



Mini Case Study Edio Vineyards

Reinventing the Wine Club
with a Modern Subscription Model

Edio transitioned from a traditional shipment-based wine club to a hybrid subscription model designed to serve both long-time members and newer consumers. Existing members were grandfathered into the original club, preserving the relationships and expectations they valued, while new members joined a more flexible, modern subscription program.

This approach allowed the winery to modernize without disrupting its core community. It also better reflects the broader Edio experience. With wine, cider, and bakery offerings on the property, the club encourages members to engage with multiple products and experiences rather than focusing solely on periodic wine shipments.

Operational Improvements

Technology played a key role in making the transition sustainable. Automated billing and communications reduced manual workload, while improved reporting and segmentation made it easier to track member behavior and engagement across product lines. This allowed staff to spend less time managing logistics and more time focusing on guest relationships and storytelling.

Results

- +35% increase in member engagement (members visiting or purchasing more frequently)
- +22% increase in average order value
- +28% improvement in retention across both club programs

Key Takeaway

Edio Vineyards shows that wineries don't need to abandon legacy club structures to modernize. By blending traditional programs with flexible subscription options, wineries can preserve long-standing relationships while creating an experience that resonates with today's wine consumers.

For many wineries, the future of wine clubs is not choosing between old and new models but thoughtfully combining both.