

svb



Silicon Valley Bank

WINE BUSINESS MONTHLY

# Insights for Successful Consumer Wine Sales – Part I and II

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Jerusha Frost

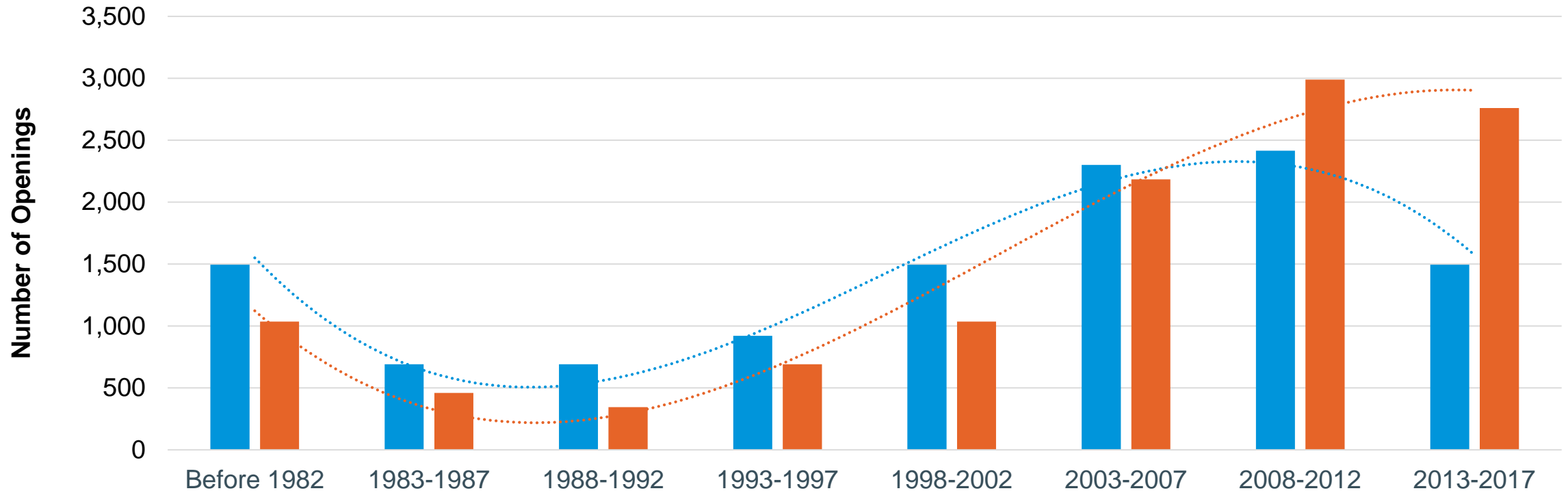
Jonathan Williams

Rob McMillan



# 5 Winery and Tasting Room Openings

■ Winery ■ Tasting Room



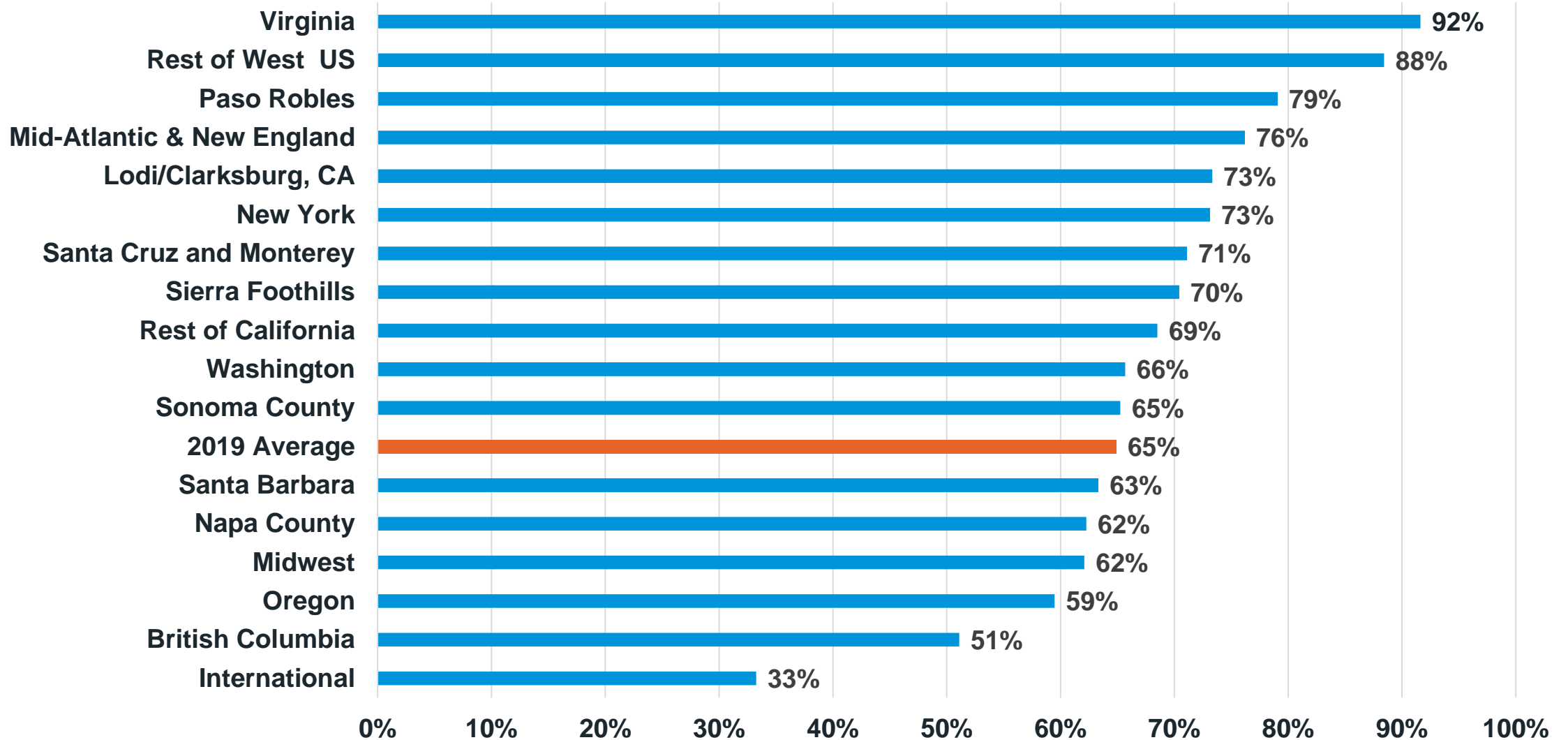
# 6 Five Year Trend of Average Retail Bottle Price by Region



\*British Columbia, figures are represented in Canadian dollars (CAD).

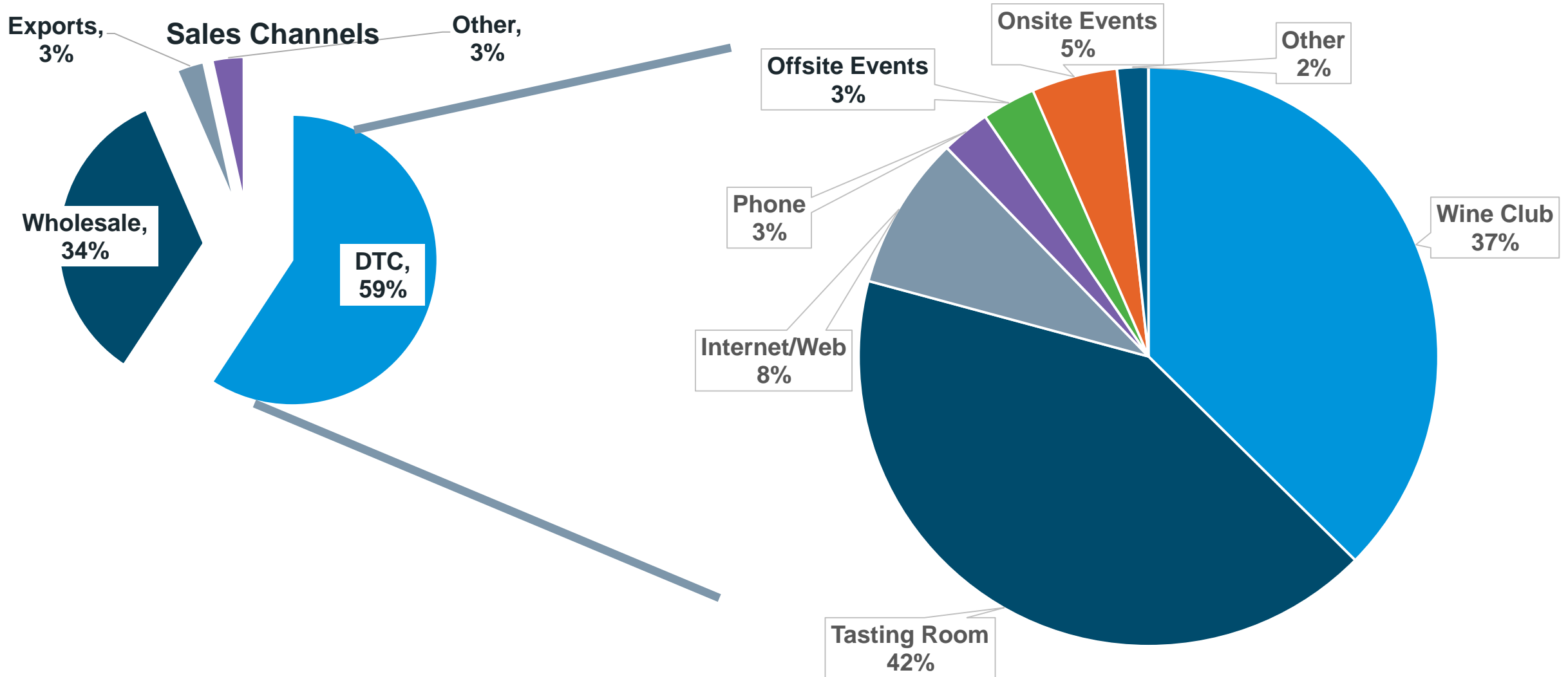


# 7 Dependence on DtC by Region (% Revenue from DtC)



# 8

## Average Winery's Composition of DtC Sales

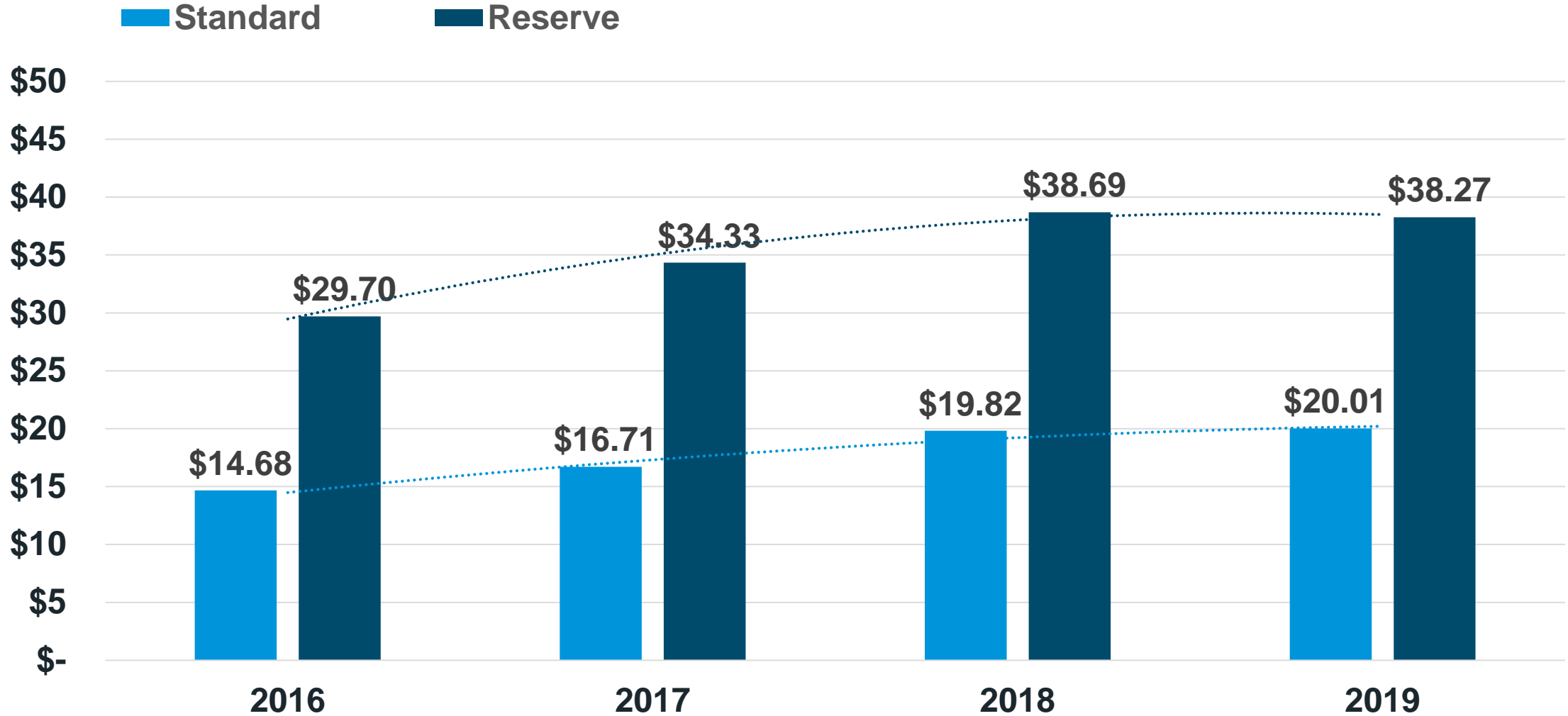


# 9 Average Tasting Fee by Region

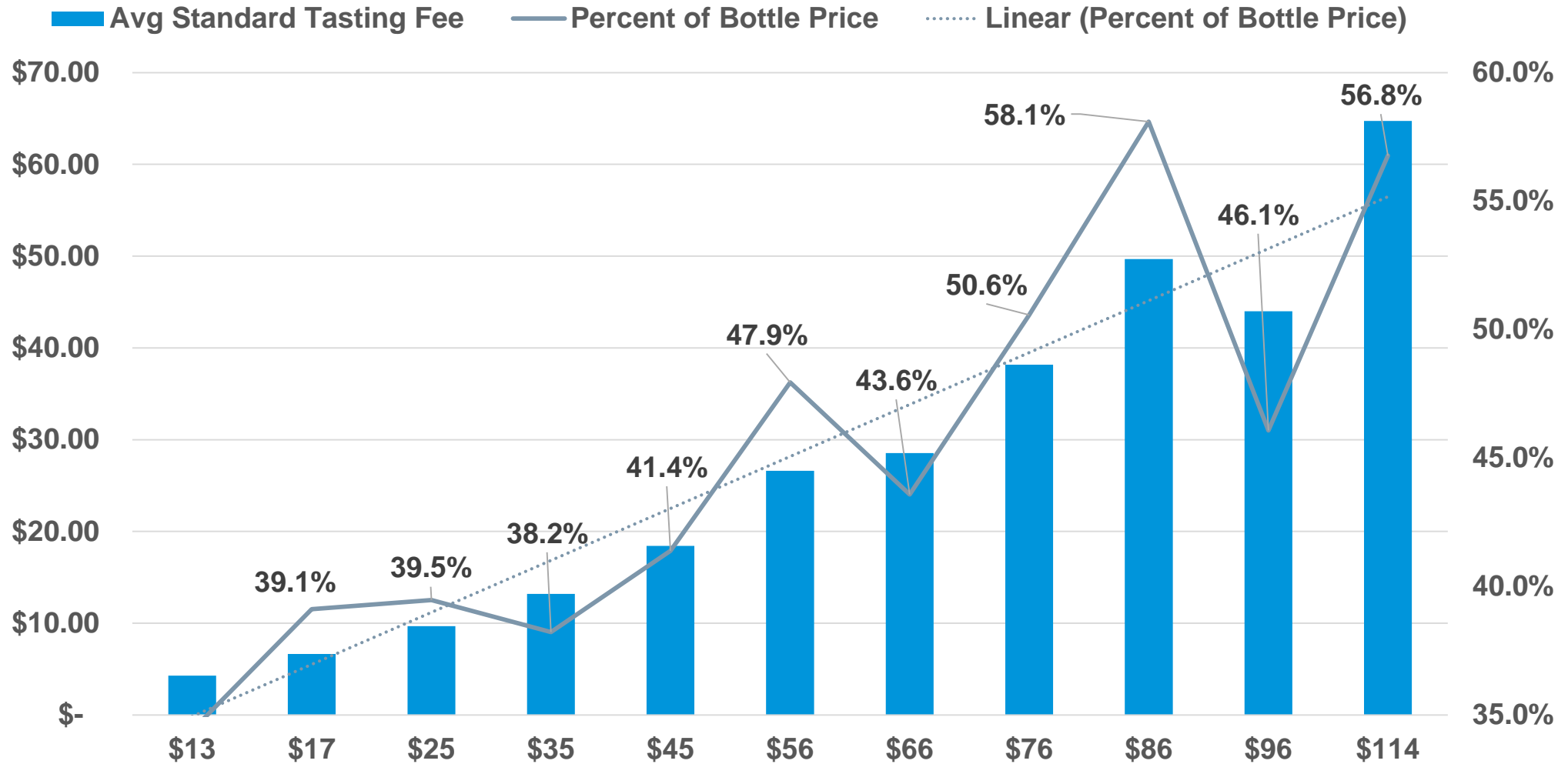
■ Standard ■ Reserve



# 10 Four Year Trend of Tasting Fees



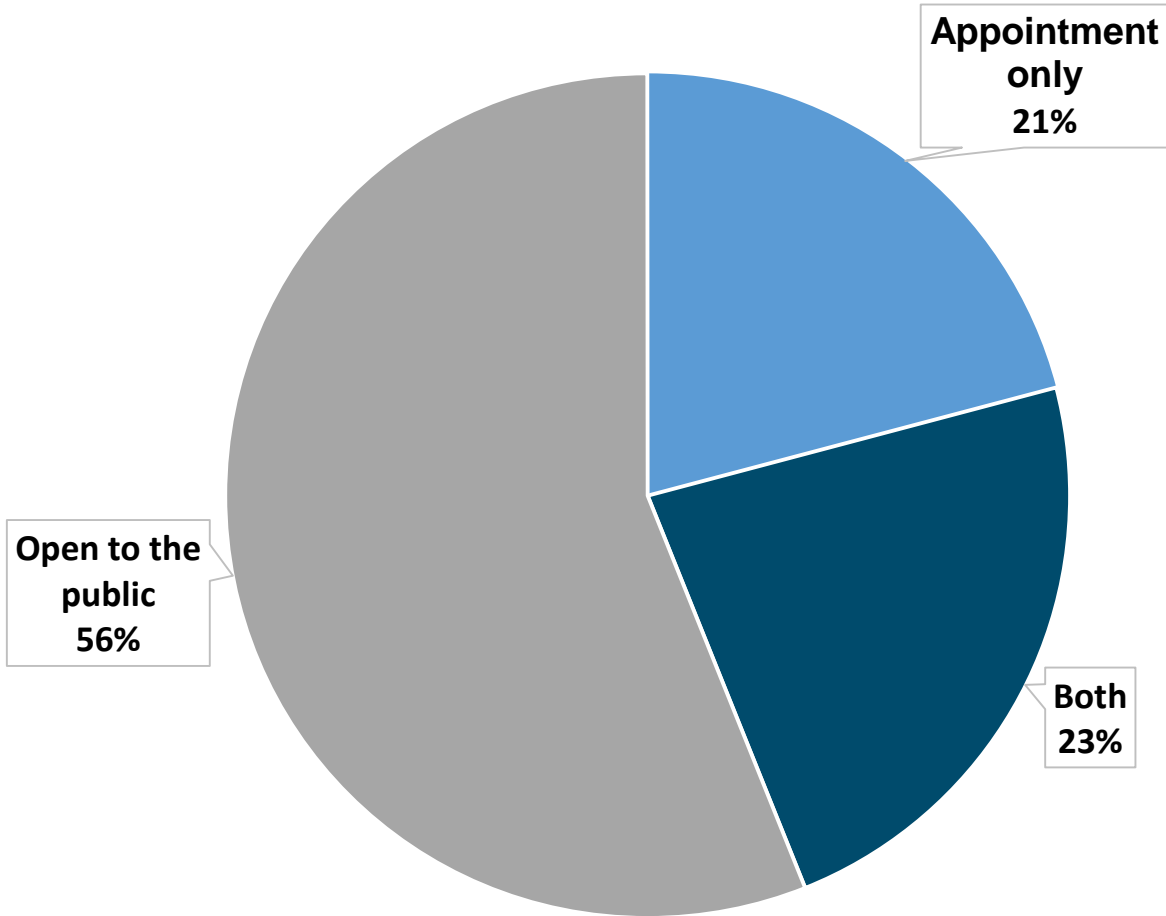
# 11 Standard Tasting Fee as a Percent of Median Bottle Price



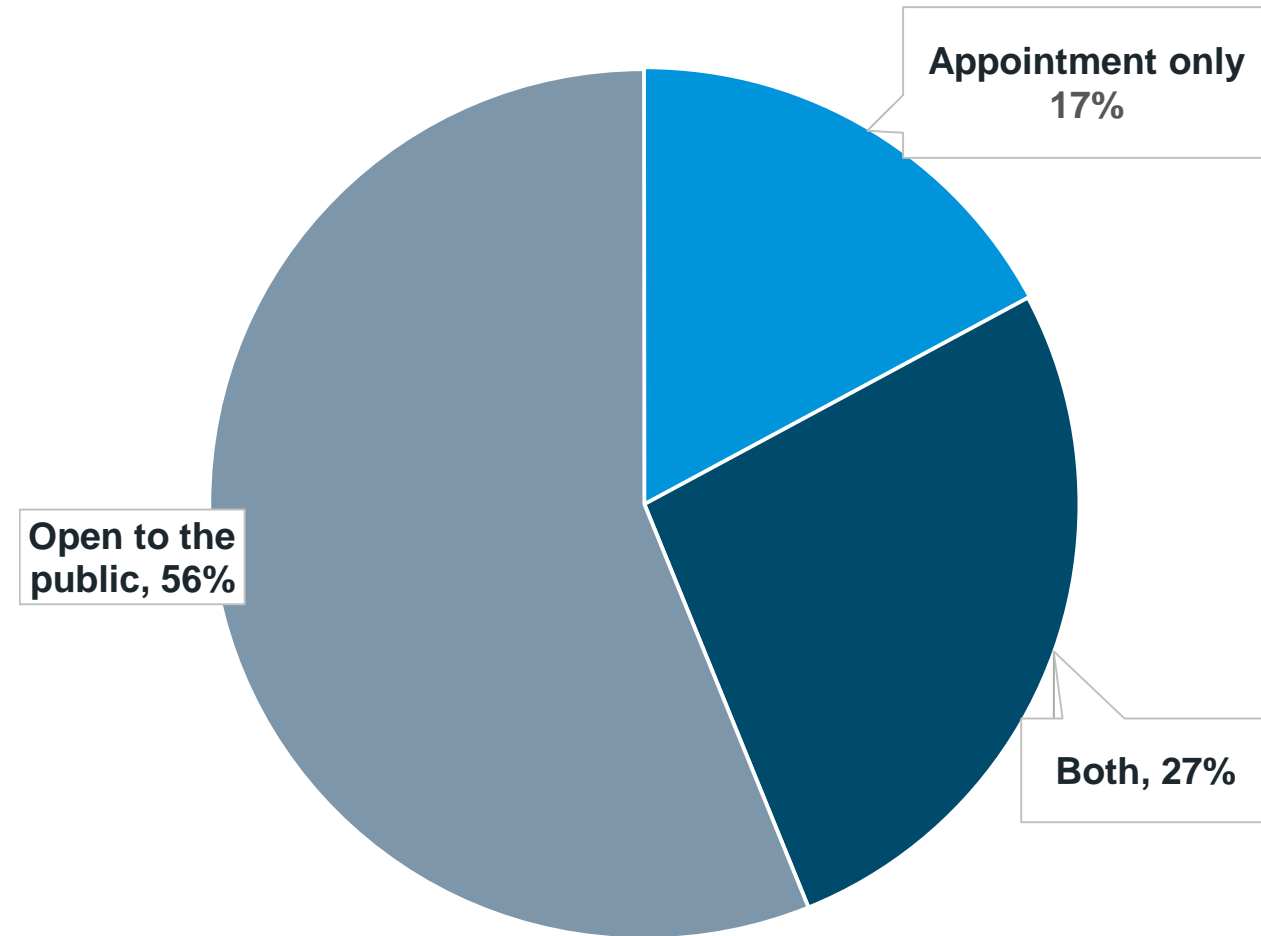


# 12 Proportion of Appointment: Only vs. Public Wineries

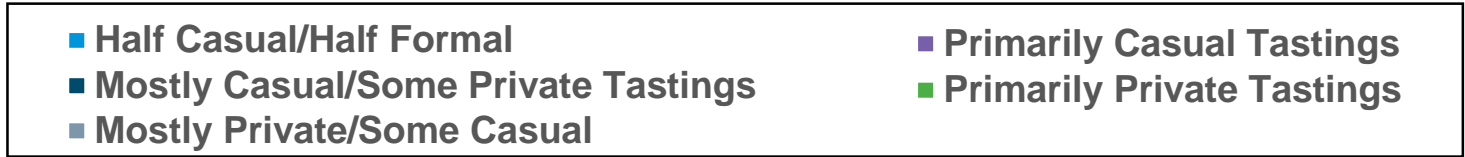
2018



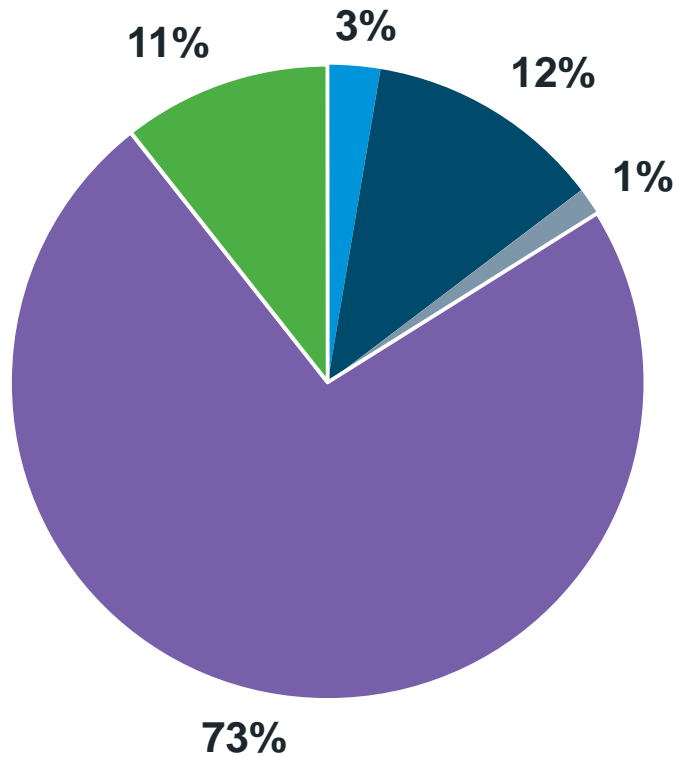
2019



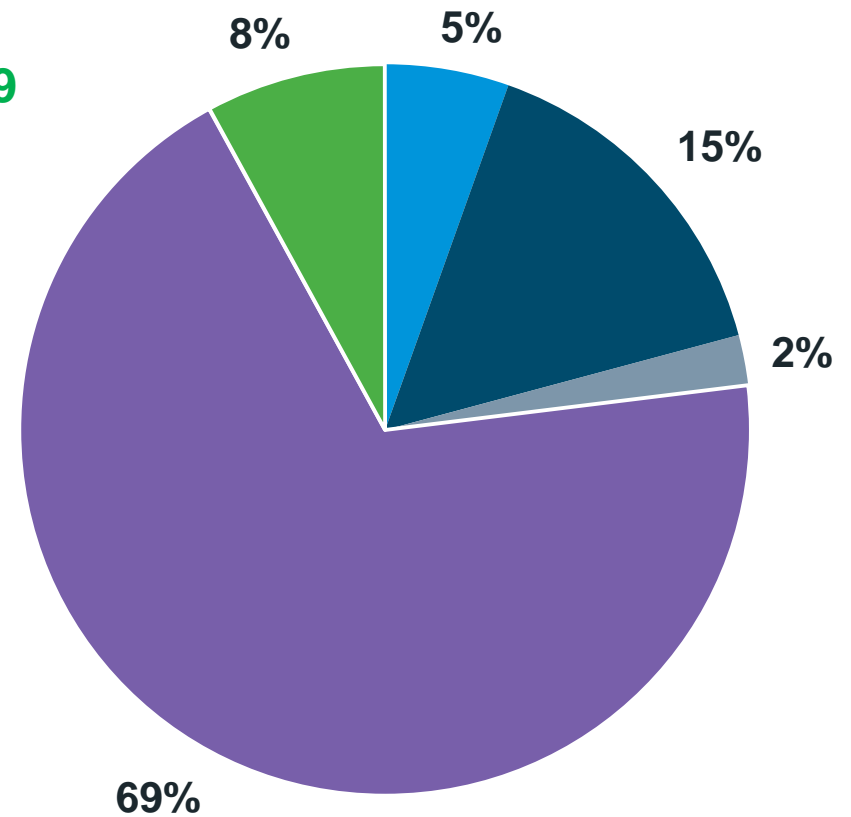
# 13 Tasting Room Style: Casual vs. Formal by Year



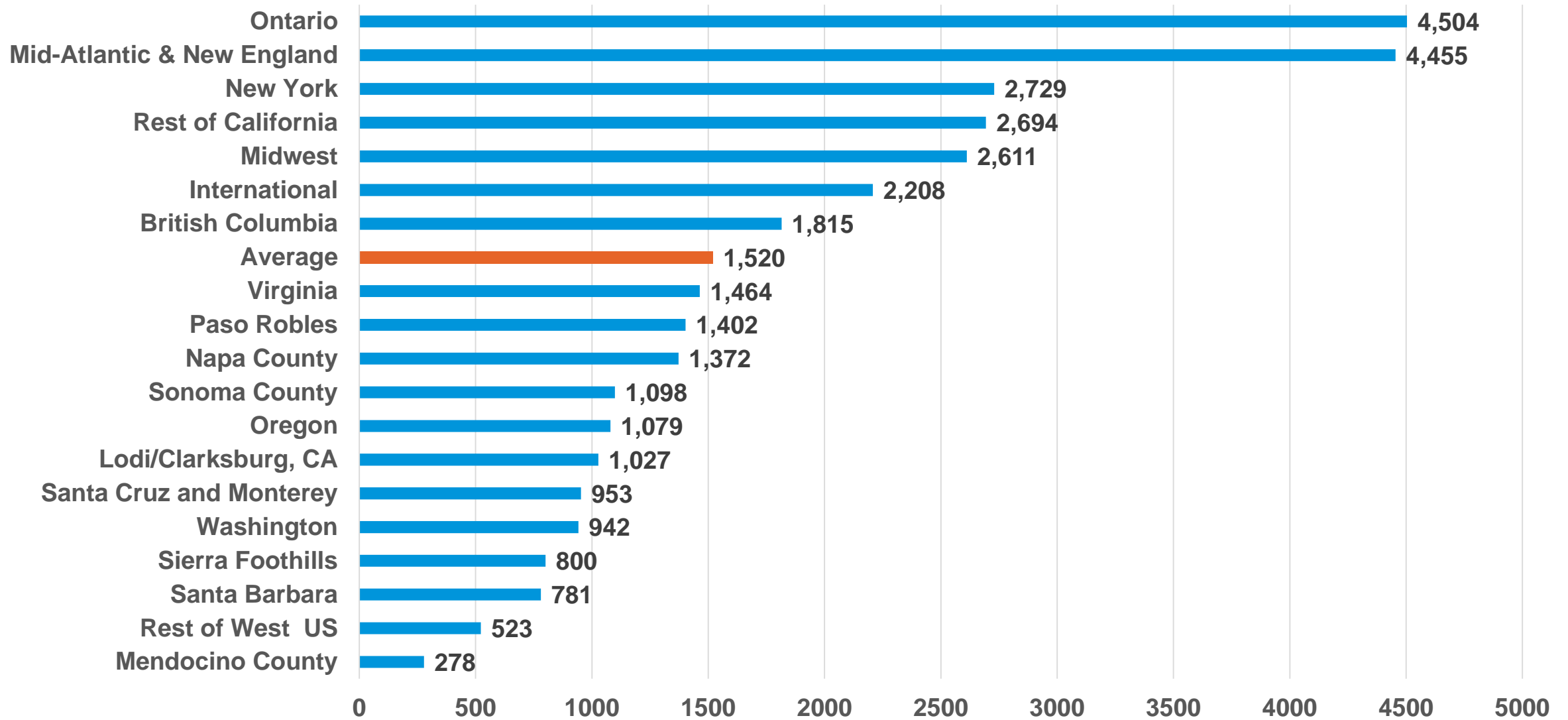
2018



2019

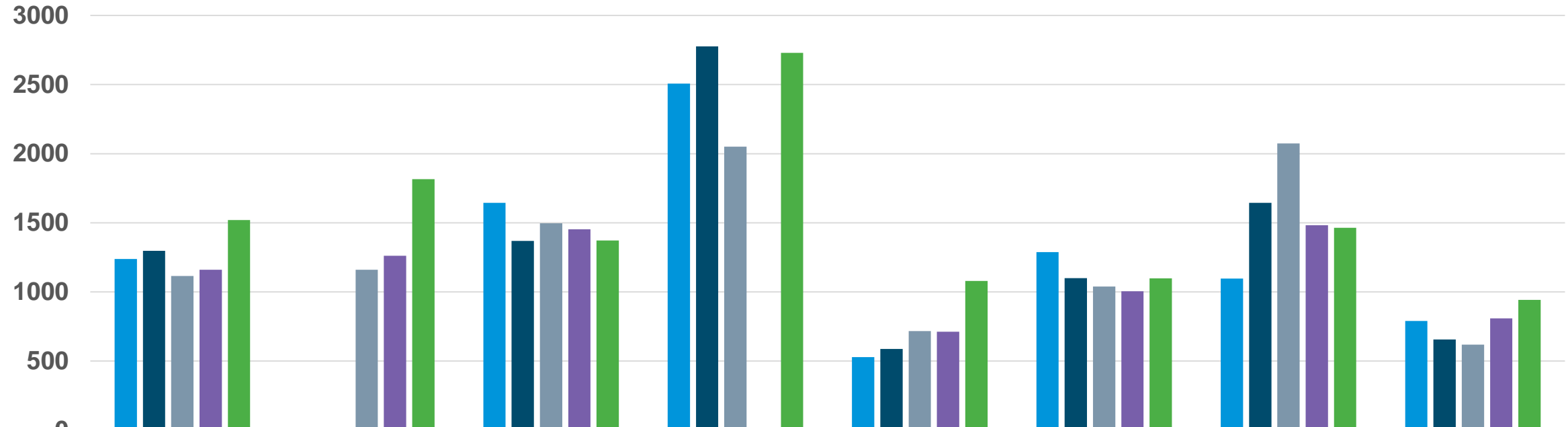


# 14 Average Monthly Visitors per Winery by Region



# 15 Trend of Average Monthly Visitors by Region

■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019



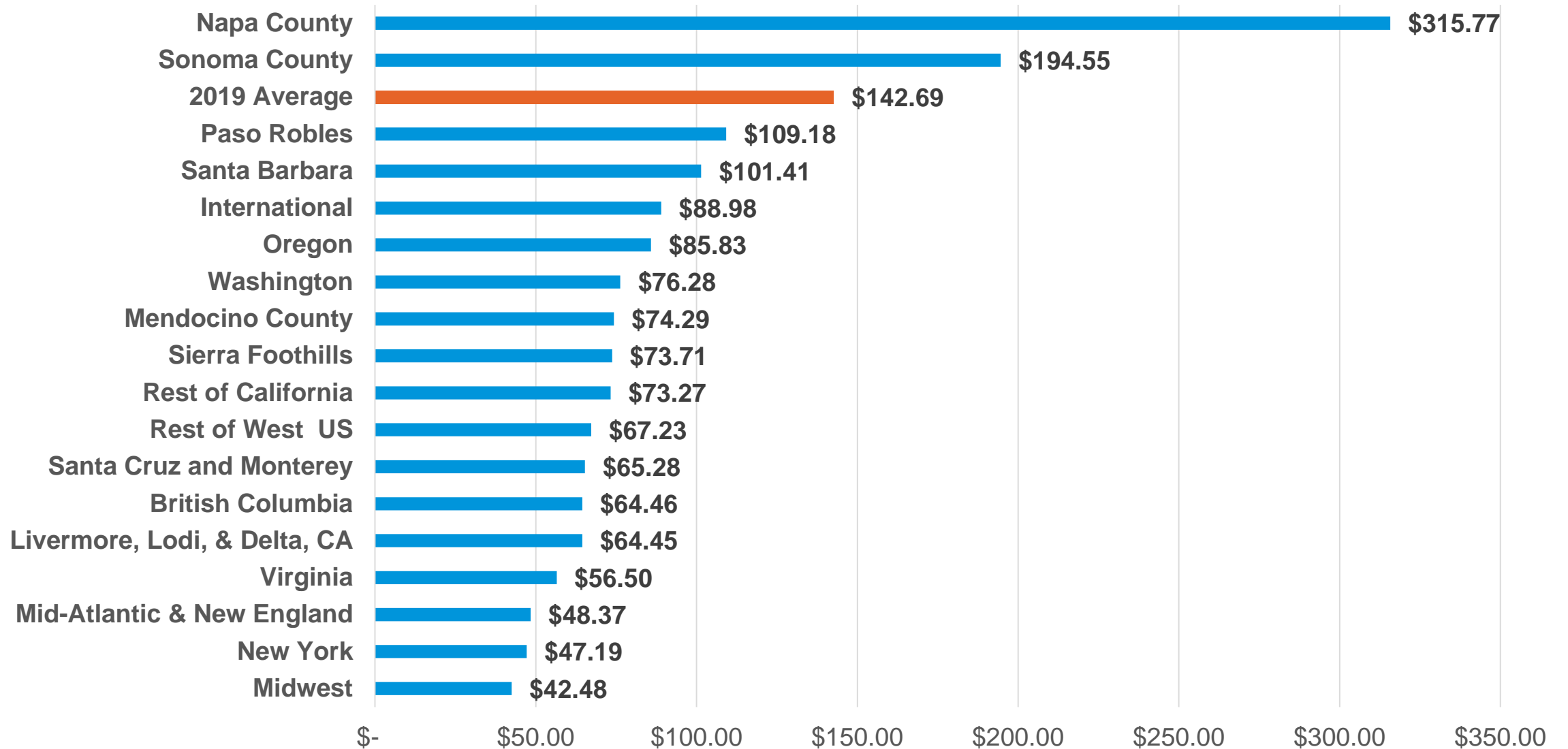
	Average	British Columbia	Napa County	New York	Oregon	Sonoma County	Virginia	Washington
■ 2015	1237		1644	2507	527	1288	1096	789
■ 2016	1297		1369	2776	587	1099	1644	656
■ 2017	1114	1159	1497	2051	716	1039	2075	618
■ 2018	1160	1261	1453		712	1004	1482	808
■ 2019	1520	1815	1372	2729	1079	1098	1464	942

\*Only three years worth of information for British Columbia.

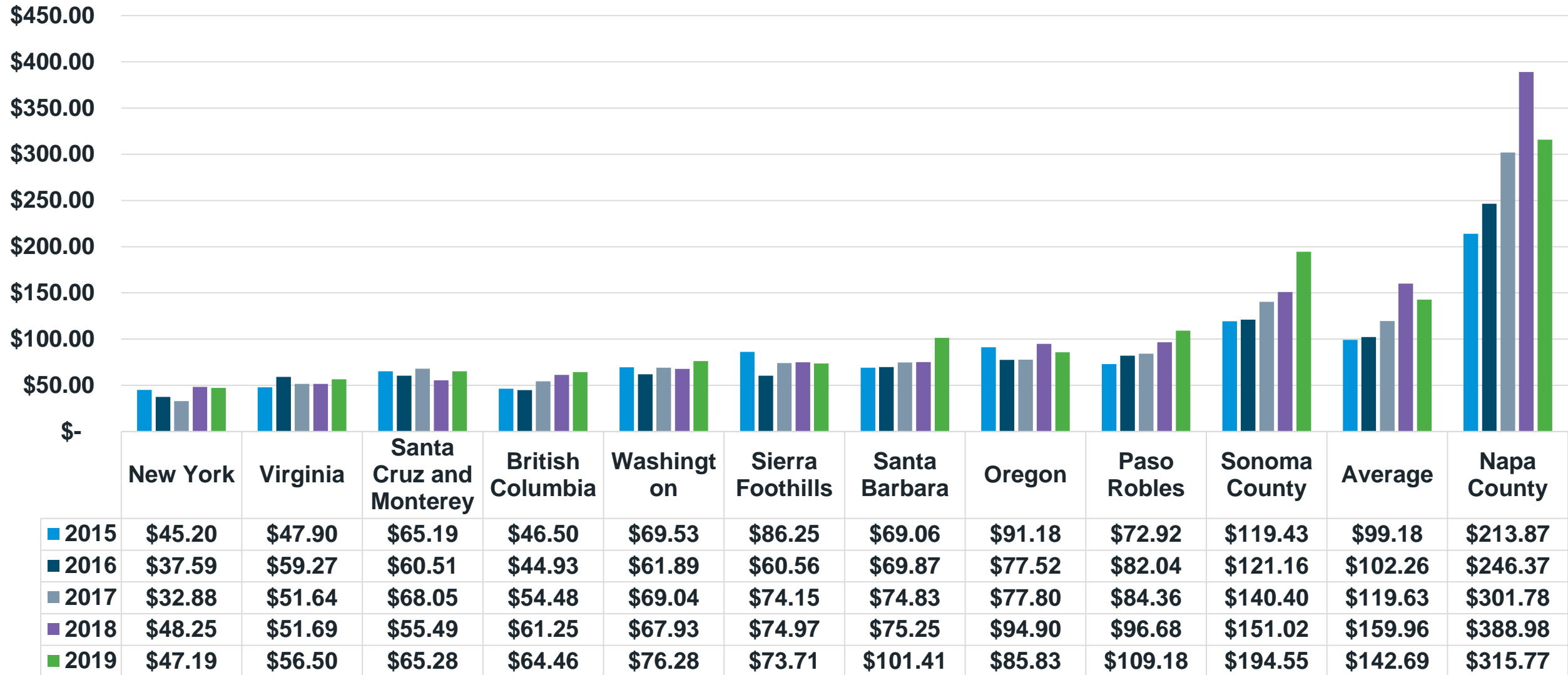
\*2017 New York did not have a significant number of responses to calculate average in 2018



# 16 Average Tasting Room Wine Purchase



# 17 Trend of Average Tasting Room Wine Purchases

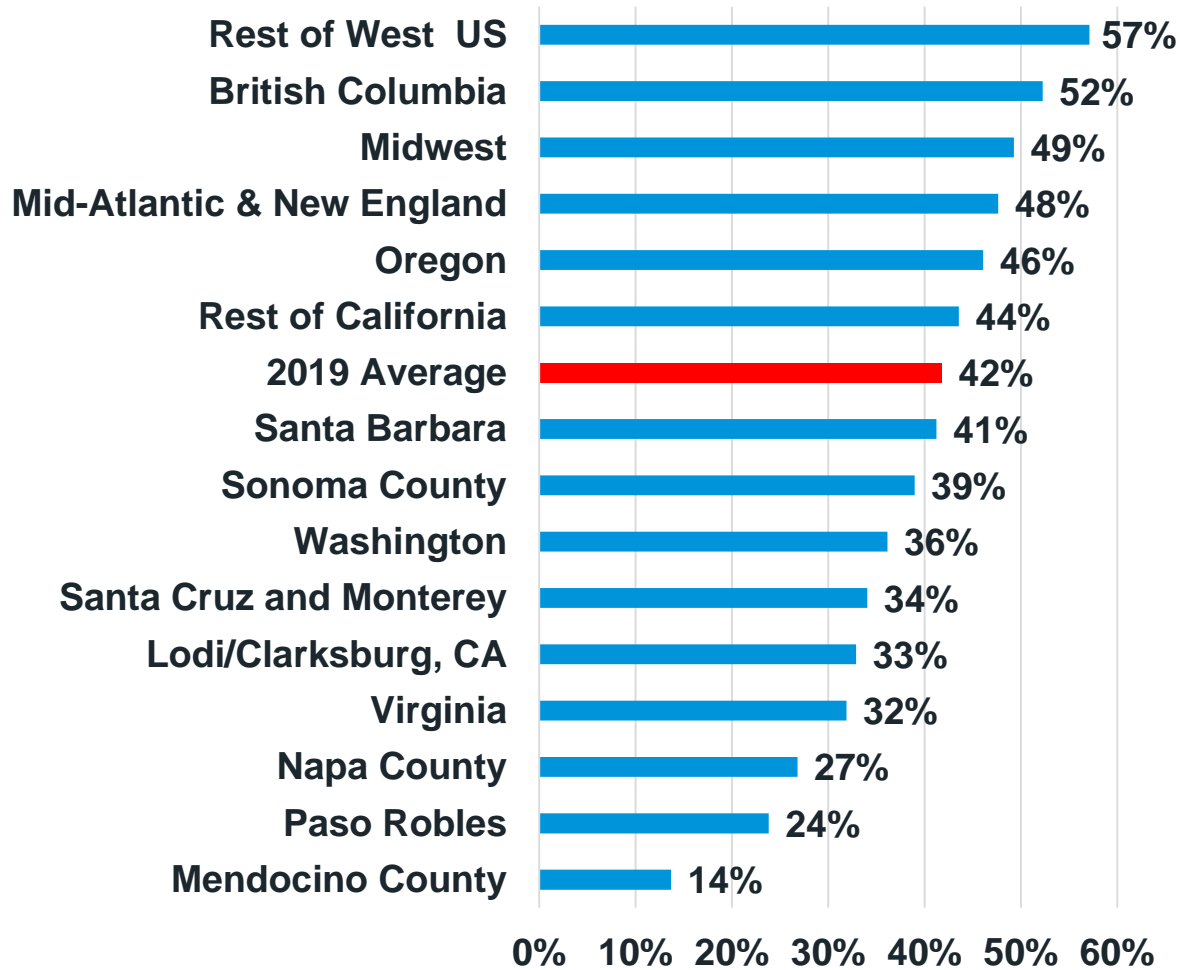


British Columbia, figures are represented in Canadian dollars (CAD).

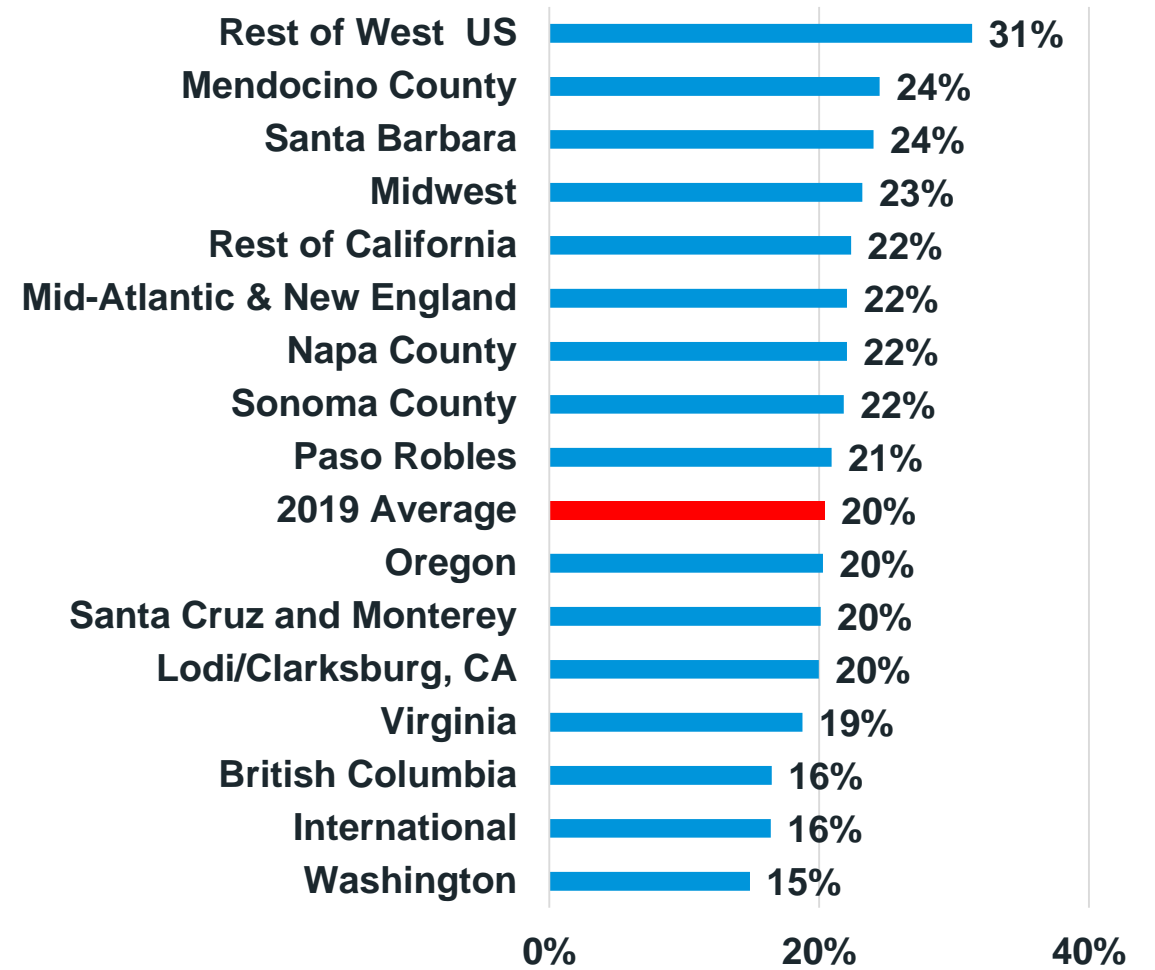


# 18 Wine Club Member Growth Rate\* and Attrition Rate\*\*

## Wine Club Member Growth Rate\*



## Wine Club Attrition Rate\*\*

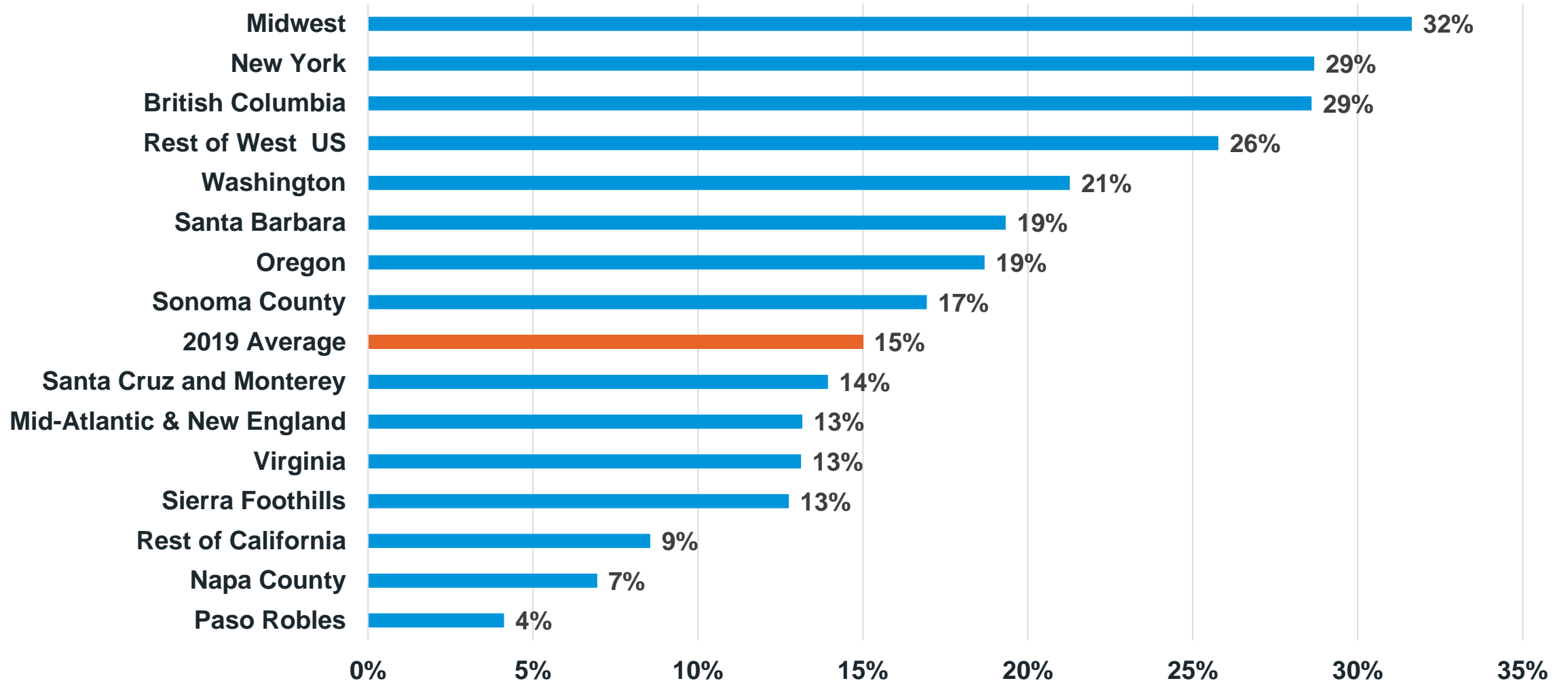


\*New Wine Club Member Growth Rate = New wine club members acquired in 2018, divided by starting number of wine club members in 2018.

\*\*Attrition Rate = Number of wine club members lost during 2018, divided by Number of wine club members at the beginning of 2018



# 19 Net Wine Club Member Growth Rate\*

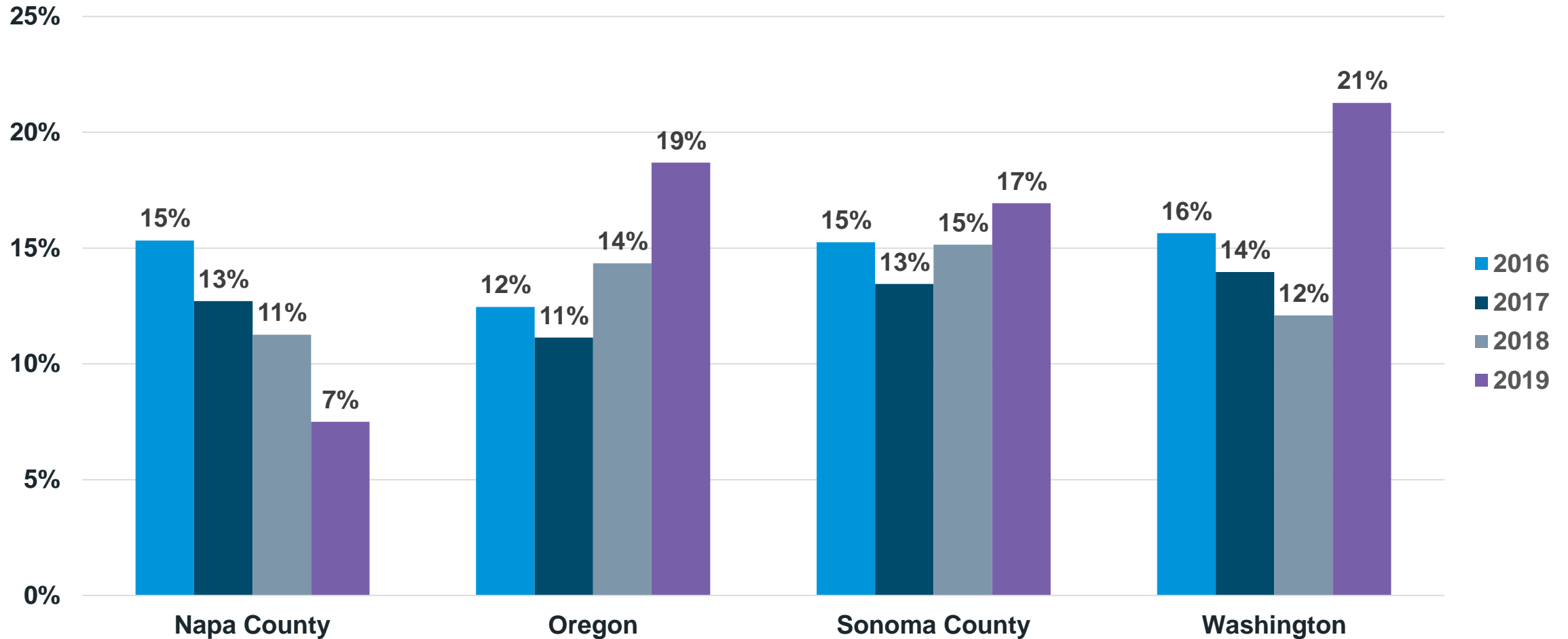


\* Net Wine Club Growth Rate = New club members acquired in 2018, less lost club members in 2018, divided by base membership level at the beginning of 2018.



# 20 Four Year Trend - Net Wine Club Member Growth Rate\*

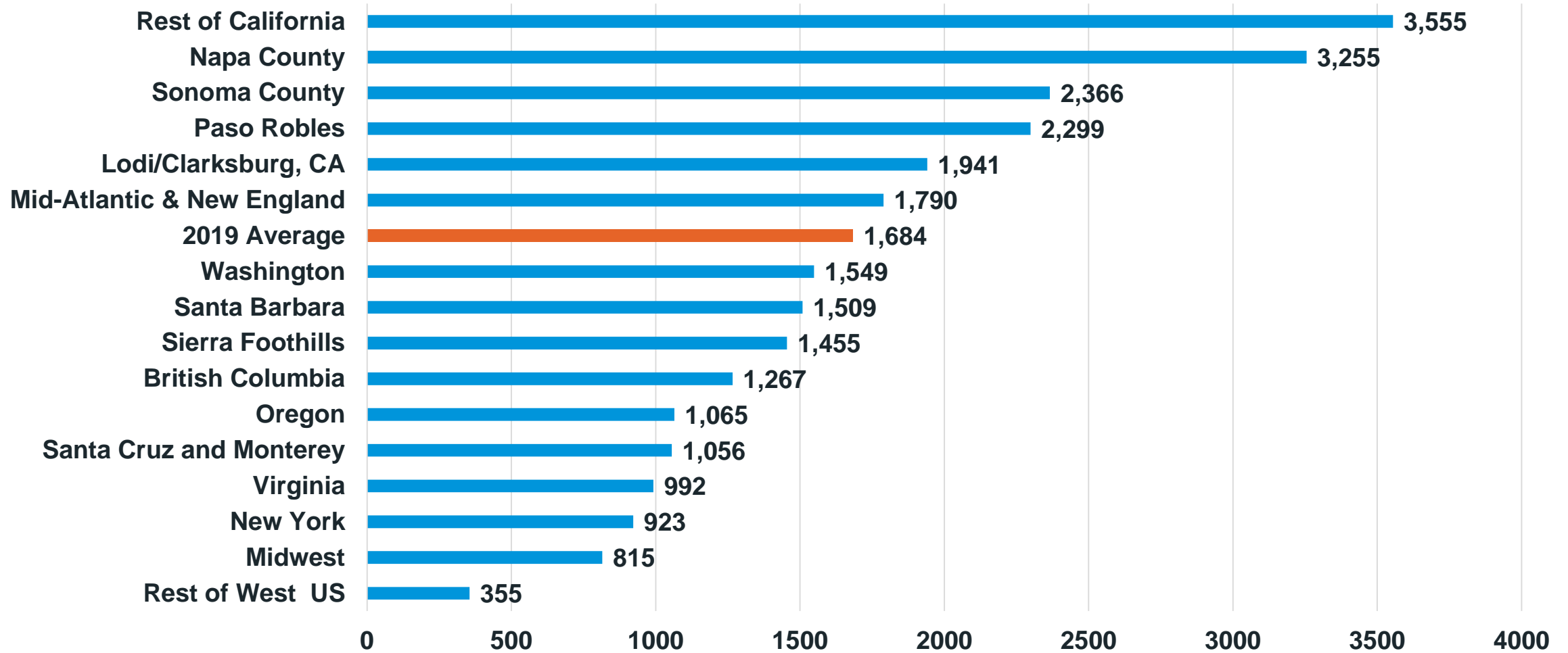
(Excludes wineries <5 years old)



\* Net Wine Club Growth Rate = New club members acquired in 2018, less lost club members in 2018, divided by base membership level at the beginning of 2018.

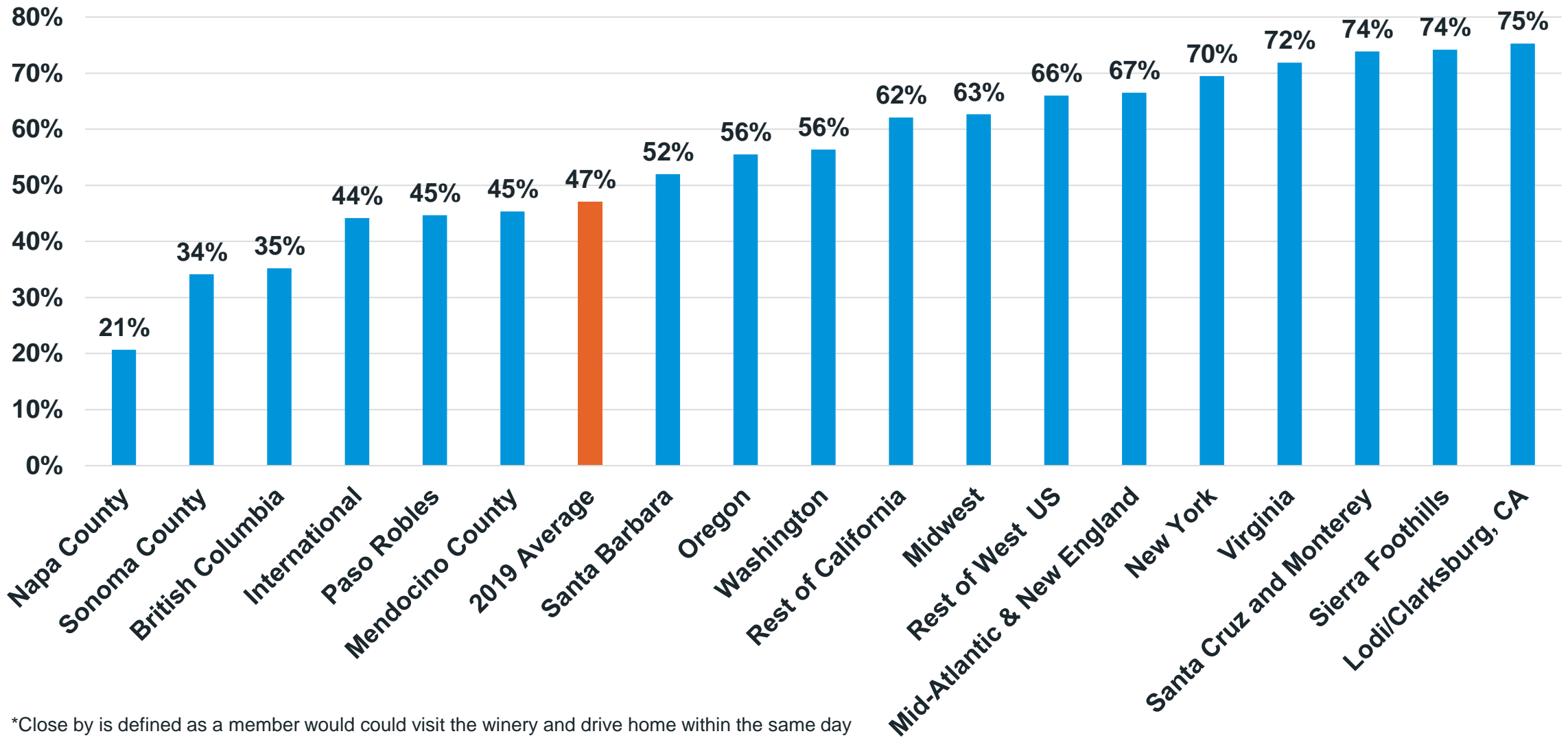
# 21 Average Wine Club Size by Region

(Excludes wineries <5 years old)



# 22 Members Who Live Close By\*

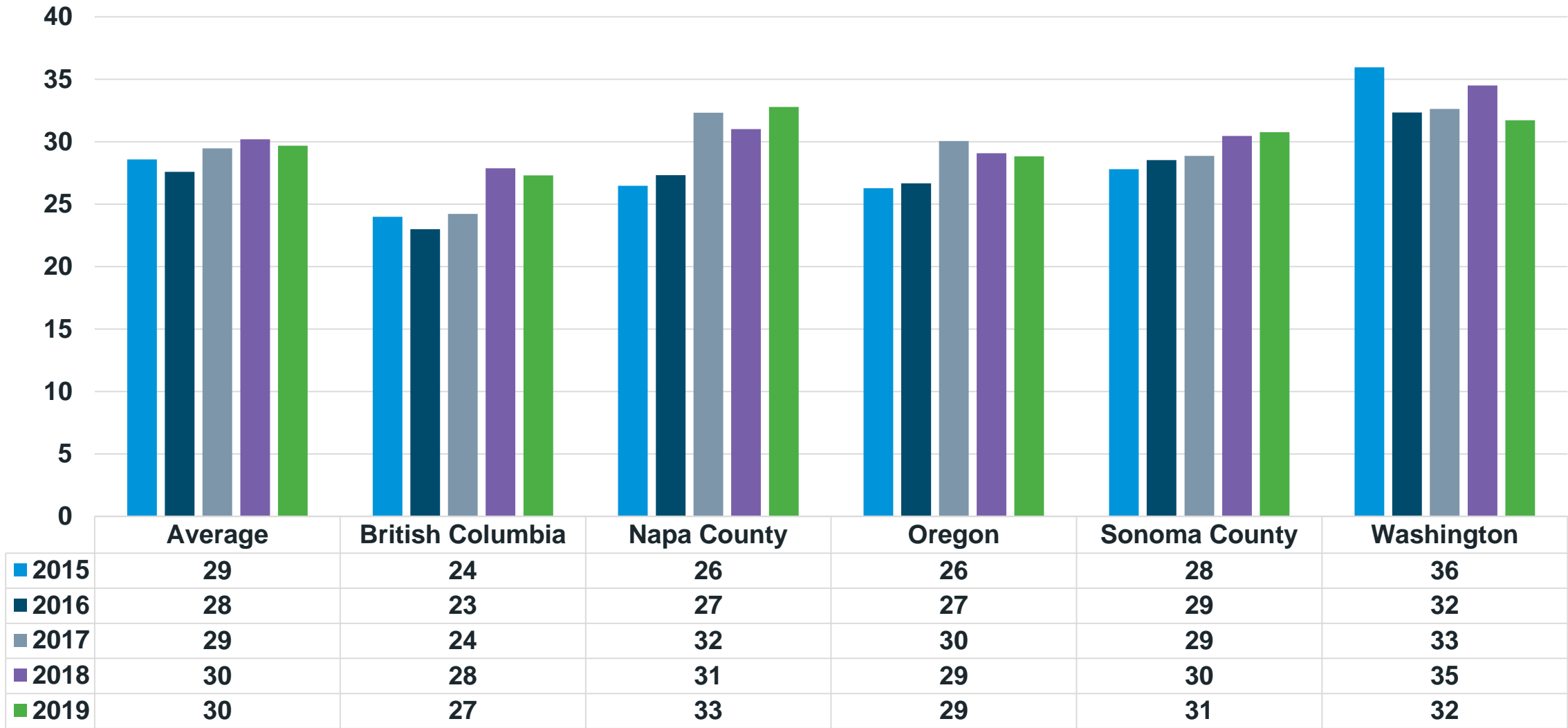
## Dependence on Tourism or Locale



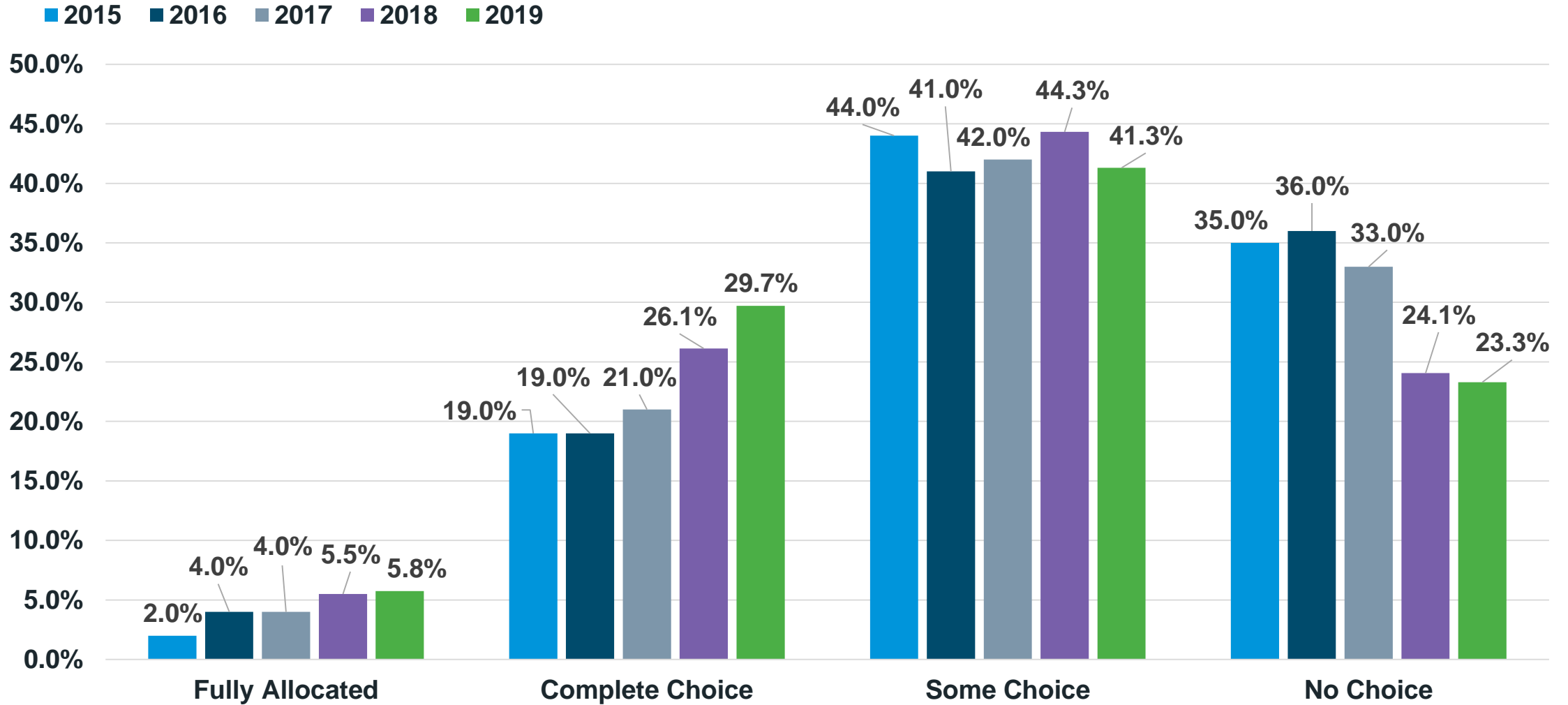
\*Close by is defined as a member would could visit the winery and drive home within the same day



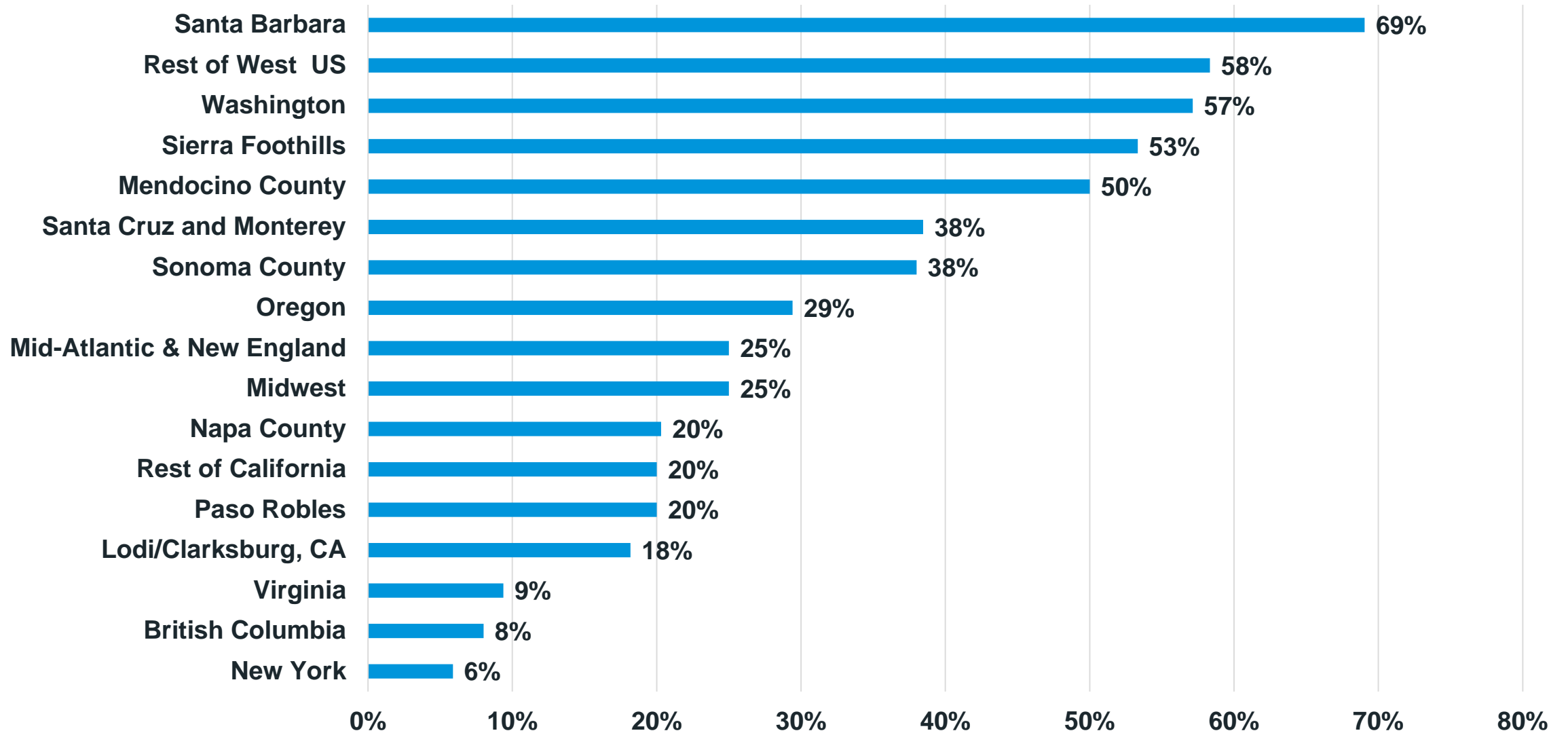
# 23 Annual Trend of Membership Length in Months by Region



# Four Year Trend of Wine Club Shipment Options



# 26 Percent of Respondents that Have an Urban/City Tasting Room



# Average Purchase and Tasting Fee by Tasting Room Location

Average **Purchase** by Tasting Room Location



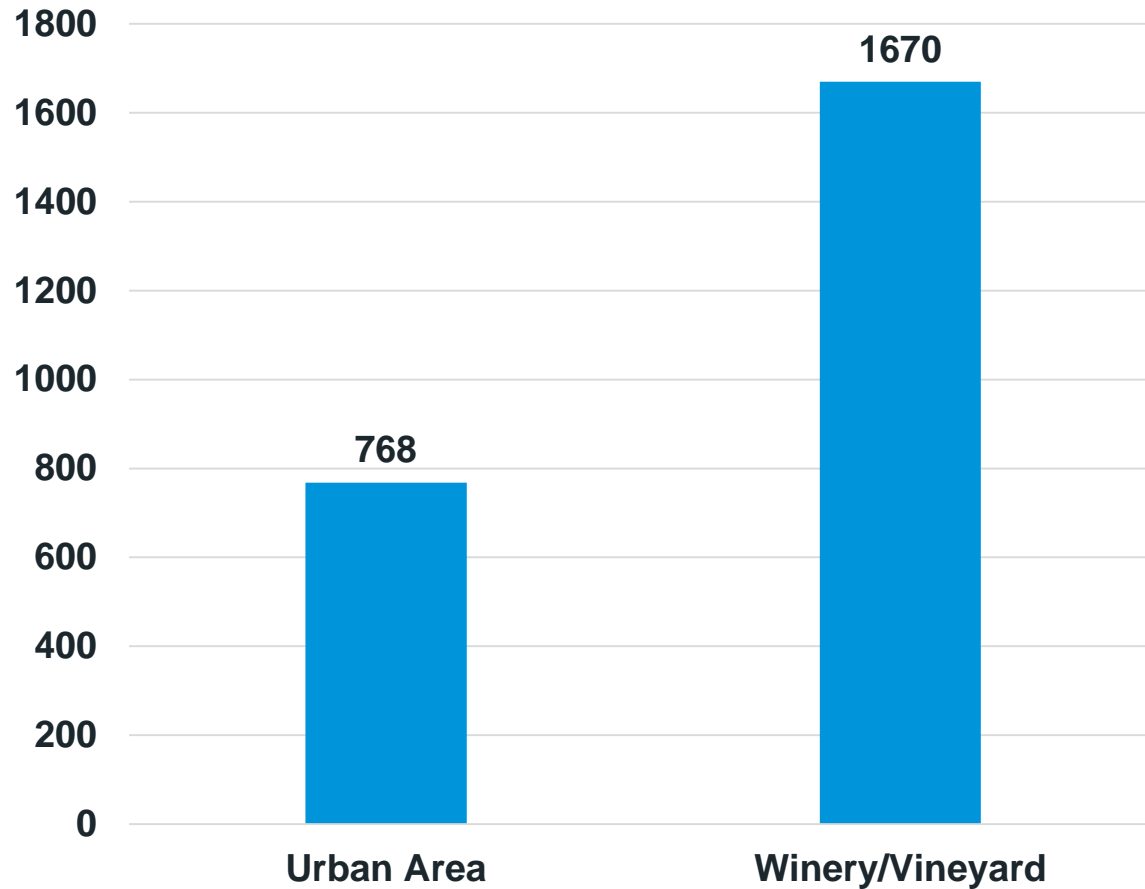
Avg. **Tasting Fee** by Tasting Room Location

■ Average of Standard Tasting Fee ■ Average of Reserve Tasting Fee

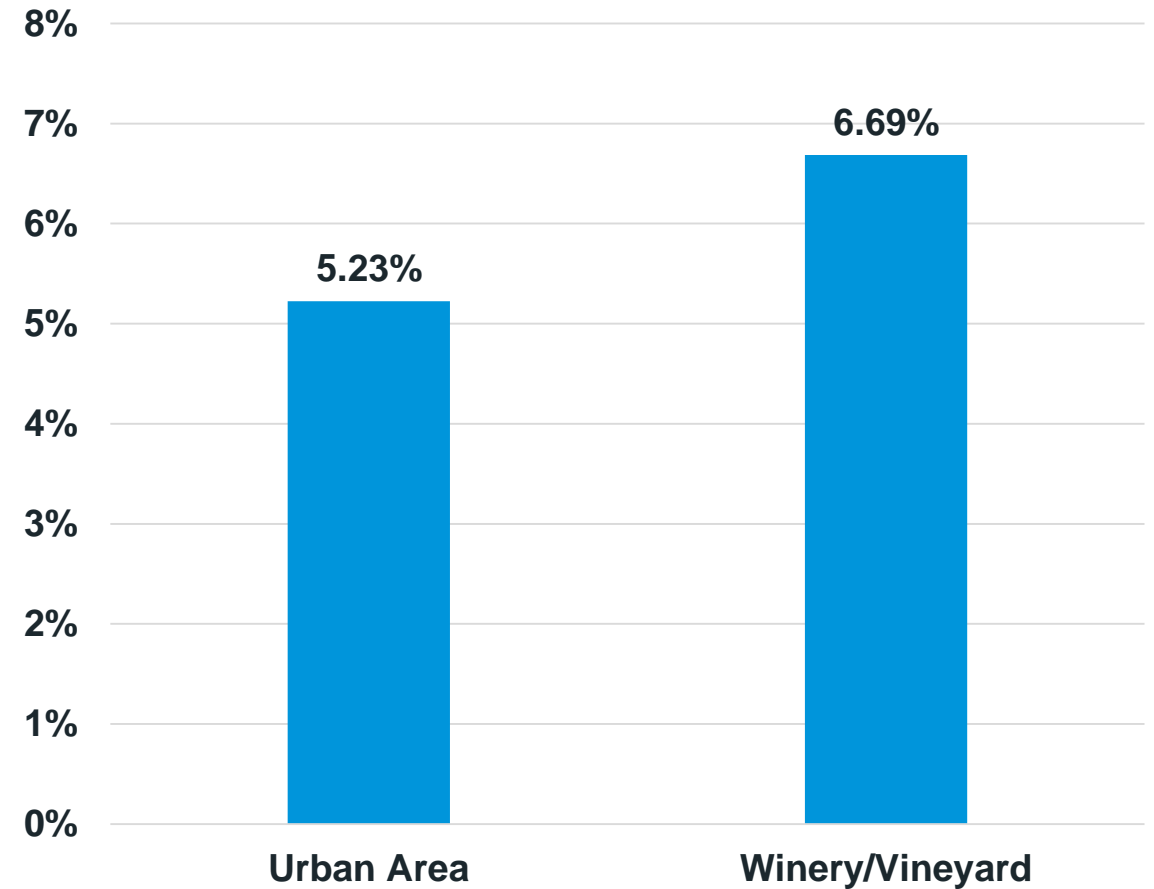


# 28 Average Monthly Visitors and Conversion Rate\* to Wine Club by Tasting Room Location

Average Monthly Visitors by tasting room Location



Conversion Rate by Tasting Room Location



\*Conversion Rate = Number of new wine club members in 2018 divided by the number of total visitors in 2018.

