



The Next-Gen Wine Club Starter Kit

A Practical Guide for Building Flexible, Experience-Driven Membership Programs That Attract and Retain Modern Wine Consumers

How to Use This Guide

This kit is designed to help you move from idea to execution. You do not need to overhaul your entire club program to see results. Start small, test intentionally, and build momentum.

Use this guide to:

- Rethink how your club is positioned
- Identify where potential members lose interest or drop off
- Design a low-risk entry point for new members
- Launch a 90-day pilot that creates measurable learning

Section 1: The Club Model Menu

Not all members want the same relationship with your winery. The goal is to offer different ways to belong, not a single path that works for everyone.

1. Traditional Club

Best For: Loyal, high-frequency buyers who value consistency

Core Features:

- Fixed shipments (quarterly or biannual)
- Discounts and priority access
- Member-only communications

Strength: Predictable revenue

Risk: Can feel rigid or transactional to younger buyers

2. Flexible Club

Best For: Commitment-aware members who want control

Core Features:

- Skip or pause options
- Pick-your-own shipments
- Customizable delivery timing

Strength: Lowers the “fear of joining”

Risk: Requires strong communication and clear rules

3. Access-Based Club

Best For: Experience-driven and social members

Core Features:

- Invitations to events, tastings, and experiences
- Early access to releases
- Behind-the-scenes content or winemaker sessions

Strength: Builds emotional loyalty

Risk: Must consistently deliver meaningful experiences

4. Experience-Driven Club

Best For: Lifestyle-focused and community-oriented members

Core Features:

- Pop-up events, dinners, or collaborations
- Member challenges or seasonal themes
- Hybrid digital and in-person experiences

Strength: Creates brand advocates, not just buyers

Risk: Requires planning and staff alignment

Operator Insight:

You do not have to replace your current club. You can layer one new model on top of what already works.

Section 2: “Entry Tier” Builder Worksheet

The Entry Tier is your “first yes.” It should feel easy, low-pressure, and rewarding.

Step 1: Define the Purpose

What is this tier designed to do?

- Introduce members to your wines
- Introduce them to your experiences
- Build trust before asking for a larger commitment

Step 2: Choose the Commitment Level

Fill in what feels comfortable for a first-time member:

Shipment Frequency: _____

Average Cost Per Shipment: _____

Ability to Skip or Pause: Yes / No

Length of Commitment (if any): _____

Step 3: Define the Emotional Hook

Why would someone want to join, beyond the wine?

Examples:

- Member-only tastings
- Access to small-lot wines
- Invitations to events
- Personal connection to staff or winemaker

Write your hook in one sentence:

“Join this club to _____.”

Step 4: Design the Upgrade Path

What does “leveling up” look like?

After 6 months, members can access: _____

After 12 months, members can access: _____

Section 3: Commitment Friction Checklist

This section helps you identify where people hesitate, drop off, or quietly disengage.

Before Joining

- Is the club easy to understand in under 60 seconds?
- Is pricing transparent and simple?
- Is the value clear beyond discounts?
- Can someone join on their phone in under 3 minutes?

After Joining

- Do members receive a welcome message within 24 hours?
- Do they know what happens next and when?
- Do they feel recognized, not just processed?

Before Shipments or Events

- Are reminders sent in advance?
- Can members make changes easily?
- Do they know what makes this shipment or event special?

When Members Leave

- Do you ask why?
- Do you track patterns, not just cancellations?
- Do you offer a softer alternative instead of a full exit?

Operator Insight:

Most members do not leave because of price. They leave because of confusion, surprise, or silence.

Section 4: The 90-Day Club Pilot Plan

This plan helps you test one new idea without risking your entire program.

Choose One Focus Area

Select one:

- New Entry Tier
- Flexible Shipment Option
- Experience-Based Benefit
- New Follow-Up Process

Define Success

Write one simple metric:

“If this works, we should see _____ improve.”

Examples:

- Event-to-club conversion rate
- First-to-second shipment retention
- Member engagement with emails or texts

30 Days — Build & Align

- Train staff on the new offering
- Update website or signage
- Create one simple follow-up message
- Test internally

60 Days — Launch & Observe

- Promote in the tasting room
- Mention in email or social
- Track questions and objections
- Collect staff feedback

90 Days — Review & Refine

- What worked better than expected?
- Where did people hesitate?
- What should be simplified?
- What should be expanded?

Final Thought: Why This Works

This kit does not ask you to “reinvent” your winery. It gives you a way to experiment with intention.

Small, thoughtful changes—tested in real-world conditions—help you build a club that feels less like a program and more like a place people want to belong.

The wineries that grow strongest over time are not the ones that move fastest. They are the ones that listen, adjust, and build relationships one experience at a time.