



SVB Annual Direct to Consumer Wine Survey

Survey Overview

Each year, Silicon Valley Bank conducts this survey to gather and provide metrics, insights and trends in the wine industry. All respondents who fully complete the survey will receive gratis survey results that include anonymized detailed responses, summary analysis and more than 50 charts wineries can use to benchmark their performance. We scrub surveys that are incomplete or do not meet minimum levels of accuracy. We expect to provide survey results to participants just prior to the release of our Direct to Consumer Wine Report in July.

Please use this printable guide to review the survey questions before finalizing your responses, which must be submitted via the online survey. Thank you for participating in our annual survey!

1 What is your annual case production (in 9L equivalents)?

Annual case production

2 What was the average suggested retail price, per 750ml bottle, of your wines in 2022?

Average retail price in \$

3 How many years have you been selling wine commercially?

of years

4 From which region do you primarily produce your wine?

Napa County, CA

Oregon

Washington

Canada

Santa Cruz, Monterey, Santa Clara and San Benito Counties, CA

Paso Robles AVA

Livermore, CA

Solano, Yolo, and Contra Costa County, CA

Lake County, CA

Lodi/Clarksburg, CA

Northern Central Valley, CA (Sacramento, Merced, and Stanislaus Counties)

New York

Sonoma County, CA

Santa Barbara, CA

Virginia

Mendocino County, CA

San Luis Obispo County, CA

Sierra Foothills, CA (Amador, Calaveras, El Dorado, Nevada and Placer Counties)

Southern California (San Diego, Riverside (Temecula) and Los Angeles Counties)

Southern Central Valley, CA (Fresno, Kings, Kern, Tulare, and Madera Counties)

Texas

Other Countries, States, Counties and Regions Not Listed

5 Do you have a tasting room?

Yes. Your first tasting room opened in what year

No (if no, skip to question 14)

6 Where is your **primary** tasting room located?

Winery/vineyard

Urban area

Both

7 Is your **primary** tasting room:

Open to the public

By appointment

Both

8 Estimate the total number of individual visitors to your tasting room(s) in 2022.

Total # of visitors in 2022

9 Estimate the percentage of visitors that purchased wine in your primary tasting room in 2022.

(Number of wine sales receipts divided by total individual visitors.)

% of visitors in 2022

10 Estimate the average wine tasting room purchase in dollars for 2022.

(Total tasting room sales divided by the number of individual sales receipts. Wine sales only.)

Average tasting room purchase in \$

11 How much do you charge for your standard and reserve tasting fees?

(If a fee is not charged, enter "n/a".)

Standard tasting

Reserve tasting

12 What is your reimbursement policy for in-person tasting fees at the winery?

(Please answer all that apply.)

Spend at least

Purchase at least

of bottles

Part of club membership package

Other

We don't reimburse

13 What incentive compensation programs do you offer your tasting room sales staff? (Please select all that apply.)

- Sales commission for wine sales
- Period end bonus paid for exceeding goals
- Team based payout for exceeding goals
- Payment for new club member signups
- Residuals paid for club retention
- Tips and gratuities
- None
- Other, please specify

14 What is the average compensation (in dollars) awarded to employees per wine club sign ups?

\$

15 How many active club/allocated mailing list members did you: (Please enter # in all three boxes.)

Have at the beginning of 2022

Acquire throughout 2022?
(New sign-ups only — not a net figure.)

Lose during 2022?
(Include members who put membership on hold.)

16 How many months do club/allocation members stay in your most popular wine club release/ mailing list program on average?

Number of average months in most popular club

17 Estimate the average per person annual sales for wine club members.
(Total sales dollars to the club, divided by the number of members for which wine was shipped.)

Wine club shipment(s) \$

Additional purchase(s) \$

18 Please complete the following for your most popular wine club in 2022
(Example: "2" shipments per year, containing "6" bottles per shipment)

of shipments per year

of bottles per shipment

19 What is the average percentage discount offered to club members?
(Please enter whole numbers i.e. 32, **not** 32% or 0.32.)

Average % discount %

We don't discount

20 What shipping options do you offer your club members?
(Please select all that apply.)

Free shipping on all club shipments

Discounted shipping on club shipment

Free or discounted shipping on all additional purchases

Free or discounted shipping on orders over \$

Other

None

21 Describe the percentage of wine sales made through each of the following channels in 2022.
(Total must equal 100%)
(Please enter whole numbers i.e. 32; **not** 32% or 0.32.)

Wholesale on-premise	<input type="text"/>	%
Wholesale off-premise	<input type="text"/>	%
Visitor center/tasting room	<input type="text"/>	%
Wine club	<input type="text"/>	%
Allocated members	<input type="text"/>	%
Subscription sales	<input type="text"/>	%
Onsite events	<input type="text"/>	%
Offsite events	<input type="text"/>	%
Telesales	<input type="text"/>	%
Internet and web	<input type="text"/>	%
Virtual tastings	<input type="text"/>	%
Other, please list	<input type="text"/>	%
Total		<input type="text"/> %

22 What was the annual percentage change in Direct to Consumer sales in 2022 compared to 2021?
(e.g. 8% higher in cases sold, and -2% lower in dollars sold.
Enter whole numbers i.e. 32; **not** 32% or 0.32.)

% change in # of cases sold %

% change in dollars %

23 What digital resources do you use extensively?

(Please select all that apply.)

- Social media
- Active e-commerce
- Online marketing tools (SEM, retargeting, SEO, driving sales to web, banner ads, etc.)
- Email
- SMS messaging (text)
- Digital marketer (In-house or outside consultant)
- Data analyst
- Platform analytics (i.e. Google Analytics)
- Other, please specify

24 How many active email addresses do you have on your email list?

of active email addresses

25 If you use social media, which platforms do you use extensively?

(Please select all that apply.)

- Facebook
- Instagram
- Tik Tok
- Linkedin
- Other, please specify

26 Do you remove inactive emails from your email list at least annually?

- Yes
- No
- We don't presently remove inactive emails

27 How often do you send general or targeted email blasts to your client list?

- Daily (targeted)
- Weekly
- Bi-weekly
- Monthly
- Quarterly
- Less often than quarterly
- I am not sure
- Other

28 If you use email, what are your average email open and click rates?

(Please enter whole numbers i.e. 32; not 32% or 0.32. Please enter "n/a" if you don't know.)

Open rate %

Click rate %

29 How do you intend to invest and improve your digital marketing efforts in 2023?

(Please select all that apply.)

Hire employees dedicated to digital marketing

Engage outside consulting firm

Upgrade systems

Increase marketing budget

Other

please specify

We don't plan to make added investments in digital marketing efforts in 2023.

30 How many new club memberships were you able to generate exclusively through digital channels in 2022 (i.e. virtual tasting, blogs, digital content, web page, etc.)?

of memberships

You're almost done

Once you've finished populating this guide with your answers to the survey, please visit svb.co1.qualtrics.com to enter and submit your responses online by May 19th, 2023.