

Creating a Memorable Winery Experience



Create an experience so exceptional that your customers are excited to share their visit with friends and family.

Positive word-of-mouth is one of the most powerful and cost-effective forms of marketing, often driving sustained long-

term growth with minimal expense. However, to garner positive referrals, you need to make sure your customers have a remarkable and shareable experience. This doesn't just happen by chance; it takes a thoughtful effort and a deep understanding of what makes your winery unique.

In Seth Godin's book "Purple Cow," he explains that in a world full of brown cows—unique and amazing as they may be—nobody pays much attention to them. However, if you were to drive by a field and see a bright purple cow, you would undoubtedly notice it.

A purple cow stands out and captures your attention. This remarkable sight would compel you to share your experience with friends and family.

“Focus on being remarkable and let the word of mouth do the rest.”

- Seth Godin - The Purple Cow

This same concept applies to wineries. Your winery may be unique and amazing by itself, but in a world full of wineries (10,000+ wineries in the United States), **you need to focus on making your winery unique and remarkable.** You need to think through your customer's experience, and craft each step along the way, building towards something truly unique and remarkable. By focusing on each part of your customer's experience, you will not only have happy and repeat customers, but you will also convert them into passionate promoters of your winery.





Define Your Brand & Customer

Attracting customers and getting noticed takes more than great wine. The top-performing wineries understand the importance of a well-defined brand that resonates with their target audience. Whether your winery caters to the late-night crowd, offers an upscale experience, or provides a family-friendly atmosphere, knowing where your winery fits into the marketplace is crucial.

Industry Stats

- **The average winery generates \$2.2 million in annual revenue**
- **The average winery employs 4–5 people.**
- **Chardonnay and Cabernet Sauvignon remain consumers' favorites among domestic brands.**



Remarkable Education Experiences

Creating remarkable education experiences at your winery not only enhances your guests' understanding of wine but also deepens their connection to your brand. By offering engaging and educational sessions, you can transform casual visitors into knowledgeable brand evangelists who appreciate the nuances of your craft.

✓ Remarkable Ideas

- ✓ Vineyard Guided Tours, Live or Self-Guided
- ✓ Wine Education Classes
- ✓ Wine Blending Workshops
- ✓ Grape Picking & Free Lunch
- ✓ QR Codes *(Links to Multimedia Educational Content)*
- ✓ Adopt a Vine
- ✓ Little Wine Library
- ✓ Farmer's Market Booth
- ✓ Networking With Local Farmers or Local Distilleries



Remarkable Tasting Room Experiences

The tasting room is the heart of your winery, where first impressions are made, and lasting memories are created. Designing an exceptional tasting room experience involves attention to detail, from the ambiance and service to personalized interactions with guests. This ensures they leave with a lasting impression of your wines.

✓ Remarkable Guest Experiences

- ✓ **Wine flight/tasting script/notes for server**
- ✓ **Wine Flight/Tasting Voting App.** *(Customer / Employee Favorites)*
- ✓ **Wine Pairing Guide** *(Can be Given with Purchase or During Tasting)*
- ✓ **Recipe Cards**
- ✓ **Charcuterie Board** *(The Board Housewife)*
- ✓ **Paint n' Sip Parties**
- ✓ **Private Rooms/Functions**
- ✓ **Farm to Table** *(4 Course Dinners w/ Catering License)*



Remarkable Fun Activities

Incorporating fun activities into your winery's offerings can create an engaging and memorable experience for visitors of all ages. From interactive games to cool & comfortable hangout spots, these activities not only entertain but also foster a lively and welcoming atmosphere.

Remarkable Activities

Selfie Stations

- Vineyard w/ Signage
- Tasting Room w/ Signage

Wine Slushies

Outdoor seating

- Adirondack chairs
- Park benches
- Picnic tables

Games

- Large Chess
- Large Jenga
- Horseshoes
- Corn Hole
- Quoits

Bonfires / Firepits

Vineyard Picnic Stations

Vineyard Glamping

Top Winery Experiences

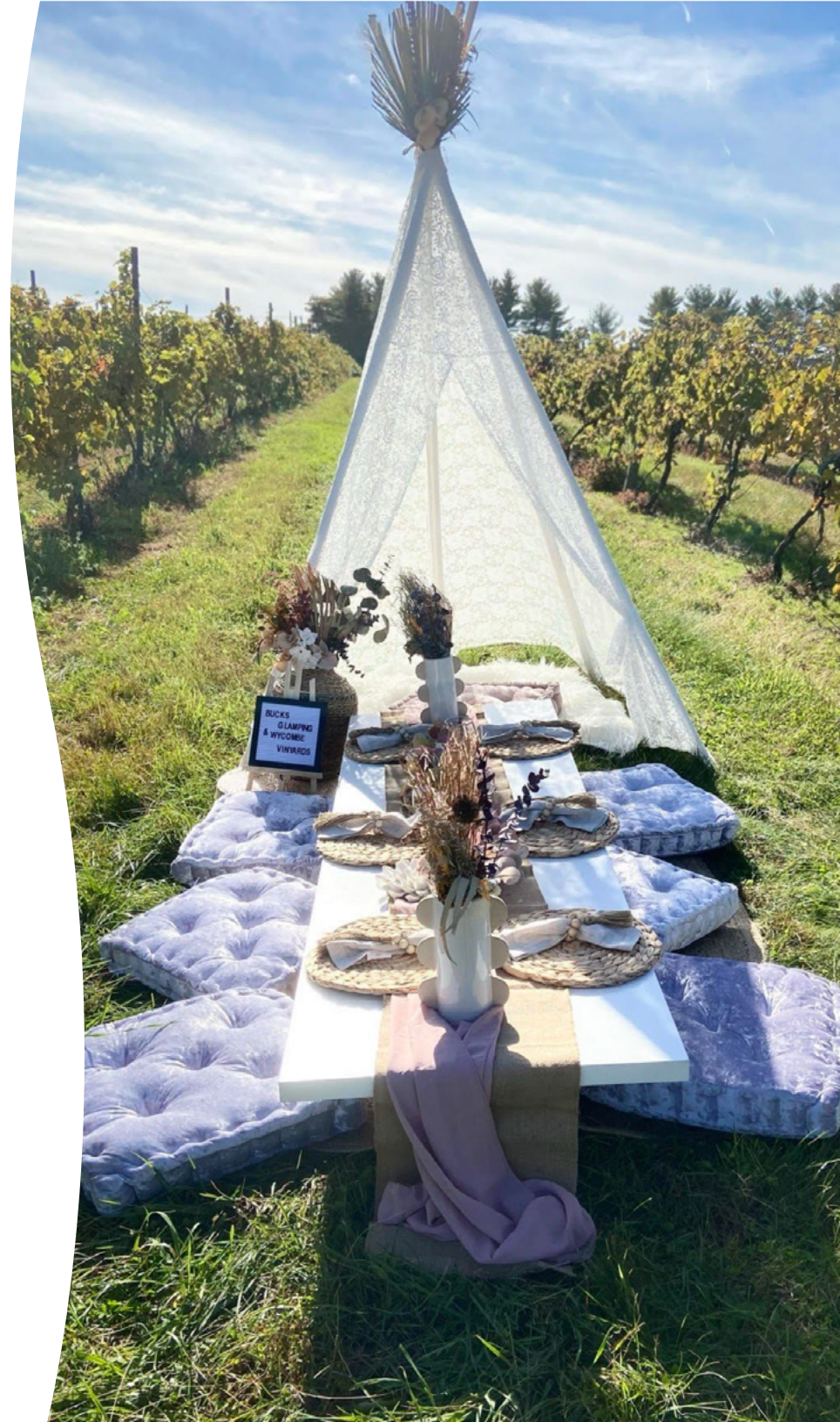
67.10% Lunch or Dinner at the Winery

64.26% Winery and or Vineyard Tour

60.32% Sitting Outdoors

59.26% Live Music

57.20% Unusual Food Pairings





Remarkable Events

Hosting remarkable events at your winery provides an opportunity to showcase your venue and wines in a unique and festive setting. Whether it's a grand celebration, an intimate gathering, or a themed event, the key is to create a seamless and enjoyable experience that highlights the charm and distinctiveness of your winery.

✓ Remarkable Events

- ✓ Live Entertainment/Music
- ✓ Outdoor Movie Night
- ✓ Art Exhibits / Sculptures in Vineyards
- ✓ Harvest Festivals/Groups
- ✓ Weddings
- ✓ Bridesmaids Parties
- ✓ Vineyard Yoga
- ✓ Pet-Friendly Areas & Events
- ✓ Family-Friendly Areas & Events
- ✓ Corporate Parties/Team-Building Events
- ✓ Hosting Birthday Parties
- ✓ Outdoor Movie Nights



Remarkable Wine Clubs

A remarkable wine club is more than just a subscription service; it's a community of loyal enthusiasts who share a passion for your wines. By offering exclusive benefits, personalized experiences, and a sense of belonging, you can cultivate a dedicated following that eagerly anticipates each new release and event.

✓ Remarkable Repeat Customers

- ✓ Wine Club Memberships with Exclusive Perks
- ✓ Wine Passports
- ✓ Wine Subscription Services
- ✓ Exclusive Seasonal Wine Releases
- ✓ Unique Wine Merchandise and Souvenirs

Word of Mouth Stats

92% of consumers trust referrals from friends and family over other forms of advertising

Referral rates for ecommerce customers average around **2.35%** but range across different products categories

Software – **4.75%**

Books – **3.27%**

Food – **2.98%**

77% of Americans prefer cash as an incentive for referrals

Dollar credit, often set at **\$10**, is the most frequently used reward in referral programs, appearing in over **50%** of cases for both the promoter and the referred friend.





Make Sharing Your Story Easy & Fun!

Encouraging guests to share their experiences online through branded hashtags and unique photo opportunities allows visitors to effortlessly promote your winery. This ensures that sharing their remarkable winery experience is both easy and enjoyable for your guests.

✓ Remarkable Ways to Share Experiences.

- ✓ Create “Instagrammable” Spots
- ✓ Encourage Branded Hashtags
- ✓ Photo Booths
- ✓ Photo Stations
- ✓ Photo Contests
- ✓ Personalized “Gift” Wine Bottles
- ✓ Free Postcards on Tables
- ✓ Guest Check-in Promotions
- ✓ QR Codes to link to Customer Reviews
- ✓ Printed Materials linked to Customer Reviews
- ✓ Memory Walls
- ✓ Keepsakes
 - Corkscrews
 - Corks
 - Local Artist Postcard (after N visits)
 - Glasses



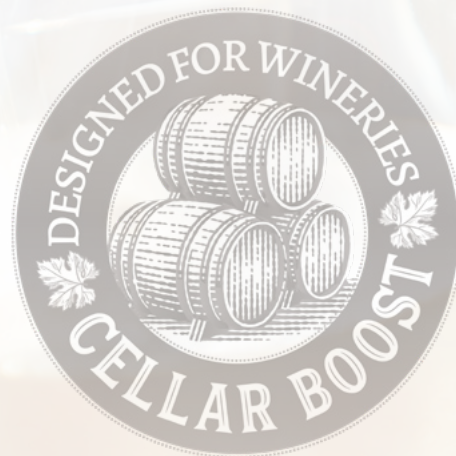
Referral Stats

Globally, **88%** of people trust personal recommendations most.

Compared to other types of advertising, word-of-mouth marketing is **37%** better for retaining customers.

73% of Millennials feel responsible for helping friends and family choose the right purchases.

At IQnection, we specialize in empowering wineries. Through our tailored Cellar Boost marketing services, we focus on understanding and addressing your unique needs, aiming to enhance your winery's visibility and success in the market. Be the standout in your industry—a true “purple cow” among the herd. **To help you get started, we're offering a 90-day trial of our VinoVote app**, allowing your customers to vote for their favorite wines and providing valuable insights into their preferences.



Raise a Glass to Growth

Please reach out for further details on how we can assist in (Cellar) boosting your winery's brand!