

3rd Annual Wine Club Symposium

Presented by **vinSUITE**

July 15th & 16th, 2025

Welcome to
over 500
attendees!

3rd Annual Wine Club Symposium

Presented by **vin**SUITE

Thank you!

3rd Annual Wine Club Symposium

Presented by **vin**SUITE

And thanks
for investing
time in your
career.

3rd Annual Wine Club Symposium

Presented by **vin**SUITE



Jason Curtis
President, vinSUITE

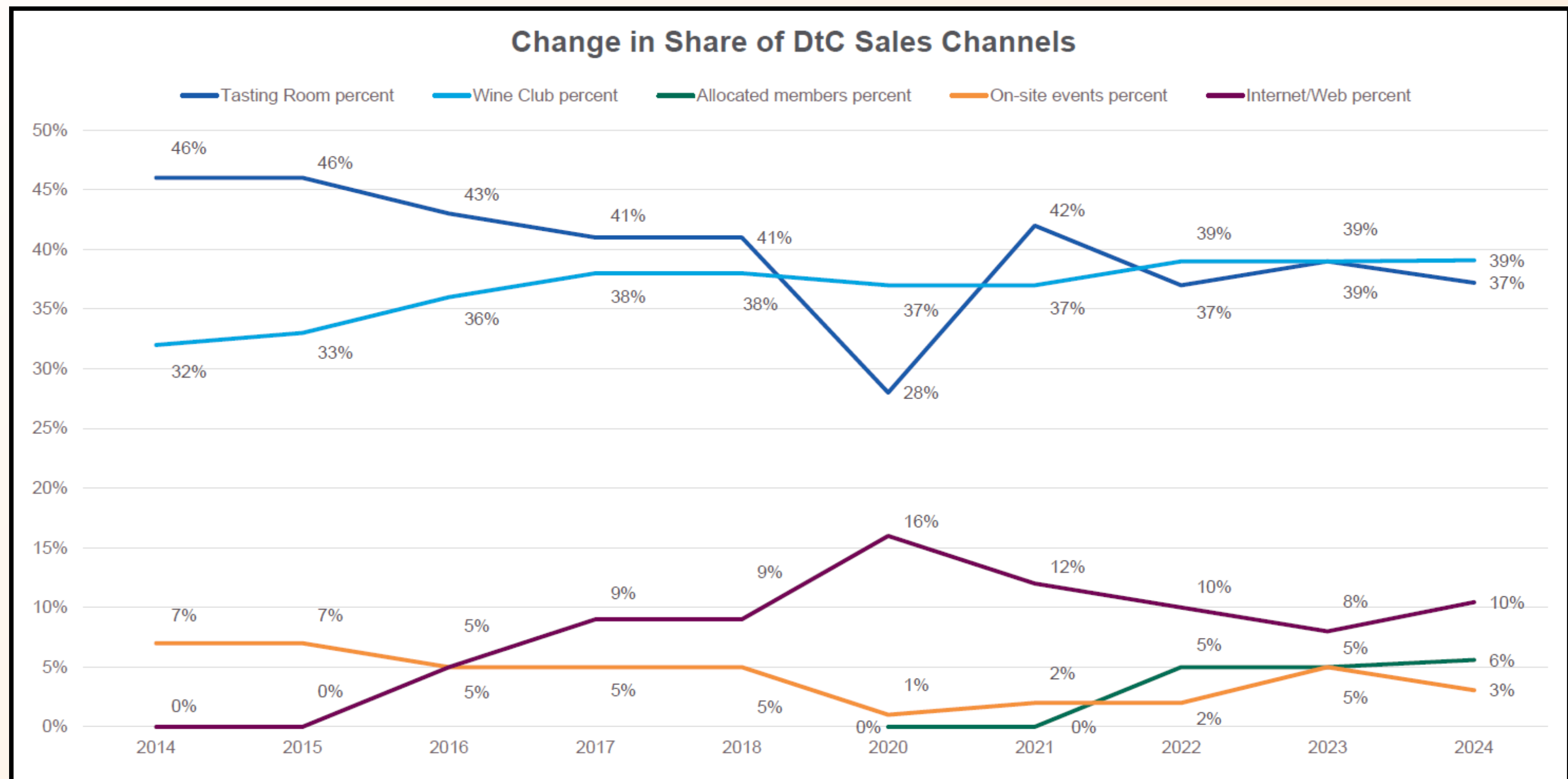
3rd Annual Wine Club Symposium

Presented by **vinSUITE**

Why a dedicated symposium for wine clubs?

3rd Annual Wine Club Symposium

Presented by **vinSUITE**

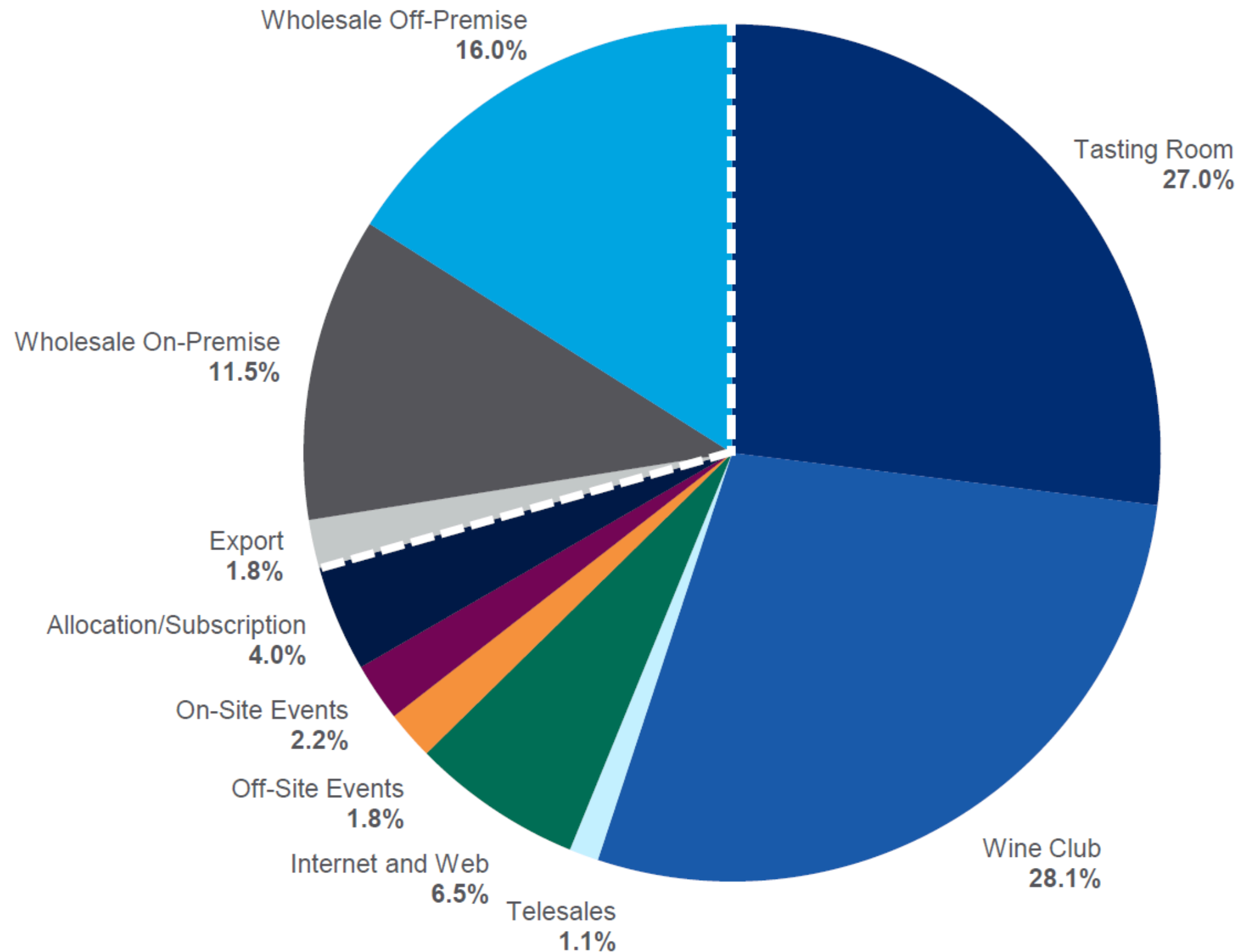


2025 SVB Direct-to-Consumer Wine Report

Club continues to be the most steady and reliable source of DTC revenue.

39%

Sales Channels in 2024



Looking at all channels, including wholesale, wine clubs make up **28%**, with allocations that jump to **32%!**

Foucs on acquisition, retention and value

3rd Annual Wine Club Symposium

Presented by **vin**SUITE

Tuesday, Session 2

Top 5 Customer Segments to Target Now



Chris Huyghe



Laura Simons



Michelle Van Der Lugt

3rd Annual Wine Club Symposium

Presented by **vinSUITE**

Tuesday, Session 3



Liz Mercer

WISE Academy Presents: Roadshows and Member Travel

3rd Annual Wine Club Symposium

Presented by **vinSUITE**

3rd Annual Wine Club Symposium

Loyalty Deep Dive



Brian Baker
Cultivar Marketing



Jason Curtis
vinSUITE

Wednesday, Session 2



Jennie Gilbert
Founder, RedChirp



Jessica Fillion
Director S&M, Repris Wines

Start to Finish: Crafting the Ideal Wine Club Texting Strategy

3rd Annual Wine Club Symposium

Presented by **vinSUITE**

Wednesday, Session 3



Jason Curtis
President, vinSUITE



Dan Chapin
Founder,
BottleShots.ai



Ron Scott
CTO, Enolytics



Robert Noakes
CEO, WineSpeak.ai

AI Panel — From Hype to Hands-On

3rd Annual Wine Club Symposium

Presented by **vinSUITE**

Please:

- Ask questions (via the questions option)
- Fill out end-of-session surveys
- Share recorded sessions

3rd Annual Wine Club Symposium

Presented by **vinSUITE**


For the Next Session

Virtual Event

June 16 at 10:45 AM - 11:00 PM (PDT)

Agenda

Fri
June 16

Filter by All (3) 


10:45 – 11:45 AM Ongoing

Live Session 1

Join session

11:45 AM – 12:45 PM

Live Session 2

Remind me 

Live Session 1 has started

Join

Not now


12:45 – 01:45 PM

Virtual Event

June 16 at 10:45 AM - 11:00 PM (PDT)

Agenda

Fri
June 16

Filter by All (3) 

10:45 – 11:45 AM Finished

Live Session 1

11:45 AM – 12:45 PM Ongoing

Live Session 2

Join session

Live Session 2 has started

Join

Not now

3rd Annual Wine Club Symposium

Presented by **vinSUITE**

The State of Wine Club

Insight Panelists



Rob McMillan
EVP Wine Division,
SVB



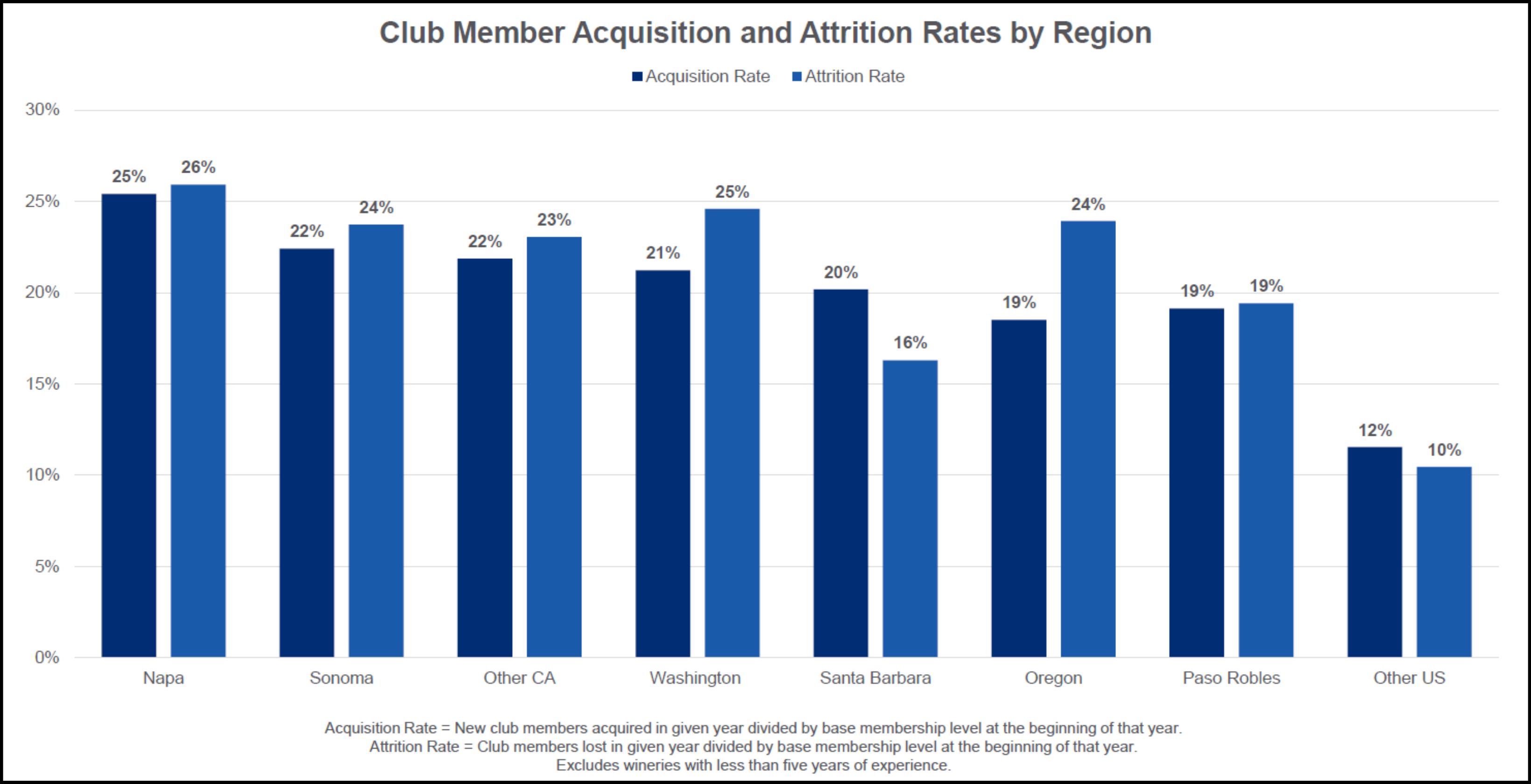
Jennifer Warrington
WISE

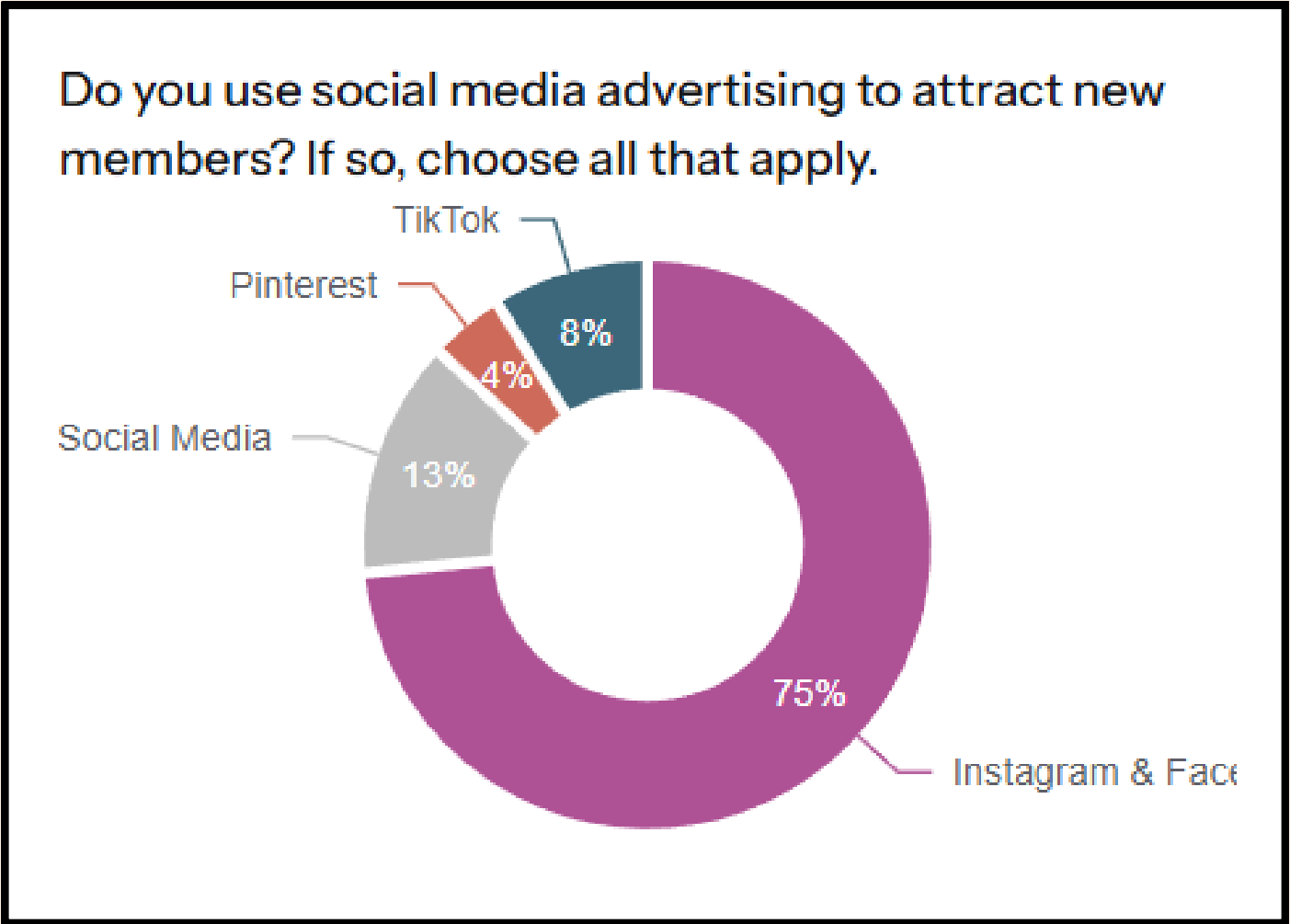
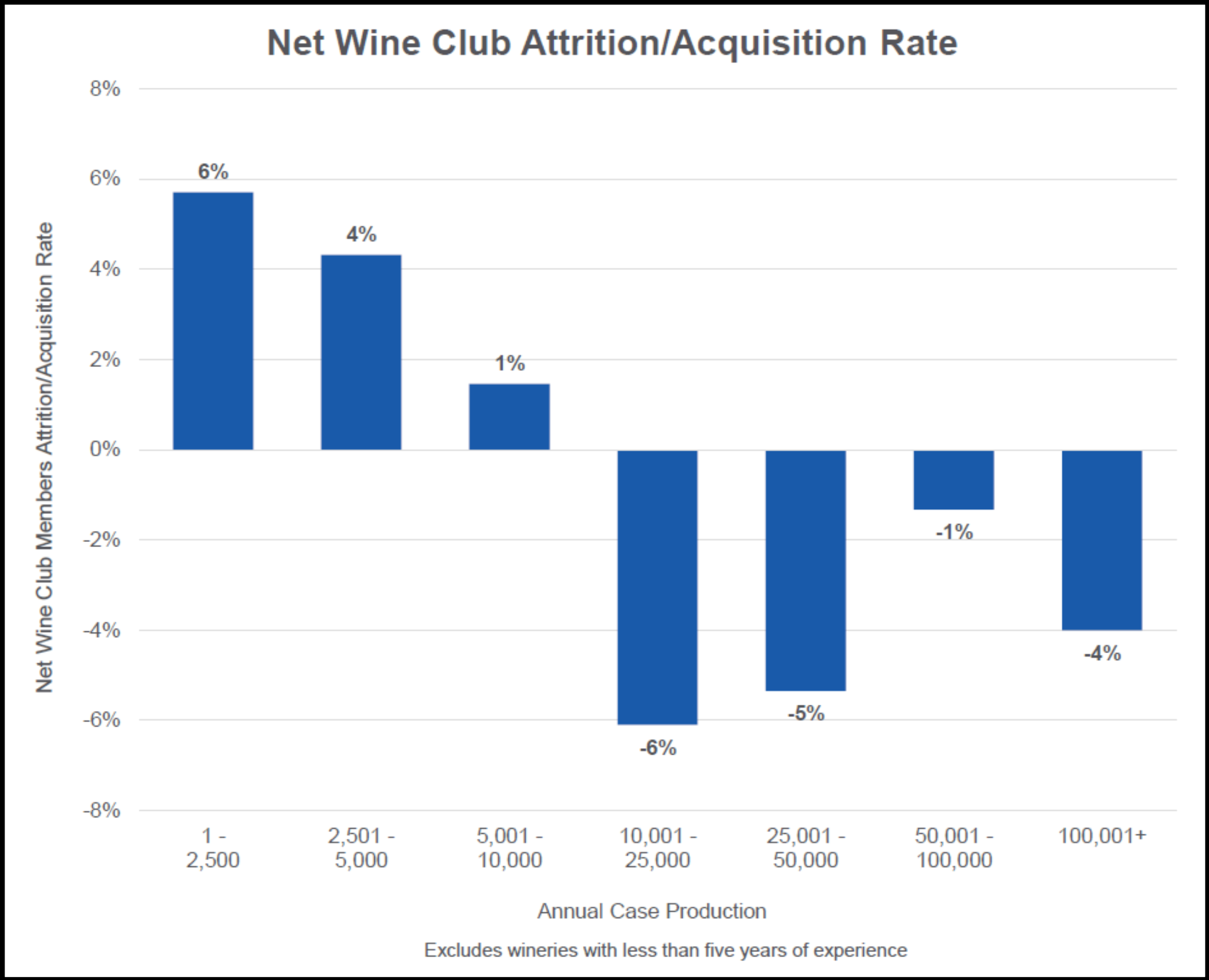


Megan Currie
The Wine Lass

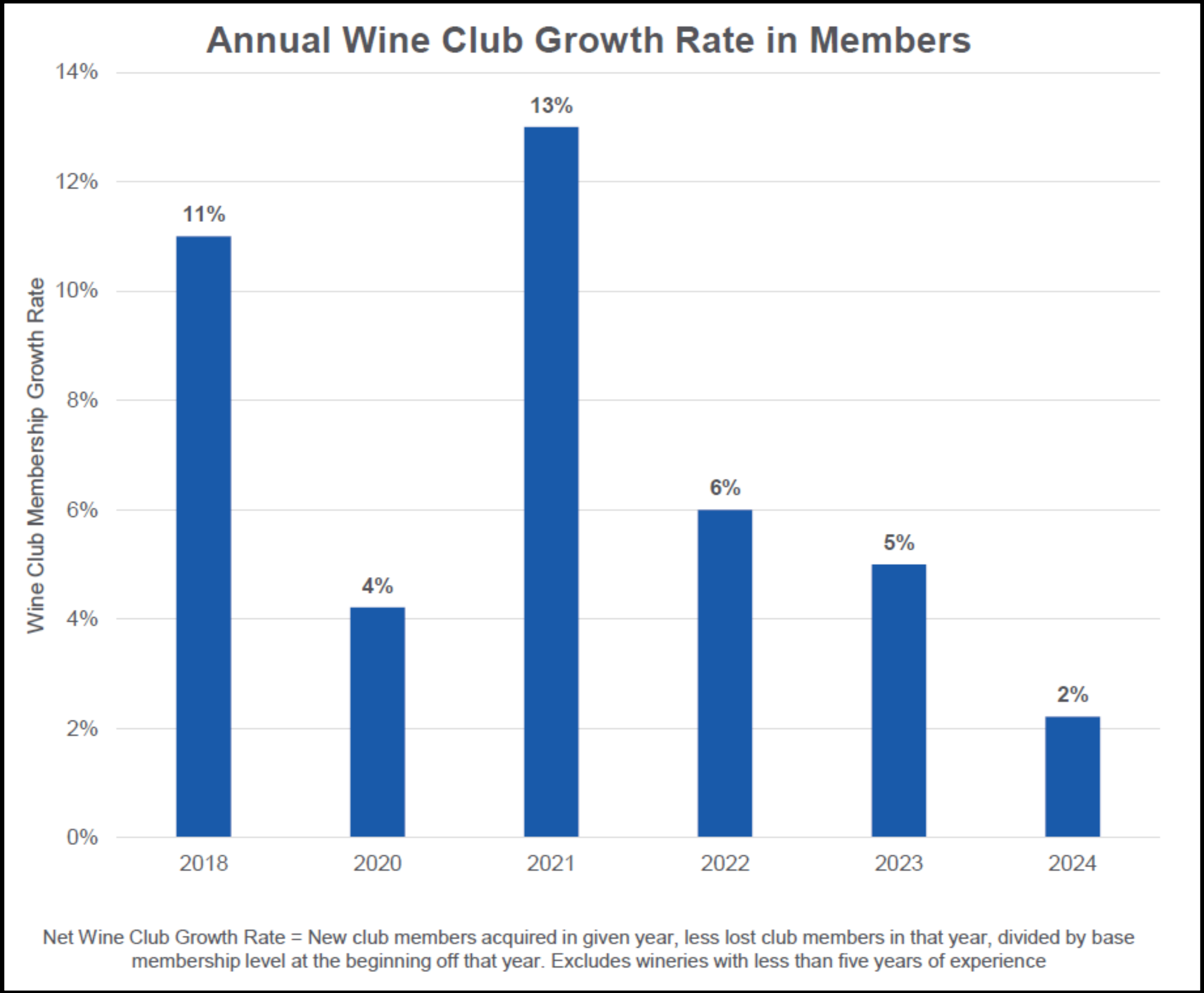
3rd Annual Wine Club Symposium

Presented by **vinSUITE**





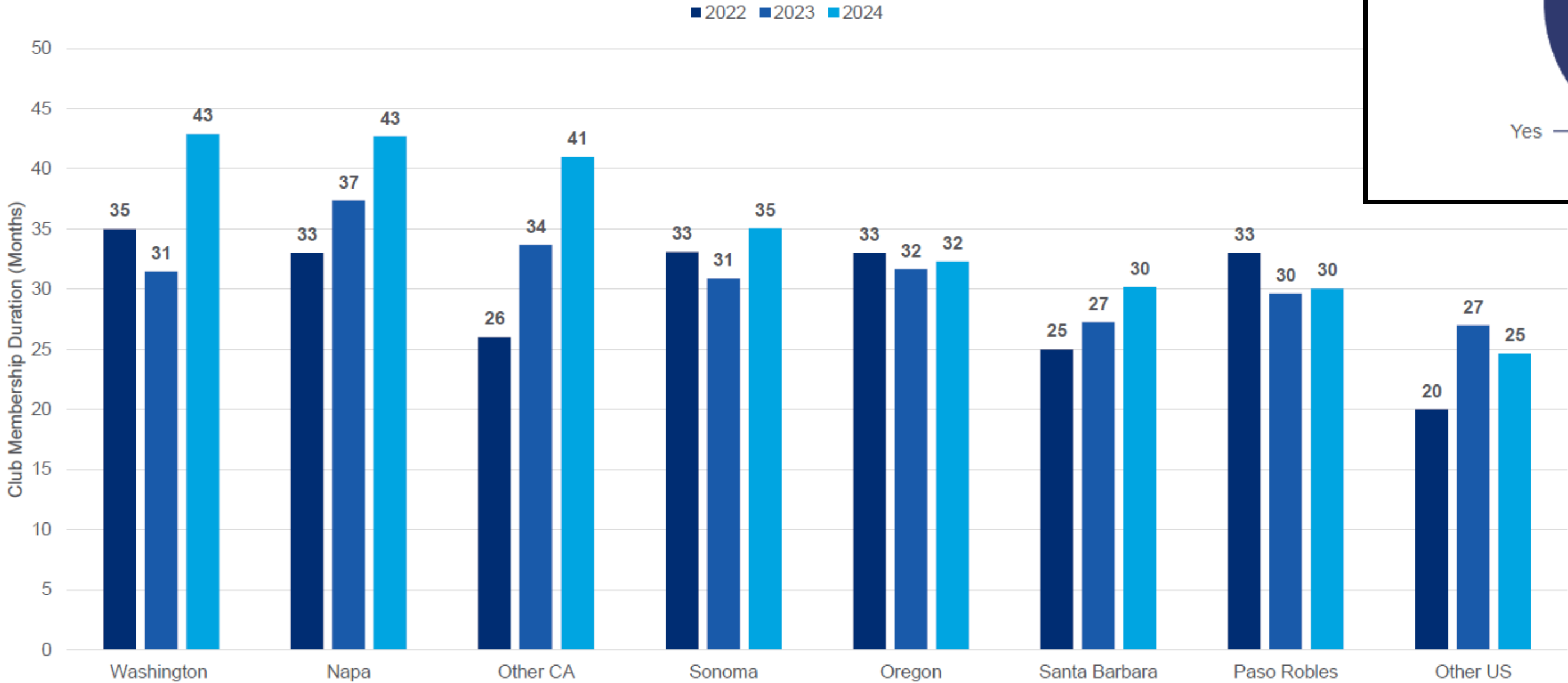
wineclubscorecard.com





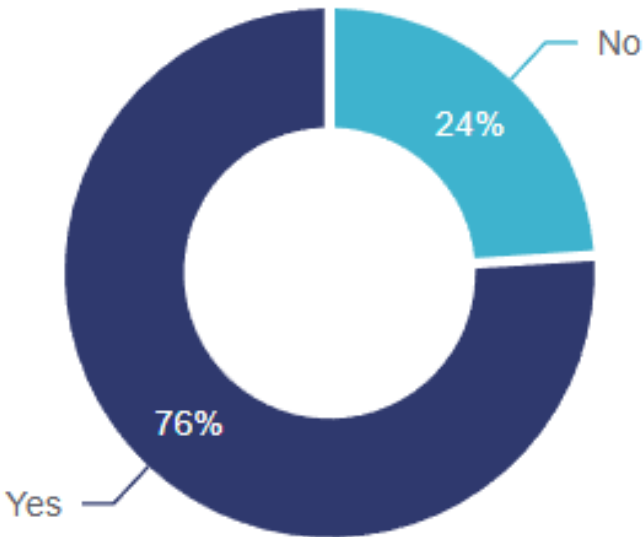


Average Length of Club Member Tenure by Region

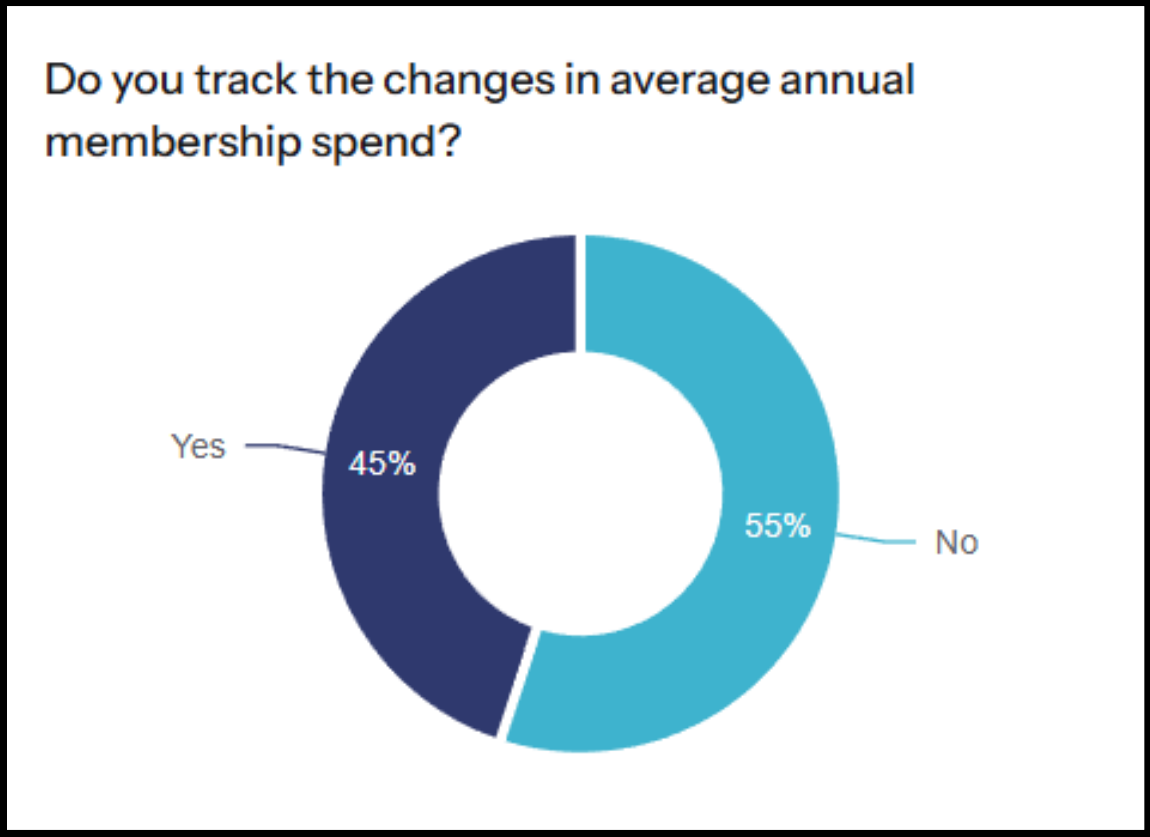
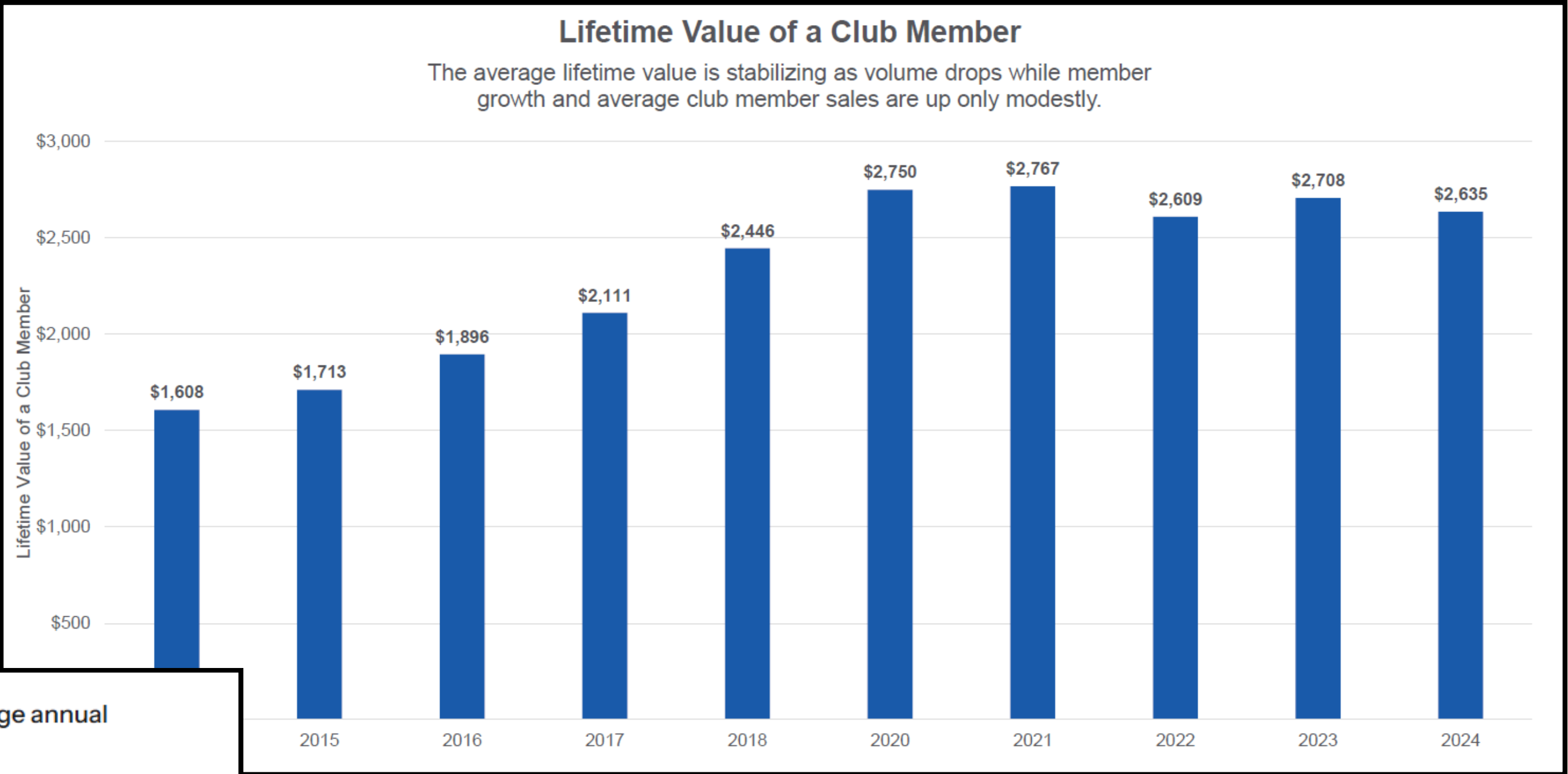


Respondents may select more than one answer. Shipping discounts often vary depending on club tier.

Do you track your wine club retention rate?



wineclubscorecard.com





2025 Direct-to-Consumer Wine Report

Author: Rob McMillan, EVP & Founder, Wine Division
Project manager: Stef Solaire, Credit Analyst
Project analyst: Carla Schwellnus, Credit Analyst
Project analyst: Elizabeth Allen, Sales Support Specialist



svb.com/dtc-report/

Passionate about
helping wineries **grow**
their clubs

3rd Annual Wine Club Symposium

Presented by **vinSUITE**

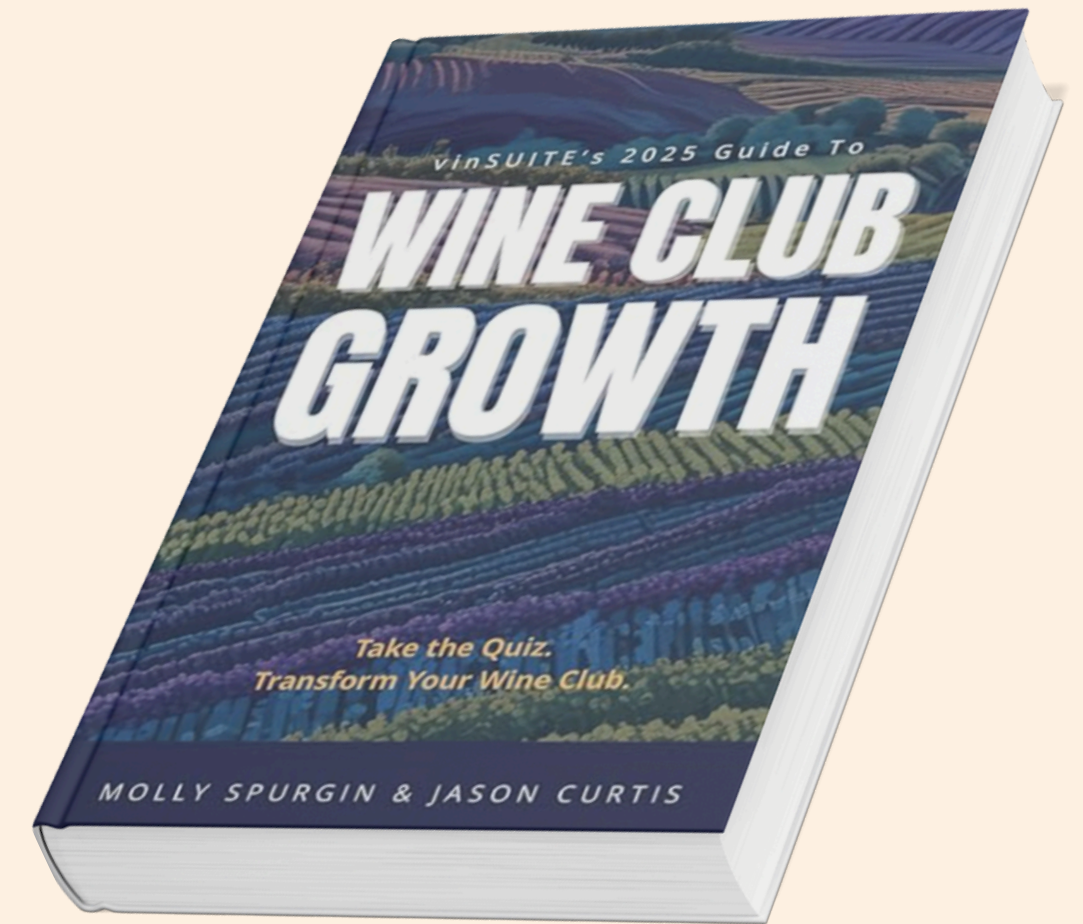


wineclubscorecard.com

- 20-question quiz
- Benchmark against your peers
- Personalized action plan
- Free to take

We Wrote the Book

- Comprehensive
- Easy-to-follow steps to grow your club
- Like a free (physical) copy?
Email sales@vinsuite.com



3rd Annual Wine Club Symposium

Presented by **vinSUITE**

Sessions

Tue. @ 9:00

1

Keynote

Tue. @ 10:00

2

Customer Segmentation

Tue. @ 11:00

3

Roadshows

Wed. @ 9:00

4

Loyalty Deep Dive

Wed. @ 10:00

5

SMS Strategies

Wed. @ 11:00

6

AI Panel

3rd Annual Wine Club Symposium

Presented by **vinSUITE**

Next Up...

Top 5 Customer Segments to Target Now



Chris Huyghe



Laura Simons



Michelle Van Der Lugt

3rd Annual Wine Club Symposium

Presented by **vinSUITE**

Thank you!

3rd Annual Wine Club Symposium

Presented by **vin**SUITE