



Corporate Gifting Quick-Start Kit

Turn Occasional Orders Into a Repeatable
Revenue Channel

Laying the Foundation

Corporate gifting is one of the most underutilized growth opportunities in DTC wine.

Most wineries treat it as:

- A holiday rush
- A last-minute request
- A manual process

The wineries that grow this successfully treat it like a structured sales channel with:

- Clear packages
- Simple ordering
- Repeatable outreach
- Consistent follow-up

This toolkit is designed to help you launch quickly without overcomplicating the process.

Part 1: Build Your Gifting Positioning

What Are You Actually Selling?

You are not selling “wine gifts.”

You are helping businesses:

- Strengthen client relationships
- Thank employees
- Celebrate milestones
- Stay top-of-mind professionally
- Create memorable experiences

Positioning Language Examples

Instead of: “Corporate wine gifts”

Try:

- Client Appreciation Packages
- Elevated Business Gifting
- Wine Country Executive Gifts
- Relationship-Building Gift Experiences
- Custom Client Celebration Sets

Part 2: Pre-Built Gift Package Tiers

Keep It Simple & Easy to Order

TIER 1: The Connection Package

Starting Around \$75

Best For:

- Referral thank-yous
- Closing gifts
- Employee recognition
- Smaller client touches

Includes:

- 1 bottle of wine
- Branded note card
- Simple premium packaging

Positioning: Approachable but elevated that feels thoughtful without being excessive.

TIER 2: The Impression Package

Starting Around \$150

Best For:

- High-value client appreciation
- Real estate closings
- Financial advisor gifting
- Business milestone celebrations

Includes:

- 2–3 bottle curated wine set
- Winery story insert
- Premium gift packaging
- Optional branded add-on

Positioning: Designed to create a memorable experience and reinforce relationships.

TIER 3: The Signature Experience

Starting Around \$300+

Best For:

- VIP clients
- Executive gifting
- Corporate leadership teams
- Luxury relationship-building

Includes:

- Reserve wine collection
- Luxury presentation packaging
- Personalized messaging
- Optional tasting experience or membership add-on

Positioning: High-touch gifting designed to stand out and strengthen long-term loyalty.

Part 3: Package Naming & Positioning Guide

Avoid Generic Naming

DO

- Make names feel elevated and experience-driven
- Keep language approachable
- Align names with emotion or relationship-building

DON'T

- Use internal wine terminology
- Overcomplicate package descriptions
- Force luxury language that feels unnatural

Strong Naming Themes

Relationship-Based

- The Connection Collection
- The Appreciation Series
- The Signature Selection

Wine Country Lifestyle

- Napa Evening Collection
- Vineyard Reserve Gift Set
- The Weekend Escape

Business-Focused

- Executive Reserve
- Client Appreciation Collection
- Closing Celebration Package

Part 4: Simple Order Intake System

Reduce Friction Wherever Possible

The easier you make gifting, the more repeat orders you'll receive.

Minimum Information to Collect

Company Information

- Company name
- Contact person
- Email & Phone number

Order Details

- Package tier selected
- Quantity needed
- Budget range
- Desired delivery date

Recipient Information

- Recipient names
- Shipping addresses
- Personalized note requests

Branding / Customization

- Company logo needed?
- Custom message?
- Bulk shipping or individual delivery?

Order Intake Options

Option 1: Dedicated Email

Example:

- gifts@yourwinery.com
- corporate@yourwinery.com

Option 2: Website Form

Simple landing page with:

- Package overview
- Inquiry form
- Downloadable PDF
- Contact CTA

Option 3: Concierge Approach

High-touch support for:

- Large orders
- VIP gifting
- Ongoing business relationships

Part 5: Target Prospect List

Where to Find Consistent Corporate Gifting Opportunities

Real Estate

Why They're Strong Prospects:

- Frequent closing gifts
- Relationship-driven business
- High client visibility

Ideal Targets:

- Luxury real estate teams
- Boutique brokerages
- Relocation specialists

Financial Services

Why They're Strong Prospects:

- Client retention focused
- Holiday gifting budgets
- Relationship-based sales

Ideal Targets:

- Financial advisors
- Wealth management firms
- Insurance agencies
- Private banking teams

Law Firms

Why They're Strong Prospects:

- Client appreciation opportunities
- Referral relationship maintenance
- Professional gifting culture

Ideal Targets:

- Estate attorneys
- Business law firms
- Boutique legal offices

Part 5: Target Prospect List Continued

Where to Find Consistent Corporate Gifting Opportunities

Local Businesses

Why They're Strong Prospects:

- Community relationship building
- Employee appreciation
- Event gifting opportunities

Ideal Targets:

- Medical offices
- Hospitality groups
- Construction companies
- Local retailers
- Design firms

Bonus Targets

Often Overlooked, High-Potential Categories

- Planned communities & HOAs
- Country clubs
- Luxury auto dealerships
- Mortgage lenders
- HR consulting firms
- Event planners
- Tech startups
- Tourism organizations

Part 6: Corporate Outreach Quick Start

Simple Conversation Starter

Focus On:

- Relationship-building
- Ease of execution
- Elevated experience
- Local connection

Sample Intro: “We’ve built a simple corporate gifting program designed to help businesses create memorable client and employee experiences without adding complexity to their team.”

Part 7: Building Repeatable Revenue

The Real Goal Is Not One Order

The goal is:

- Quarterly gifting
- Referral-based business
- Annual contracts
- Recurring client appreciation programs

Follow-Up Opportunities

After every gifting order:

- Ask about future occasions
- Suggest seasonal gifting calendars
- Offer VIP or recurring business programs
- Build ongoing communication cadence

Why This Works

Most wineries wait for gifting inquiries instead of building a system around them.

This framework:

- Simplifies the buying process
- Makes pricing easy to understand
- Helps businesses say yes faster
- Creates operational consistency
- Turns gifting into a scalable, repeatable channel

Final Takeaway

Corporate gifting works best when it stops feeling like a seasonal promotion and starts functioning like a relationship-driven business system.