



# The Case for Wine Clubs

2026 Growth Guide



Why this year is the year even holdouts are reconsidering wine clubs

# Wine Clubs Have Become a DTC Lifeline

**39%** of total DTC revenue now comes from wine clubs and now rival tasting room sales are one of the strongest channels in winery DTC.

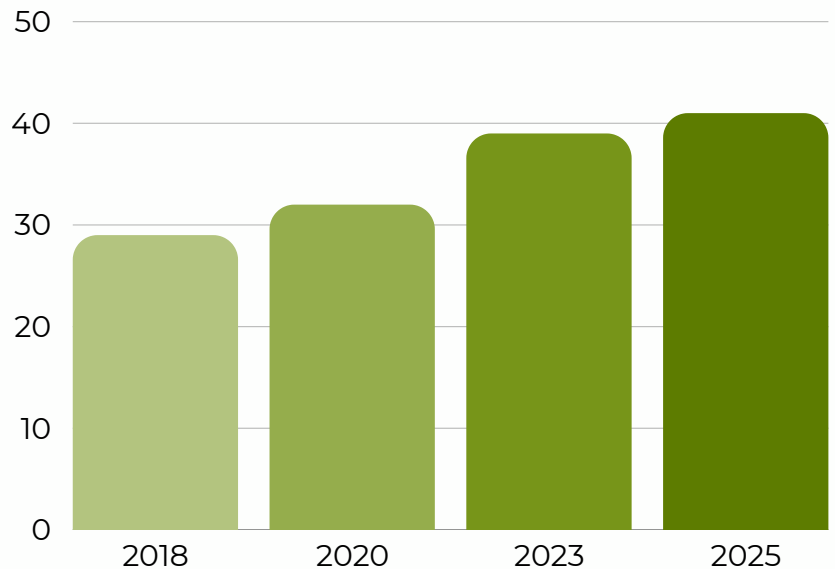
If your winery has made it this far without a wine club, you're not alone. Many small and boutique producers have relied on tasting rooms, events, and one-time online orders to drive growth and for years, that approach worked.

But the landscape is changing. Consumer buying habits have shifted, tasting room traffic is less predictable, and operating costs—from shipping and compliance to staffing—continue to rise. As wineries adapt, one trend has become clear: those with wine clubs are seeing more stable revenue, stronger customer loyalty, and better year-round performance.

Wine clubs are no longer just a perk for loyal customers. They've become a strategic part of a healthy DTC business. Today, clubs account for 39% of total DTC revenue, rivaling tasting room sales.

In this guide, we'll explore why wineries are reconsidering wine clubs now. You'll learn what has changed in the past few years, the common myths that hold wineries back, and how even a small program can make a meaningful impact. We'll also walk through modern club models designed to work for wineries of any size.

% of DTC Growth via Wine Club



## What this means:

If your winery depends heavily on foot traffic and one-time purchases, you are carrying more volatility than wineries with recurring club revenue.

# The Tipping Point

If you've been in the wine industry long enough, you've seen the landscape evolve. The traditional playbook: great hospitality, memorable tastings, and a follow-up email, still matters, but it doesn't carry the same weight it once did. Tasting room traffic is less predictable, costs continue to rise, and today's digital-first customer expects convenience and connection long after they leave the winery. As a result, wine clubs have shifted from a simple sales tactic to a core strategy for building loyal customers, stabilizing revenue, and staying top of mind. Here's what has changed and why even long-time holdouts are taking a second look.

## What's changed the last six years?

### Subscription Behavior



Consumers are already trained to subscribe  
60% of consumers use subscription services.

### Mobile Commerce



Consumers buy on their phones, on their time  
54% of online purchases are made via mobile

### Traffic Volatility



Keeping a customer is 5x less expensive  
than trying to acquire a new one.

### Retention Pressure



Modern systems make clubs easier  
to run and manage

**Wine clubs are no longer a perk;  
they are infrastructure.**

# Myth vs. Modern Reality

## What's Holding Wineries Back?

Myth	Modern Reality
We don't have enough wine	Most clubs ship 3–6 bottles just a few times a year
Customers don't want commitment	Today's buyers are used to subscriptions and flexible membership models
We don't have the staff	Automation handles billing, reminders, and fulfillment workflows
We're too small	Small clubs can still produce meaningful recurring revenue
It's too late to start	Starting small now is better than waiting another year

**12**

average active  
subscriptions  
per U.S. consumer

**Wine fits  
naturally into the  
subscription  
economy.**

# You Don't Need Thousands of Members



**100**  
Members



**\$150**  
Per Shipment



**4**  
Shipments

=

**\$60K**  
Recurring  
Revenue

## What Different Membership Sizes Could Mean

Members	Annual Revenue
50	\$30,000
100	\$60,000
250	\$150,000
500	\$300,000

## What would predictable revenue let you do?

- ✓ hire seasonal help
- ✓ redesign website
- ✓ invest in club-exclusive packaging
- ✓ improve production equipment
- ✓ reduce slow-season pressure
- ✓ research vacation



# Why Recurring Revenue Changes the Business

Improves Stability

Increases Lifetime Value

Lowers Pressure

Builds Momentum

Plan with confidence instead of hoping for busy weekends

Club members reorder more, attend more, and stay connected longer

Retention costs less than constant new customer acquisition

The value compounds as members stay and refer others



Club Member



Reorders



Events



Referrals



Higher LTV!

# Where Clubs Fit in the DTC Mix



## 40-60% of total DTC revenue

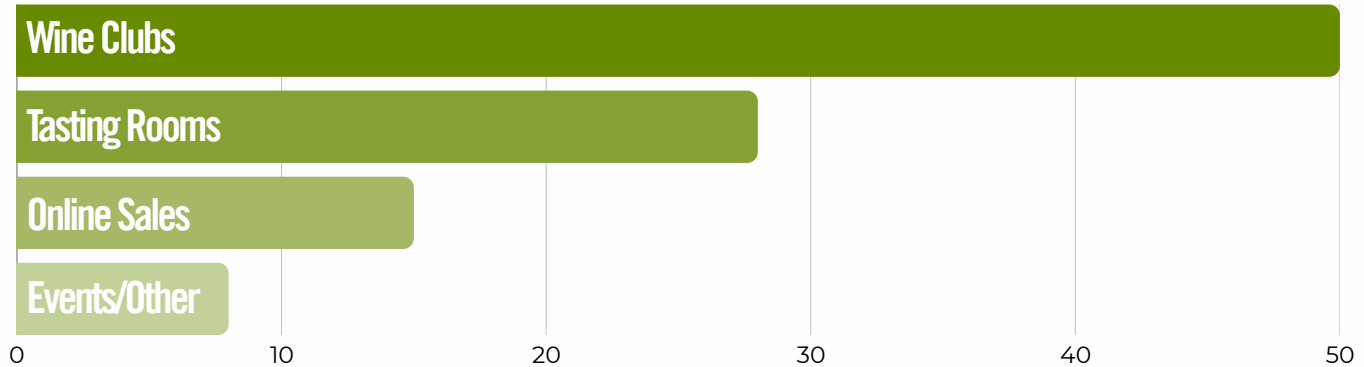
Top-performing wineries generate between 40 and 60 percent of their DTC revenue through wine clubs. For many small producers, clubs outperform tasting rooms in total sales, especially during slower seasons.

Sales By Month (All Sales)



*You do not need to scale overnight. But you do need a starting point.*

Wine clubs are increasingly becoming the anchor of DTC stability, providing wineries with predictable, recurring revenue that helps smooth out the ups and downs of seasonal traffic. Tasting rooms still play a vital role in discovery and hospitality, creating the first connection between guests and the brand. But wine clubs extend the value of that visit long after guests leave, turning a single tasting into an ongoing relationship.





# Mini Case Study Edio Vineyards

Reinventing the Wine Club  
with a Modern Subscription Model

Edio transitioned from a traditional shipment-based wine club to a hybrid subscription model designed to serve both long-time members and newer consumers. Existing members were grandfathered into the original club, preserving the relationships and expectations they valued, while new members joined a more flexible, modern subscription program.

This approach allowed the winery to modernize without disrupting its core community. It also better reflects the broader Edio experience. With wine, cider, and bakery offerings on the property, the club encourages members to engage with multiple products and experiences rather than focusing solely on periodic wine shipments.

## Operational Improvements

Technology played a key role in making the transition sustainable. Automated billing and communications reduced manual workload, while improved reporting and segmentation made it easier to track member behavior and engagement across product lines. This allowed staff to spend less time managing logistics and more time focusing on guest relationships and storytelling.

## Results

- +35% increase in member engagement (members visiting or purchasing more frequently)
- +22% increase in average order value
- +28% improvement in retention across both club programs

## Key Takeaway

Edio Vineyards shows that wineries don't need to abandon legacy club structures to modernize. By blending traditional programs with flexible subscription options, wineries can preserve long-standing relationships while creating an experience that resonates with today's wine consumers.

**For many wineries, the future of wine clubs is not choosing between old and new models but thoughtfully combining both.**

# Modern Club Models That Actually Work

There Is No One Right Club. Only the Right Fit.

Model	Best For	Member Experience	Operational Lift
Winemaker Select	curated brands	winery chooses wines	low
Custom Club	engaged buyers	member chooses wines	medium
Allocation Club	limited production	exclusive access	medium
Case Club	repeat bulk buyers	discount-based loyalty	very low
Subscription Club	younger/flexible buyers	spend-based flexibility	low

Case Club

Allocation Club

Custom Club

Winemaker Select

Subscription Club

Curated

Flexible

Best first club for holdout wineries:  
**Winemaker Select or Case Club**

# So... What's Your Club?

You do not need to copy what the winery down the road is doing.

You need to build a club that matches your wines, your people, and your way of doing business.



**Do you have seasonal releases that could anchor a Winemaker Select model?**

**Are your best customers already asking to pick their own wines?**

**Do you sell out fast and want to create exclusivity around that?**

**Would a low-lift case club let you reward loyal locals?**

**Could a subscription model bring in younger buyers who value flexibility?**

**There is no right answer. Only the right fit.**

This is your moment to design a wine club that feels like a natural extension of your brand and one your customers will be excited to join.

## The Missed Opportunity

Your Future Club Members Are Already Visiting

Wine clubs are not just another marketing idea. They are the single most dependable way to turn casual buyers into committed customers. In 2025, they have become the backbone of successful DTC operations, especially for wineries that want more control over their future.

This is not about chasing every new tool or trend. This is about building the kind of business that can grow without guesswork.

**If you have loyal customers, you already have the foundation for a club.**



# Conclusion

**THE CLUB IS NOT  
A TREND, IT'S A  
STRATEGY.**



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**If you have loyal customers, you already have the foundation for a club.**



**If you're tired of unpredictable traffic and seasonal dips, recurring revenue can give you room to breathe.**



**If you want to spend more time with customers and less time figuring out how to reach them.**

**You do not need to be big. You do not need to know it all. You just need to start.**

**Your  
next  
step!**

Let us show you what a wine club could look like for your winery. We'll walk you through real numbers, modern models, and how wineries like yours are building lasting revenue through clubs that reflect their brand.

**See how we  
can help you  
get started!**

