

Wine Sale Planning Guide

Monthly Calendar Outline:

January

- Focus: Inventory clearance, member re-engagement
- Strategy: Exclusive member pricing, loyalty campaigns

February

- Focus: Valentine's Day promotions
- Strategy: Bundled gift sets, romantic dinner wine pairings

March

- Focus: Tax refund season begins, wine club renewals
- Strategy: Launch renewal campaigns early, introduce new vintages

April

- Focus: Spring releases, Earth Day tie-ins
- Strategy: Promote sustainable practices, offer limited spring releases

May

- Focus: Mother's Day, start of summer entertaining
- Strategy: Gift promotions, rosé features

June

- Focus: Father's Day, weddings, event season
- Strategy: Case discounts, large-format bottles

July

- Focus: 4th of July gatherings, vacation buying
- Strategy: Bulk purchase incentives, BBQ pairings

August

- Focus: Last-minute summer events
- Strategy: Clearance sales, cross-promotion with local tourism

September

- Focus: Back-to-school, business re-engagement
- Strategy: Corporate gifting, event planning packages

October

- Focus: Harvest storytelling, wine education
- Strategy: Virtual tastings, harvest club offers

November

- Focus: Corporate gifting, Thanksgiving
- Strategy: Segment buyers by volume, early shipping promotions

December

- Focus: Holiday gifting, year-end wrap-up
- Strategy: Tiered offers, countdown promotions, final shipping push