



Six Club Model Snapshot

Six club models. Endless ways to grow.

OrderPort's Six Club Models

Traditional Club Winemaker Select

How it Works: Winery curates each release; minimal to no customization

Why Use It: Reliable revenue, full winery control, simple operations

Best For: Allocated or themed releases

Business Goals: Predictable income • Protect high-demand wines

Subscription (Forbes-Featured)

How it Works: Members pay on a schedule; spend credits anytime

Why Use It: Low barriers to join • Strong appeal to younger buyers • Lower churn

Best For: Steady revenue without fixed shipments

Business Goals: Fast growth • Improved retention • Local loyalty

Allocation Club

How it Works: Members access limited wines during an allocation window

Why Use It: Drives urgency • Protects scarce inventory • Elevates exclusivity

Best For: Small-lot & prestige brands

Business Goals: Manage limited production, Maximize premium value

Case Club

How it Works: Buy 12 bottles to join; renew with a case annually

Why Use It: Larger purchases • Easy to explain in tasting rooms

Best For: Local and frequent guests

Business Goals: Higher AOV • Repeat visitation • Quick growth

Tiered Case Club

How it Works: Member tiers unlock benefits based on bottle count

Why Use It: Motivates upsells • Encourages long-term loyalty

Best For: Wineries with no set release calendars

Business Goals: Higher AOV • Local engagement • Scalability

Customer Choice Club (Custom Club)

How it Works: Default shipment set; members personalize within rules

Why Use It: Highest retention • Personalized but manageable

Best For: Modern buyers who expect choice

Business Goals: Growth • Younger member appeal • Reduced churn