



2026 Roadmap for DTC Wineries

Your year-ahead guide to building predictable,
profitable DTC revenue

Introduction

2025 Set the Stage — 2026 Is the Year to Execute

Last year proved one thing: the wineries winning in DTC aren't the flashiest, they're the most aligned.

The strongest revenue came from those with clean systems, smooth workflows, and thoughtful member experiences. Customer behavior, holiday momentum, club stability, and mobile-first purchasing all point to one truth: 2026 will reward wineries that unify operations and design intentional customer experiences.

This roadmap breaks your priorities into four clear pillars.

Section 1: Unify Your Commerce System

DTC channels can't operate in silos anymore; 2026 demands a single, connected revenue engine.

Your goals:

- Connect tasting room, ecommerce, club, and events within a single system.
- Ensure all data is captured in a unified customer profile
- Automate handoffs between channels
- Track behavior and revenue

Why it matters:

Unified systems increase retention, boost AOV, and enable personalization at scale.

Next step:

Audit every tool for duplication, gaps, or data silos.

Section 2: Redesign Membership for Experience — Not Discounts

Consumer expectations have shifted. Discount-driven clubs feel transactional; experience-driven clubs feel like belonging.

Your goals:

- Map the full member journey: onboarding → engagement → renewal
- Build tier benefits that deliver value year-round
- Create personalized welcome flows
- Use segmentation to predict and prevent churn

Why it matters:

Experience-first memberships led 2025 retention — and will outperform again in 2026.

Next step:

Rewrite your onboarding flow and personalize the first 30 days.

Section 3: Treat Holiday Momentum as Q1 Fuel

Holiday performance is no longer the finale — it's the forecast.

Your goals:

- Segment holiday buyers: gift buyers, recipients, single-purchase, high-AOV, event attendees
- Build Q1 reorder sequences
- Use holiday purchasing insights to refine club offers
- Prepare early Q1 limited-release drops

Why it matters:

Gift buyers and seasonal purchasers are your warmest early-year leads.

Next step:

Launch segmented follow-ups within the first 30 days of Q1.

Section 4: Automate Lightly and Let the Human Story Shine

Small, purposeful automations make the biggest operational impact.

Your goals:

Build five essential workflows:

- welcome
- reorder
- thank-you
- event follow-up
- seasonal reminder

Add small personal touches: name, preferences, event history.

Let automation handle the routine so your team can focus on hospitality.

Why it matters:

Automation amplifies the human experience — it doesn't replace it.

Next step:

Start with one workflow per month in Q1.

What Success Looks Like in 2026

By mid-year, wineries following this roadmap should see:

- Stronger club stability
- Higher AOV through smarter segmentation
- More predictable monthly DTC revenue
- Increased conversion from tasting room → club
- Better mobile checkout performance
- Clear forecasting from holiday → Q1

2026 will reward wineries that operate with intentionality, clarity, and connected systems.