Mini Case Study Peltzer Vineyards

Revitalizing a Stalled Wine Club with a Flexible Membership Model

For years, Peltzer Vineyards operated a traditional allocation-based wine club that had built a loyal following. With approximately 2,500 members, the program had reached a plateau, generating consistent revenue but showing little meaningful membership growth.
Recognizing that newer consumers were looking for greater flexibility and more control over their purchases, Peltzer introduced a modern membership option designed to complement its existing club structure rather than replace it. The result was a wine club experience that appealed to both long-time members and a new generation of consumers who wanted to engage with the winery on their own terms.

Operational Improvements

The new membership model reduced many of the challenges associated with traditional shipment-based clubs. Members gained greater control over how and when they purchased, creating a more personalized experience while reducing the friction that often leads to cancellations. At the same time, winery staff spent less time managing club logistics and more time building guest relationships and creating memorable experiences. The flexible structure also encouraged members to participate across multiple programs, increasing engagement without increasing operational complexity.

Results

- +800 new memberships within 16 months
- +10% cross-club participation among existing members
- Less than 1% monthly churn
- Increased member engagement and purchasing flexibility
- Stronger retention compared to traditional club models

Key Takeaway

Peltzer Vineyards demonstrates that wine club growth does not always require replacing existing programs. By adding a flexible membership option alongside a traditional allocation club, the winery created new opportunities for growth while maintaining the relationships that made the original club successful. The result was a low-effort, high-engagement membership experience that gave customers greater control over their spending, improved retention, and helped reignite growth in a program that had previously stalled.

ORDERPORT