



# The Winery Voice Playbook

“How We Sound, What We Say, What We  
Never Say”

## Purpose

**Give wineries a one-page internal tool they can hand to:**

- Tasting room staff
- Marketing teams
- Anyone writing emails, product descriptions, or club messaging

This turns storytelling into consistency across every touchpoint.

## What It Includes

### 1. Brand Voice Snapshot

- 3–4 tone words
- One sentence brand personality
- “We sound like / We don’t sound like”

### 2. Language Guidelines

Say more of this:

- Conversational phrasing
- Real moments (“Tuesday night wine”)
- Clear, simple descriptions

Avoid this:

- Overused wine terms
- Vague adjectives (“exceptional,” “premium”)
- Copy that could belong to anyone

### 3. Signature Phrases

3–5 phrases unique to the winery repeated across channels to build recognition

### 4. Before / After Examples

- Generic winery copy → rewritten in brand voice

## Why It Works

- Makes storytelling scalable and trainable
- Bridges the gap between marketing and hospitality
- Immediately improves consistency and memorability

## Story-to-Sales Conversion Map

### “Where Your Story Actually Drives Revenue”

Help wineries connect storytelling directly to:

- Wine club signups
- Higher AOV
- Repeat purchases

This reframes storytelling from creative exercise → revenue lever

## What It Includes

### 1. The Story Funnel

Discovery → Visit → Purchase → Loyalty

Stage	Story Type Needed	Example
Discovery	Hook / POV story	“Why we exist”
Visit	Human + origin stories	Staff storytelling
Purchase	Wine-specific story	“Why this bottle now”
Loyalty	Identity + belonging story	Wine club narrative

### 2. Touchpoint Breakdown

- Website homepage → clarity + differentiation
- Tasting room → emotional connection
- Wine club page → belonging + identity
- Email → continuity + narrative
- Product pages → context + immediacy

### 3. Missed Opportunity Audit Checklist:

- Are your wine descriptions just technical?
- Does your club page lead with discounts instead of identity?
- Do your staff tell the same story consistently?

### 4. Quick Wins Section

- Add a 2-sentence story to top 3 wines
- Rewrite club intro to focus on who it's for
- Train staff on one “signature story”