ORDERPORT

Wine Club Assessment Checklist

For the Modern Consumer

A guided self-assessment to help wineries modernize their club structure, adapt to shifting consumer behavior, and strengthen long-term retention in a changing DTC landscape.

Is Your Wine Club Ready for the Next Generation of Consumers?

A quick assessment to help you evaluate your club for today's wine consumer

Worksheet Overview

62% of DTC revenue in 2025 came from club members. Club members remain the core of this industry, but new member acquisitions are dropping. Why? Because many wineries have not shifted their club models to match how the next generation of consumers buy.

Most wine clubs were built for a customer who is now in their late fifties or sixties. The next generation of buyers, Millennials and Gen Z, make up 60% of the workforce and have different expectations for flexibility, digital simplicity, and value. If your club model has not evolved with them, this worksheet can help you analyze if your club is ready.

Section 1: Flexibility and Control

Today's consumers want options without extra work. How does your club compare?

Check all that apply:

□ We only offer one club model
□ Members cannot easily customize their shipments
□ We manually edit a large number of member orders
□ We do not offer a subscription or automatic replenishment club
□ Upgrade and downgrade requests create additional staff work
□ It feels risky to test new club ideas with our current system

If you checked 2 or more: Your club may feel restrictive to modern buyers who want flexibility.

Section 2: Convenience and Ease of Use

Younger consumers stay loyal when the experience feels intuitive and frictionless.

Check all that apply:

□ Members cannot manage their own preferences online
□ Adding optional bottles is harder than it should be
□ Billing week requires manual work or cleanup
□ Order edits create duplicates or additional orders
□ We cannot send targeted add-on reminders easily
□ We do not have automated tools for declines or failed payments

If you checked 2 or more: Your day-to-day processes may be creating friction that pushes younger consumers away and makes retention harder.

Section 3: Value Perception and Retention

Modern buyers commit when benefits feel fresh, personal, and worth it.

Check all that apply:

☐ Our perks have not changed in several years
☐ We do not offer club-only wines or exclusive experiences
☐ We cannot easily identify at-risk members
☐ We do not reward top spenders or multi-club members
☐ We only offer traditional clubs with no modern options
☐ Our reporting does not tell us why members join or leave

If you checked 2 or more: Your benefits may not feel compelling or personalized enough to keep members engaged and loyal over time.

Section 4: Revenue Growth and Scalability

Clubs that adapt see meaningful membership and AOV increases.

Check all that apply:

☐ Our club has not grown in the last 12 to 18 months
☐ We do not offer a subscription or recurring delivery model
☐ We do not have a case club or replenishment club
☐ We cannot easily launch micro-clubs or seasonal clubs
☐ Upsells are manual and inconsistent
☐ Club processing takes most of the week

If you checked 2 or more: Your club structure may be limiting growth and missing opportunities to increase AOV and long-term member value.

SCORING GUIDE:

0 to 3 checks: Strong foundation. Targeted adjustments can help attract younger buyers.

4 to 8 checks: Your club needs modernization to stay competitive.

9 or more: Your club structure is dated. The opportunity for improvement is significant.

OrderPort offers six flexible club models designed to meet the needs of different consumers. You do not have to start over to modernize your program. Simply adding new models can create meaningful growth. OrderPort wineries that introduced a subscription model have seen up to 30 percent club growth in the first year.