SVB Annual Direct-to-Consumer Wine Survey

Survey Questions

Each year, Silicon Valley Bank conducts this survey to gather and provide metrics, insights, and trends for the wine industry. All respondents who fully complete the survey will receive gratis survey results, including anonymized detailed responses, summary analysis, and more than 50 charts, which can be used to benchmark performance. We remove incomplete surveys or those that do not meet minimum levels of accuracy. We expect to provide survey results to participants when releasing our direct-to-consumer Wine Report in May.

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)?

2 What was the average suggested **retail** price per 750ml bottle of your wines in 2023?

$

3 How many years have you been selling wine commercially?

4 From which region do you primarily produce your wine?

Napa County, CA

Oregon

Washington

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

Paso Robles AVA

San Luis Obispo, except Paso Robles

Livermore, CA

Solano, Yolo, and Contra Costa County, CA

Lake County, CA

Sonoma County, CA

Santa Barbara, CA

New York

Virginia

Texas

Mendocino County, CA

Lodi/Clarksburg, CA

Northern Central Valley, CA (Valley counties from Sacramento north.)

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

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

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

Other regions not listed. Please specify.

5 Do you have a tasting room?

    Yes. What year did your first tasting room open?

    No. (if no, skip to question 14)

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

    Winery/vineyard

    Urban area

    Both

7 Regarding visitation, does your **primary** tasting room allow/encourage:

    Walk-ins

    By-appointment

    Both

    None of the above

8 Estimate the total number of individual visitors to your tasting room(s) in 2023.

9 Estimate the percentage of visitors that purchased wine in your primary tasting room in 2023.

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

10 Estimate the average wine tasting room purchase in dollars for 2023.

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

11 How much do you charge for your most popular standard and reserve tasting offerings?

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 $

    Minimum bottle purchase #   of bottles

    Part of Club Membership

    We don't reimburse tasting fees.

    Other, please specify.

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

    Sales commissions for wine sales

    Period-end bonus for exceeding goals

    Team-based payout for exceeding goals

    Payment for new wine club member signups. Please specify $

    Residuals paid for club retention

    Tips and gratuities

    None

    Other, please specify.

14 How many different tasting programs do you offer?

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

Have at the beginning of 2023

Acquire throughout 2023 (New sign-ups only. Not a net figure.)

Lose during 2023 (Include members on hold, inactive, and quits.)

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

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 2023.

(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, for example, 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 shipments

We roll some shipping costs into the purchase, then charge what we can, if any.

Free or discounted shipping on all additional purchases.

Free or discounted shipping on all orders over

$ [   ]

Other

We don't waive or discount shipping.

21 Describe the percentage of wine sales made through each of the following channels in 2023.

(Total must equal 100%) (Please enter whole numbers, for example, 32, not 32% or 0.32.)

Wholesale on-premise	[ ] %
Wholesale off-premise	[ ] %
Visitor center/tasting room	[ ] %
Wine club	[ ] %
Allocation members	[ ] %
Subscription sales	[ ] %
Events	[ ] %
Telesales	[ ] %
Internet and web	[ ] %
Virtual tastings	[ ] %
Other, please list	[ ] %
	100%

22 What was the annual percentage change in direct-to-consumer sales in 2023 compared to 2022?

(e.g., 8 % higher in cases sold and -2 % lower in dollars sold. Please enter whole numbers, for example, 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 (Not to include passive web-based tools such as a shopping cart.)

Online marketing tools (SEM, retargeting, SEO, driving sales to the web, banner ads, etc.)

Email

SMS messaging (text)

Digital marketer (In-house or outside consultant)

Data analyst to drive company efficiencies and improve decision-making.

Platform analytics (i.e., any analytics embedded in software or web-based platforms.)

Other, please specify.

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

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

(Please select all that apply.)

Facebook

Instagram

Tik Tok

LinkedIn

X, formerly known as Twitter

YouTube

Any texting platform

Other, please specify:

26 Do you remove inactive and bounced emails from your email list routinely?

Yes

No

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, for example, 32, not 32% or 0.32. Enter "n/a" if you don't know.)

Open rate

Click rate

29 What approaches and programs do you employ to attract new club members?

Tasting Room Visitation.

Offer club members benefits for referring new members.

Besides using social media, we actively attract club members through digital outreach.

Actively attract club members using social media.

Collect club members by participating in or hosting wine dinners.

Actively set up remote tastings in venues away from the winery.

Collaborate with other wineries to share and cross-refer club members.

Regularly meet with other wineries to share new ideas.

Re-engage with former club members.

Other.

You're almost done!

Once you've finished populating this guide with your answers to the survey, please visit
https://svb.co1.qualtrics.com/jfe/form/SV_a5ZfcHgbOEJj0l8?source=PDF
to enter and submit your responses no later than March 22nd.