



Corporate Gifting Playbook

A Practical Guide for Turning B2B Gifting into a
Reliable Growth Channel

Why Corporate Gifting Matters

Running a winery isn't just about crafting great wines, it's about finding creative ways to share them with more people. Corporate gifting is one of the best-kept secrets in the industry. Whether it's a real estate agent thanking clients, a local business celebrating employees, or a tech company sending holiday cheer, wine makes a memorable gift that keeps your brand top of mind.

The opportunity is huge: bulk orders, higher average sales, and introductions to dozens of new customers through a single purchase. And when you plan ahead, gifting can turn into an annual, repeatable revenue stream.

Who Buys and Why

Think beyond your tasting room guests. Corporate buyers include:

- Sales teams sending client thank-yous
- Marketing departments following up after events
- HR managers recognizing staff milestones
- Executives building relationships with VIP clients

Key Moments to Target

- August–September: Fiscal year-end gifting
- October–December: Holiday rush
- January–March: Employee recognition and client renewals

Making the Business Case

Corporate gifting works for wineries because:

- Big Orders, Big Impact: One order can mean 50–500 bottles shipped at once.
- High Margins: Pre-set kits keep labor low; custom touches increase profit.
- New Fans: Every gift is a new introduction to your wines.
- Repeat Buyers: Once businesses find a winery partner, they often come back every year.

Build Kits That Sell

Look at last year's data (or even just holiday sales) to shape your offering:

- Keep the Winners: Bring back popular bundles with a refreshed look.
- Rethink the Slow Movers: Adjust price, packaging, or contents.
- Tiered Options: Good/Better/Best bundles make it easy for buyers to scale.
- Add Variety: Mix wines with local goods, logoed glassware, or festive packaging.

Tip: Order packaging by June to avoid last-minute shortages.

How to Cultivate Corporate Customers

Building lasting corporate relationships takes consistency and personalization. Here's how wineries can attract, nurture, and retain B2B gifting customers:

1. Start Local and Personal

Begin with businesses in your region: real estate agencies, financial advisors, law firms, and event planners often look for trusted local gifting partners. Offer to create sample kits or host a short tasting to showcase your brand.

2. Build a Simple Outreach Funnel

- Keep a running list of prospects with contact names and purchase history.
- Reach out in early summer with a friendly note and preview collateral or catalog.
- Offer pre-booking discounts or first-look access to new bundles.
- Follow up after delivery to gather feedback and confirm satisfaction.

3. Position Your Winery as a Partner, Not a Vendor

Corporate buyers value ease and reliability. Provide ready-to-go solutions: templated order forms, flexible shipping, and branded collateral that makes them look good to their recipients.

4. Leverage Events & Tastings

Invite business owners to private tastings or local networking nights. This helps build emotional connection and keeps your winery top of mind when gifting budgets are planned.

5. Reward Loyalty

Make repeat customers feel recognized. Send thank-you bottles, early previews of next year's offerings, or handwritten notes from your team.

Incentives That Win Corporate Business

Incentives help tip the scales for decision-makers balancing budgets and deadlines. Here are ideas wineries can adopt:

Early-Order Incentives

Encourage buyers to order before August 31 with tiered discounts:

- 5% off orders placed by August 15
- Complimentary custom cards for early commitments
- Volume-Based Rewards

Offer Benefits Based on Spend

- Discounted shipping on orders over \$2,000
- 1 complimentary case for every \$10,000 in annual orders
- Discounted inclusions or materials (corkscrews, coaster, etc)

Referral Program

Reward clients who introduce your winery to another corporate buyer with a gift certificate or tasting experience.

Exclusive Access

Invite top clients to harvest dinners, reserve tastings, or limited release allocations.

Personalized Touches

Provide co-branded notes, logo wraps, or thank-you inserts that make the gifting experience feel custom without extra hassle.

Flexible Billing & Fulfillment

Offer Net 15/30 payment options for approved business accounts and scheduled shipping dates that align with corporate calendars.

By combining thoughtful outreach with meaningful incentives, wineries can turn occasional corporate orders into dependable annual partnerships.

Reporting Made Simple

Don't overcomplicate it—track these basics:

- Who bought last year and what they ordered
- Average order size and spend
- When orders came in (August vs. November)
- Which kits sold fastest

Review your numbers in March or April so you're ready to refresh offers and place orders for packaging and collateral.

Operations Made Easy

- Use a simple intake form to collect recipient info.
- Set clear cutoffs for orders and shipping windows.
- Batch pack and QC kits for efficiency.
- Communicate shipping rules and state restrictions upfront.

Pro Tip: Ask for deposits on large orders to protect cash flow.

Marketing That Works

- Lookbook: Show off your kits with simple photos and pricing.
- Deadline Calendar: Make it easy for buyers to plan.
- Email Campaigns: Start in August, with early-bird promos and “last call” reminders.
- Landing Page: A hidden page with kit options and a quick request form.

What to Measure

Keep an eye on:

- Number of corporate accounts added
- Average order value
- Margin per kit
- On-time shipments
- How many gift recipients convert into direct buyers

Quick ROI Example

200 recipients x \$85 kit = \$17,000

Margin: ~51%

If 10 recipients become wine club members, that's another \$6,000+ in lifetime value.

Stories from the Field

- Local Firm (50 kits): Now orders every holiday season; 12 recipients joined the wine club.
- Tech Company (120 kits): Added QR-linked tasting notes; expanded gifting the next quarter.

Checklist for Success

- By May 1: Pull last year's numbers, identify repeat clients
- By June 1: Review data and finalize kits
- By June 15: Place packaging orders
- By July 15: Finalize collateral and campaigns, sample kits, staff training
- August 1: Launch your gifting program
- March: Pull last year's numbers, identify repeat clients

FAQs

- When should I start planning? March, so you're ready for an August launch.
- Do you require large minimums? Most programs start at 12 kits (1 case).
- Can you ship everywhere? Provide a compliance map and substitution options.
- Do you offer custom branding? Yes: Consider sleeves, inserts, custom labels, and co-branded packaging.

Final Word

Corporate gifting is more than a holiday add-on, it's a dependable annual program that can stabilize revenue and grow your customer base. With a little preparation and smart use of past data, your winery can turn gifting into a powerful tool. **Start planning in May. Be ready to launch by August 1.** Secure your packaging early, prep your marketing, and watch corporate gifting become one of your most reliable revenue streams.