



The Modern Wine Club Education Menu

Membership as Ongoing Discovery

Introduction

Purpose: Help wineries transform wine clubs from shipment programs into learning communities.

This guide supports:

- Educational events in wine club programs
- Making education a benefit, not a barrier
- People over product
- Membership as belonging, not discount

How to Use this Workbook

This toolkit includes:

- Event design templates
- Tiered member pathways
- Planning worksheets
- ROI tracking sheets
- Calendar planning framework

The goal is simple: Turn every club touchpoint into an opportunity for discovery.

Section A: The 6 Core Educational Event Types

These event formats can be adapted for in-person, hybrid, or virtual experiences.

1. Intro to Wine Nights

(Beginner-Friendly)

Purpose: Remove intimidation. Build confidence.

Ideal Audience:

- Explorer-level members
- New club sign-ups
- Prospects considering joining

Format: 60–90 minutes

- Guided tasting of 4 wines
- Focus on fundamentals: body, acidity, tannin

Experience Style:

- Conversational, welcoming, interactive

Key Message: “The best wine is the wine you like.”

2. Build Your Palate Workshops

Purpose:

- Help members articulate preferences.
- Ideal Audience:
- Explorer → Enthusiast transition

Format:

- Side-by-side comparisons
- Structure-focused discussion
- Flavor mapping exercises

Interactive Element: Members fill out their own palate profile card.

3. Blind Tasting Labs

Purpose: Make education fun and confidence-building.

Ideal Audience: Enthusiasts

Format: 3–4 blind wines

- Guided deduction conversation
- Structured but playful

Outcome: Members feel empowered, not tested.

4. Winemaker Roundtables

Purpose: Humanize the brand.

Ideal Audience: Enthusiasts and Collectors

Format:

- Small-group Q&A
- Vintage insights
- Behind-the-scenes stories

Focus: People over product.

5. Vineyard Walks

Purpose: Connect land to glass.

Ideal Audience: All tiers (especially Enthusiasts)

Format:

- Guided vineyard tour
- Farming philosophy discussion
- Tasting in the vines

Impact: Deep emotional connection to place.

6. Library Release Seminars

Purpose: Showcase aging potential and exclusivity.

Ideal Audience: Collectors

Format:

- Vertical tasting
- Cellaring discussion
- Production data

Focus: Access + expertise + belonging

Worksheet: Event Design Planner

Event Name: _____

Target Member Tier:

- Explorer
- Enthusiast
- Collector

Event Type:

- Intro
- Palate Workshop
- Blind Lab
- Winemaker Roundtable
- Vineyard Walk
- Library Seminar

Educational Goal: _____

Emotional Goal: _____

What will members feel smarter about? _____

Section B: Tiered Education Pathway

Wine club education should evolve as members evolve.

Explorer

Profile: Newer to wine. Curious. Building confidence.

Best Event Types:

- Intro Nights
- Palate Workshops
- Casual tasting labs

Messaging Focus:

- Discovery
- Confidence
- Flexibility

Education Tone: Empowering, simple, conversational

Enthusiast

Profile: Regular drinker. Interested in nuance.

Best Event Types:

- Blind tasting labs
- Vineyard walks
- Winemaker roundtables

Messaging Focus:

- Depth
- Insider knowledge
- Experience

Education Tone: Layered and interactive

Collector

Profile: Serious buyer. Values exclusivity.

Best Event Types:

- Library seminars
- Allocation previews
- Private cellar dinners

Messaging Focus:

- Access
- Legacy
- Investment

Education Tone: Peer-level, insider conversation

Member Progression Tracker (Worksheet)

Member Name: _____

Current Tier:

- Explorer
- Enthusiast
- Collector

Recent Events Attended: _____

Signs of Progression:

- Increased purchase size
- Attending advanced events
- Asking deeper questions
- Cellaring interest

Next Recommended Experience:

Section C: Event ROI Planning Sheet

Education should drive engagement and revenue without feeling transactional.

1. Attendance Goal

Event Capacity: _____

Target Attendance: _____

% of Membership Invited: _____

2. Conversion Opportunity

Will this event:

- Drive new club sign-ups
- Upgrade tier levels
- Increase AOV
- Promote limited release
- Strengthen retention

Primary Revenue Goal: _____

3. CRM Tagging Strategy

Tag attendees as:

- Education Event Attendee
- Explorer Enthusiast Collector
- Upgrade Prospect

Track:

- Event participation frequency
- Purchase behavior post-event
- Tier progression

4. Follow-Up Automation Plan

Within 24 Hours:

- Thank you email
- Event recap
- Recommended wines

Within 7 Days:

- Personalized suggestion
- Club upgrade invitation
- Next event invitation

30 Days Later:

- Re-engagement touchpoint

Automation Notes:

Calendar Template

12 Month Education Roadmap

| Month | Event Type | Target Tier | Revenue Goal | Notes |
|-------|-----------------|-------------|--------------|-------|
| Jan | Intro Night | Explorer | New sign-ups | |
| Feb | Blind Lab | Enthusiast | AOV lift | |
| Mar | Vineyard Walk | All | Retention | |
| Apr | Roundtable | Enthusiast | Upgrade | |
| May | Palate Workshop | Explorer | Engagement | |
| Jun | Library Seminar | Collector | Allocation | |

Final Implementation Checklist

- Education integrated into membership value
- Events mapped to tiers
- CRM tagging system in place
- Follow-up automation built
- Revenue goal attached to each event
- Staff trained on empowerment language

**Wine club membership is not about shipments.
It is about belonging. It is about growing confidence. It is about discovery.**

When education becomes the benefit — not the barrier — membership becomes the natural next step.