world class wine educators, winemakers, winery owners, wine industry professionals and as many as four partner wineries on each cruise.
- Selected Wines from partner wineries will be featured each evening at dinner
- Winemaker dinners or lunches featured on each cruise
- Wine education seminars at sea
- Food – wine pairing seminar
- Themed wine cruises
- Wine oriented land excursions available on some sailings
- Meet the winemakers sessions

**A Journey through France's Rhône Valley!**

Join your hosts from **SAMsARA Wine Company** as you cruise the legendary wine regions of France's Rhône River Valley! You will be treated to the luxury of the beautiful 78-stateroom AmaKristina as you travel to historic destinations on this seven-night river cruise from Lyon to Arles. Begin your experience in Lyon, France's culinary capital. Savor the beauty of legendary vineyards and imbibe in local vintages like Côtes du Rhône and Beaujolais. Go in search of the highly prized "Black Diamond" truffles, learn how to pair decadent chocolate with wine, and discover how olives transform into the Mediterranean's prized nectar: olive oil. Trace the steps of famous artists in Arles and Carrières de Lumières. There is no better way to experience this journey than by combining the world class wines of SAMsARA Wine Company with the exquisite culinary events on board, creating a unique and exclusive adventure!

**Your Exclusive Wine Experience:**

- Welcome Aboard Reception
- Two wine seminars with SAMsARA current release and Library wines
- Two wine/food pairing dinners led by your SAMsARA wine hosts, Joan and Dave
- Farewell Reception

"Dave and I are very excited to be hosting another wine cruise - this time on the Rhône River! The Rhône is one of our favorite wine regions in the world and we are very excited to share it with all of you. We are once again planning some unique tasting to share with you on board, as well as some special excursions. We hope you will join us for a fabulous cruise!"

Joan Szkutak, SAMsARA Wine Company

**MEET YOUR WINE HOSTS**



Dave & Joan Szkutak, Owners

SAMsARA

WINE CO



Beaujolais Vineyard

**877-651-7447 WINECLUB@EXPEDIACRUISES.COM**

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## Metrics Matter!

WISE Winery Roadshow Events						
Dashboard Excerpts	Total May	Event 1	Event 2	Event 3	Event 4	Event 5
<b>Champion Hosted</b>						
Event Date	n/a	7-May	8-May	17-May	27-May	31-May
Winery Host	n/a	John Smith	John Jones	Sally Bryant	Frank Danner	Frank Greer
Champion Name	n/a	Dallas	Dallas	Jackson	Seattle	Seattle
Event Market						
# of Events	5	1	1	1	1	1
# of Attendees	120	20	15	20	35	30
Avg. # of Attendees	24.0					
<b>During Event Sales:</b>						
Wine Revenue	\$ 35,435	\$ 5,700	\$ 10,260	\$ 11,400	\$ 4,655	\$ 3,420
- Wine Orders	60	10	9	10	25	6
- Conversion Rate	50%	50%	60%	50%	70%	20%
- Bottles	373	60	108	120	49	36
- AOV	\$596	\$570	\$1,140	\$1,140	\$190	\$570
- AOS	6.3	6.0	12.0	12.0	2.0	6.0
- Avg. \$ / Bottle	\$95	\$95	\$95	\$95	\$95	\$95
During Event Revenue	\$ 35,435	\$ 5,700	\$ 10,260	\$ 11,400	\$ 4,655	\$ 3,420
<b>Post Event Sales:</b>						
Wine Revenue	\$ 22,000	\$ 6,400	\$ 1,440	\$ 2,400	\$ 11,760	\$ -
- Wine Orders	54	10	9	10	25	-
- Conversion Rate	45%	50%	60%	50%	70%	0%
- Bottles	275	80	18	30	147	-
- AOV	\$411	\$640	\$160	\$240	\$480	\$240
- AOS	5.1	8.0	2.0	3.0	6.0	3.0
- Avg. \$ / Bottle	\$0	\$80	\$80	\$80	\$80	\$80
<b>Total Event Revenue</b>	<b>\$ 57,435</b>	<b>\$ 12,100</b>	<b>\$ 11,700</b>	<b>\$ 13,800</b>	<b>\$ 16,415</b>	<b>\$ 3,420</b>
- Avg. \$ / Event	\$ 11,487					

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# Metrics Matter!

WISE Winery Roadshow Events						
Dashboard Excerpts		Total May	Event 1	Event 2	Event 3	Event 4
Champion Hosted						
Event Date	n/a		7-May	8-May	17-May	31-May
Winery Host	n/a		John	John	Sally	Frank
Champion Name	n/a		Smith	Jone	Bryant	Greer
Event Market			Dallas	Dallas	Jackson	Seattle
# of Events	5		1	1	1	1
# of Attendees	120		20	15	20	35
Avg. # of Attendees	24.0					
During Event Sales:						
Wine Revenue	\$ 35,435	\$ 5,700	\$ 10,260	\$ 11,400	\$ 4,655	\$ 3,420
- Wine Orders	60	10	9	10	25	6
- Conversion Rate	50%	50%	60%	50%	70%	20%
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- Avg. \$ / Bottle	\$95	\$95	\$95	\$95	\$95	\$95
During Event Revenue	\$ 35,435	\$ 5,700	\$ 10,260	\$ 11,400	\$ 4,655	\$ 3,420
Post Event Sales:						
Wine Revenue	\$ 22,000	\$ 6,400	\$ 1,440	\$ 2,400	\$ 11,760	\$ -
- Wine Orders	54	10	9	10	25	-
- Conversion Rate	45%	50%	60%	50%	70%	0%
- Bottles	275	80	18	30	147	-
- AOV	\$411	\$640	\$160	\$240	\$480	\$240
- AOS	5.1	8.0	2.0	3.0	6.0	3.0
- Avg. \$ / Bottle	\$0	\$80	\$80	\$80	\$80	\$80
Total Event Revenue	\$ 57,435	\$ 12,100	\$ 11,700	\$ 13,800	\$ 16,415	\$ 3,420
- Avg. \$ / Event	\$ 11,487					
Future Revenue Impact						
- New Club Members	28	5	6	5	9	3
- Club Conversion Rate	23%	25%	40%	25%	25%	10%
- Ripple: More Champion Events	12	2	2	2	4	3
- Ripple Conversion Rate	10%	10%	10%	10%	10%	10%
- New Club Members	28	5	6	5	9	3
- Avg. LTR / Member	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Total New Member Impact	\$ 83,250	\$ 15,000	\$ 18,000	\$ 15,000	\$ 26,250	\$ 9,000
- Ripple: New Champion Hosts	12	2	2	2	4	3
- Avg. \$ / Champion Event	\$11,487	\$11,487	\$0	\$11,487	\$0	\$11,487
Total Ripple Impact	\$ 137,844	\$ 22,974	\$ -	\$ 22,974	\$ -	\$ 34,461
Total Potential Event Revenue	\$ 278,529	\$ 50,074	\$ 29,700	\$ 51,774	\$ 42,665	\$ 46,881

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# 'AH-HA'S & QUESTIONS



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## RESOURCES

**BIRCH ROAD – SEATTLE, DENVER, CHICAGO**  
 Kim Bosse  
 Kim@BirchRoad.com

**CIAO ANDIAMO WINE IMMERSION TOUR INFO - ITALY**  
 Sean Mellott  
 Sean@CiaoAndiamo.com

**EXPEDIA WINE CRUISES INFO**  
 Tom Blackwood  
 TBlackwood@ExpediaWineCruises.com

**WISE #222 – AUGUST 14, 2025 ZOOM**  
 Scan here to register for a WISE  
 Course & use code WISE10 at  
 checkout to save 10%



Email [Liz@wineindustrysaleseducation.com](mailto:Liz@wineindustrysaleseducation.com)

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## CONTACT US

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🌐 [www.wineindustrysaleseducation.com](http://www.wineindustrysaleseducation.com)

📞 844-WISE4YU (844-947-3498)

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