




Next Generation of Wine Club Members

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What to Expect

- Understand how younger consumers discover and evaluate wine brands.
 - Redesign wine clubs around flexibility, belonging, and experience.
 - Translate storytelling into measurable club growth.
 - Build an emotional funnel from content → visit → membership.
 - Make wine feel welcoming, inclusive, and culturally relevant.
- 



The Generational Shift



The Industry Mindset Problem

Gatekeeping vs growth

Wine has spent decades protecting tradition...but in doing so, it's often pushed away the very consumers it needs to grow.

Dismissing mainstream success

Mainstream attention = top of funnel.

Failure to capitalize on cultural relevance

AKA "The Swift Effect"

The Industry Mindset Problem

1. Culture is not a threat to wine. It's a distribution channel.

If you're not part of the conversation, you don't exist in it.

2. Visibility drives discovery. Discovery drives membership.

Younger consumers don't start in tasting rooms. They start on their phones.

3. Relevance is built, not inherited.

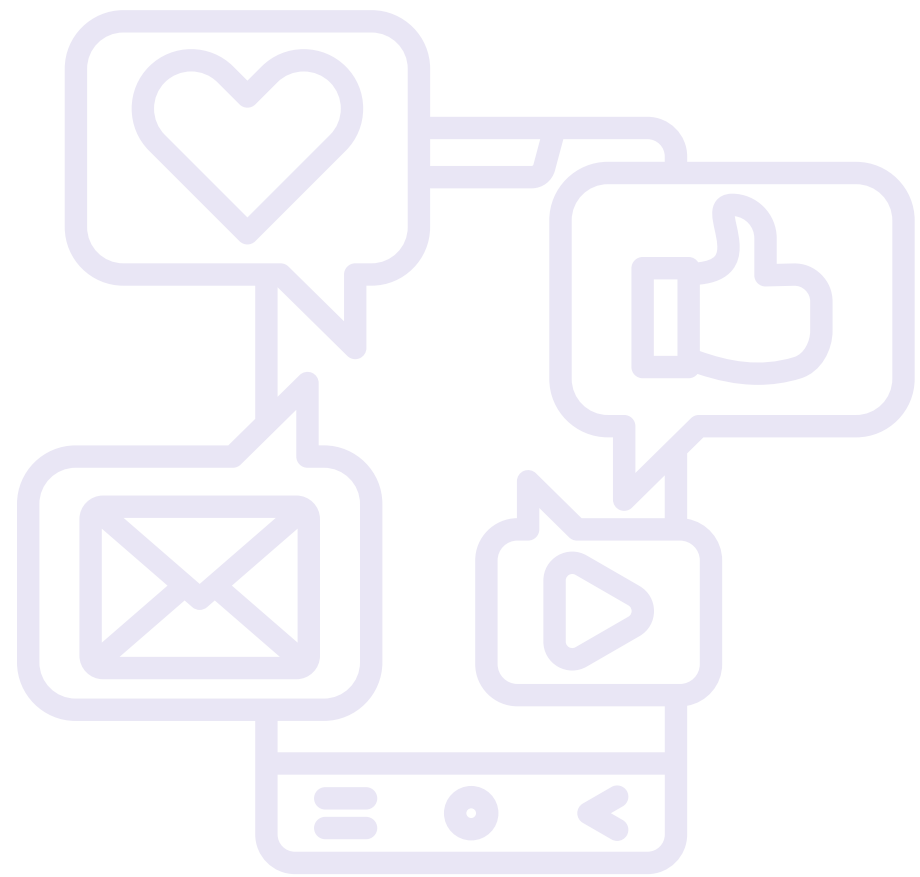
Heritage doesn't automatically translate to connection.

4. Growth requires participation, not observation.

You don't get credit for being adjacent to culture - you have to show up inside it.

5. The real risk isn't "selling out." It's being ignored.

Younger Consumers



- Discover brands socially first
- Expect personalization
- Reject elitism
- Value identity and belonging over prestige

If wine feels like a test, younger consumers choose another beverage.



Killing the Intimidation Problem



Wine's Perception Gap

What wineries believe:

"We're welcoming."

What guests experience:

Uncertainty, pressure, and a quiet fear of getting it wrong.

The Disconnect

- Hospitality is assumed, not measured
- The first 5 minutes of a visit are unmanaged and inconsistent
- Staff are trained on wine... not on reading people

The Shift That Changes Everything

Personalization Removes Intimidation.

Not in theory. In practice.

- Use their name
- Match their energy
- Ask what they like, not what they know
- Let them guide the experience

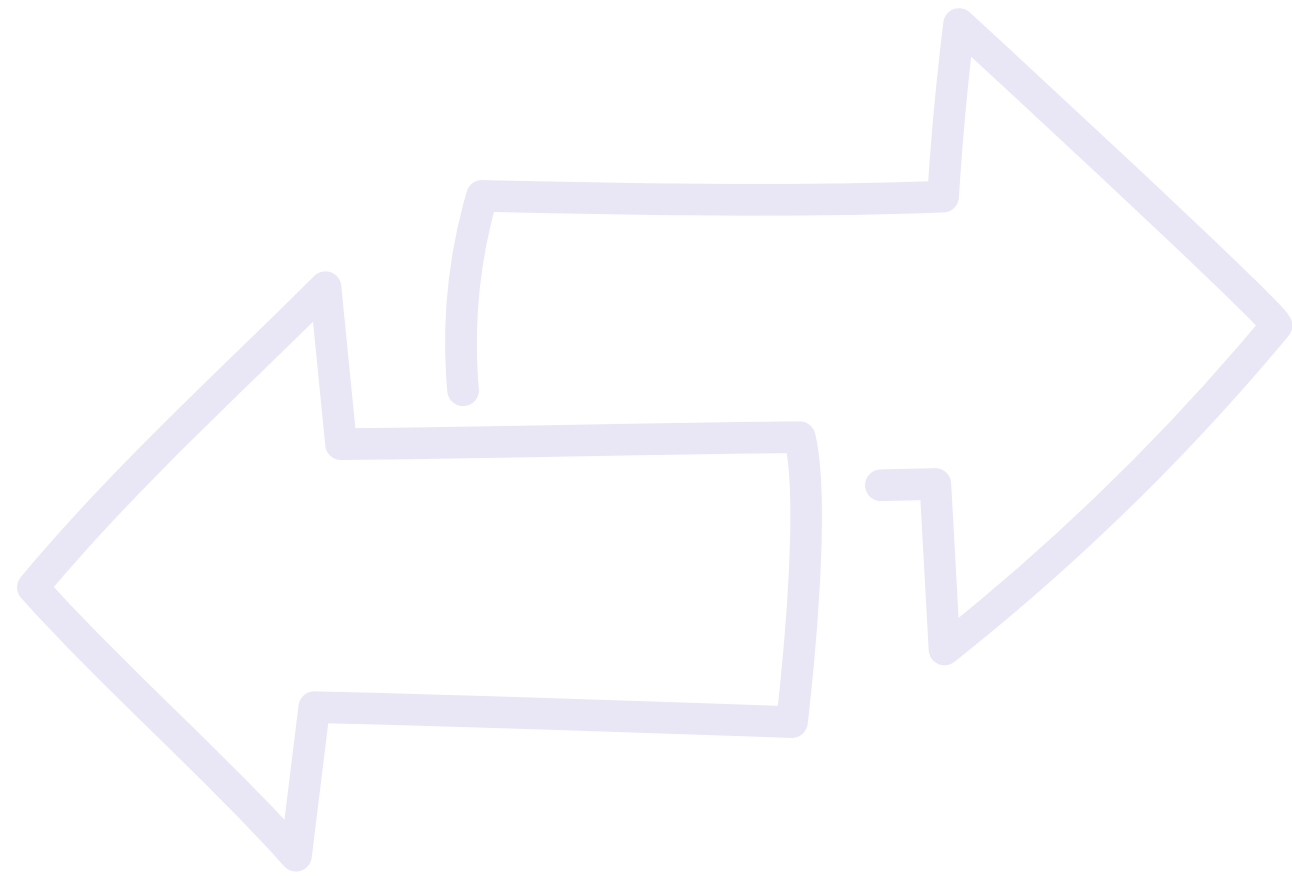
Elitism doesn't disappear because you say you're approachable.
It disappears when the experience proves it.

Young Customers Fear



- **Saying the wrong thing**
- **Not knowing the “rules”**
- **Being judged**
- **Not belonging**

Make Wine Feel Human



Education → Conversation

Prestige → Personality

Tradition → Experience

Expertise → Hospitality



What Younger Wine Consumers Actually Want



Next Gen Value Shift

Old Model	New Model
Scores	Story
Prestige	Personality
Discounts	Belonging
Allocation	Access
Ownership	Experience



Younger consumers don't join clubs for wine, they join clubs for identity and connection.

A large, light purple graphic of a stylized leaf or branch with several rounded, bulbous shapes extending from a central stem, positioned on the left side of the slide.

The 4 Drivers of Next-Gen Wine Engagement

- ① Storytelling
- ② Flexibility
- ③ Experience
- ④ Cultural Relevance



Authentic Storytelling

- Founder & people stories
- Behind-the-scenes content
- Values and mission
- Transparency



Flexibility

- Skip/Swap/Customize
- Short commitment options
- Lifestyle-friendly shipments



Experience

- Events & access
- Travel & hospitality
- Social experiences
- Community



Cultural Relevance

- Pop culture moments
- Collaboration
- Lifestyle positioning



Experience → Membership



The Next-Gen Club Framework

Flexible

Build-your-own shipments

Seasonal membership options

Lifestyle bundles

Experience

Event access

Travel perks

Member-only content

Virtual experiences

Community

Private groups

Ambassador programs

Referral ecosystems

Creator partnerships

The 30-Day Action Plan

1 storytelling initiative

1 club flexibility update

1 experiential offering

1 personalization workflow

1 new membership offer



Final Message

Wine does not need to become younger, wine needs to become more welcoming, more human, and more relevant.

The wineries that win the next decade will:

- Remove Intimidation
 - Embrace Culture
 - Build Community
 - Sell Belonging
- 

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Thank You!



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