

VANTAGE *by* ORDERPORT

# The Future of DTC

WHAT MODERN WINERIES MUST MASTER NEXT

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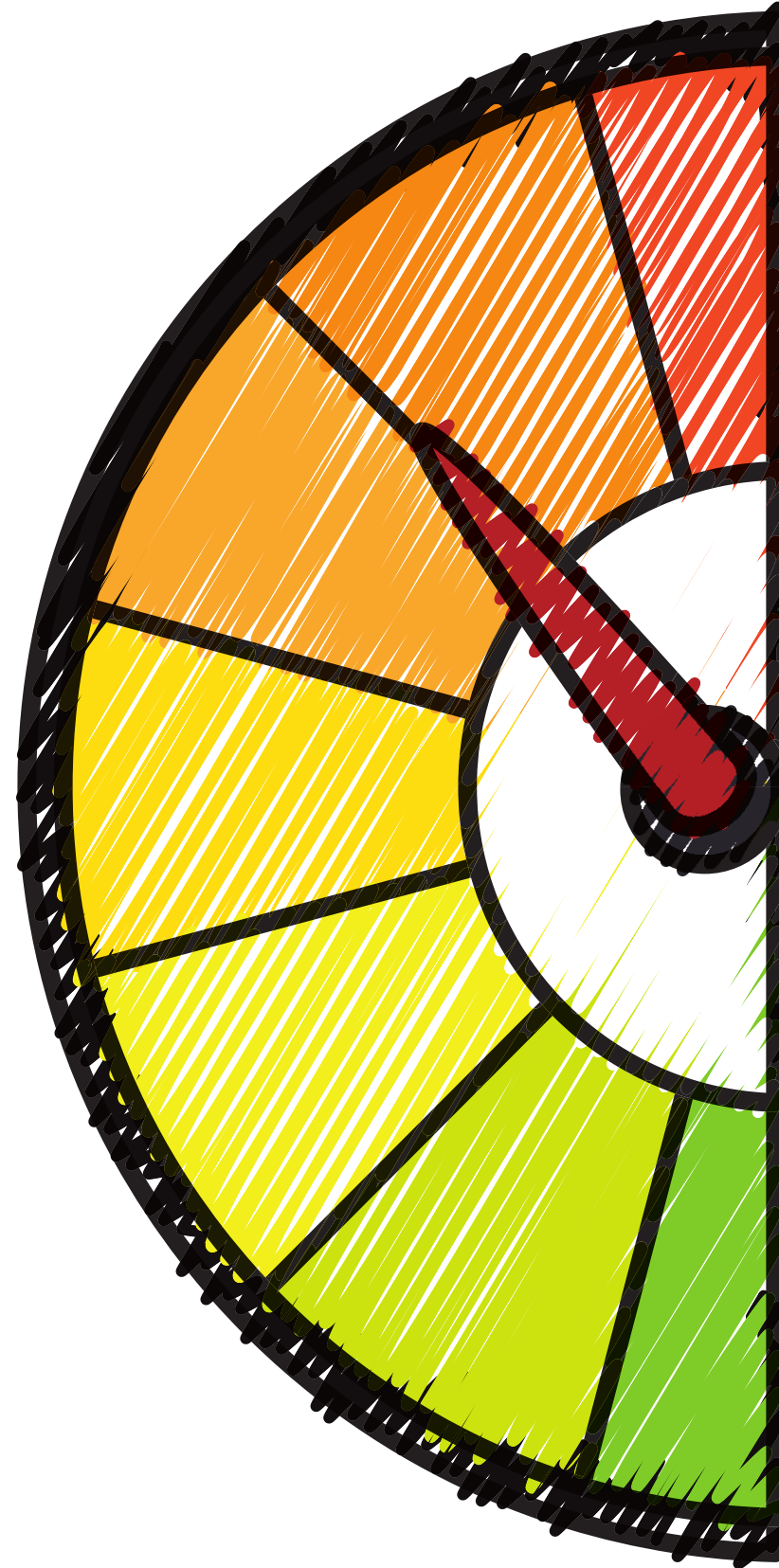


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# Where Wineries Feel the Most Pressure



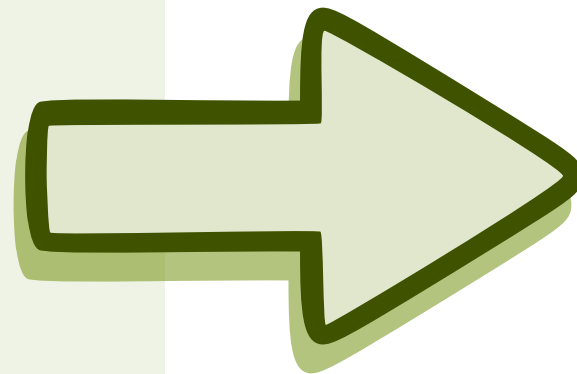
**Revenue**  
**Labor**  
**Compliance**  
**Retention**  
**Technology**  
**Distribution**

# From Volume to Viability

How Success Metrics are Changing

## Old Metrics

Total Cases Sold  
Club Sign Ups  
Top-Line Revenue  
Event Attendance



## New Metrics

Repeat Purchases  
Retention Rate  
Margin Per Customer  
Lifetime Value  
Operational Efficiency

# The Old Playbook is Breaking



**“Great Wine Sells Itself”**

**“Tourism Will Always Drive Club Sign-Ups”**

**“One Size Fits All Club Models”**

**“More Tools = Better Operations”**

# Loyalty Models

Beyond Shipments, Toward Relationships

# What's Working



**Flexible Shipments**

**Personal Relevance**

**Curated & Intentional  
Communication**

# What's Not



**Rigid Club Calendars**

**Discounts**

**Automated  
Communication**

# Signals from the Modern Consumer



**Desire for choice and transparency**

**Emotional connection to brand story and people**

**Expectations set by non-wine subscriptions  
(Netflix, Peloton, Stitch Fix, Fabletics)**



# Loyalty Beyond Shipments

**Access, experiences, and  
belonging as retention drivers**

**Events, private offers, and  
insider moments**

**Digital touchpoints extending  
tasting room relationships**

## Top Performers Grow Total Club Sales Thru Engagement Indicators

(Jan. 1 - Dec. 31st 2025)

	Top 20%		All Other	
Allocation Value (Club AOV)	\$262	+10%	\$288	-1%
Beyond Allocation Sales	\$841k	+10%	\$547k	-8%
Club Visitors %	44%	+2%	37%	+2%

## Top Performers Sustain Conversion at Scale - Turning Higher Traffic into Net Growth

(Jan. 1 - Dec. 31st 2025)

	Top 20%		All Other	
Visitors	19,250	+2%	9,710	-9%
Club Visitors %	44%	+2%	37%	+2%
Club Conversion Rate	3.5%	-8%	3.5%	-5%
Member Acquisition Rate	23%	-8%	19%	-5%
Member Attrition Rate	27%	+18%	26%	+11%
% Total DTC Sales To New (Non-Club) Buyers	41%	+2%	38%	-1%

## Top Performers Grow Total Club Sales Through Value Per Member

(Jan. 1 - Dec. 31st 2025)

### 2025 Thru December Year To Date - TOTAL CLUB REVENUES (Allocation + Beyond Allocation)

Percent Change 2025 vs. 2024 %		
Top 20%	\$2.99M	+9%
All Other	\$1.94M	-9%

	Top 20%	All Other
Members	2,753 <span>-7%</span>	1,648 <span>-11%</span>
Revenue Per Member	\$1,032 <span>+18%</span>	\$1,152 <span>+2%</span>

# **Data, Trust, Personalization**

## **Using Information Without Losing Humanity**

# What Data Actually Matters

**Behavioral data vs. transactional data**

**Leading vs. lagging indicators**

**Connecting sales, club, ecommerce,  
and engagement signals**



# Personalization Adds Value

**First-time buyer to second purchase moment**

**Club onboarding experience**

**Lapsed member re-engagement**

# Building Trust at Scale

Automation Without  
Losing Authenticity



**Transparency in billing, shipping, and communication**

**Consistency across tasting room, online, and phone**

**Trust as a retention multiplier**

# Systems Over Heroics

## Digital Transformation That Works

# Pain Points from Disconnected Systems

**POS to club handoffs**

**Inventory visibility gaps**

**Reporting inconsistencies**

**Compliance and fulfillment breakdowns**



# Operational Wins & Lessons Learned

**Unified customer profiles**

**Fewer platforms, deeper adoption**

**Process design before tech adoption**

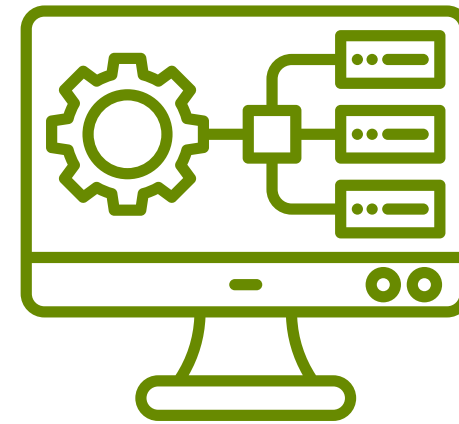
**Looking Ahead to the Next Era  
of Winery Leadership.**

**What Would You Do Differently Today?**

# What 2026 Demands from the Industry



**Leadership  
Over Hustle**



**Systems  
Over Silos**



**Strategy Over  
Reaction**

# What Wineries Should Stop Doing

**Chasing every new tool or trend**

**Measuring success by short-term spikes**

**Treating DTC as a channel instead of a business model**

# What Deserves Greater Focus

**Retention design, not retention recovery**

**Cross-team visibility**

**Training as a growth investment, not a cost**

# Systems, Metrics & Mindsets That Matter Most



**Unified data systems**

**Lifetime value as a leadership metric**

**Culture of ownership and continuous improvement**

**Building Better Wineries**  
**Not Just Better Sales**

VANTAGE *by* ORDERPORT

Thank You!



Join our next Vantage events!

March 5 - Harvest to Hospitality

April 2 - The New Buyer Journey

April 9 - Next Gen Club Members

