

SVB Direct-to-Consumer 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 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 before releasing our direct-to-consumer Wine Report in June.

Please use this printable guide to review the survey questions before finalizing your responses, which must be submitted via [the online survey here](#). 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 2024?

\$

3 How many years have you been selling wine commercially?

#

4 From which region do you primarily produce your wine?

Napa County, CA

Sonoma County, CA

Lake County, CA

Livermore, CA

Mendocino County, CA

Paso Robles AVA

San Joaquin County, CA (Lodi/Clarksburg)

San Luis Obispo County, CA, other than Paso Robles

Santa Barbara, CA

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

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

Solano, Yolo, and Contra Costa County, CA

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

Northern Central Valley, CA (Valley counties north of Sacramento)

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

Oregon

Washington

New York

Virginia

Texas

Other counties or regions in the United States not listed. Please list

5 Do you have a tasting room?

Yes

What year did your first tasting room open?

No (if no, skip to question 13)

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 average wine tasting room purchase in dollars for 2024. *(Total tasting room sales divided by the number of individual sales receipts. Wine sales only.)*

\$

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

Standard tasting \$

Reserve tasting \$

10 If you have lowered your tasting fees for any of your programs, has it improved visitation?

We have not lowered our tasting fees for any of our programs

We have lowered some or all of our tasting room fees and visitation has improved

We have lowered some or all of our tasting room fees and visitation has stabilized

We have lowered some or all of our tasting room fees but its success is inconclusive

We have lowered some or all of our tasting room fees but it hasn't had a successful impact on visitation

None of the above

11 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

12 As best as you are able, estimate the percentage of your **new** 2024 club memberships that came from:

Your tasting room	%
Digital sign-ups	%
Off-site events	%
On-site events	%
Other means	%
Total	100%

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

- # Have at the beginning of 2024
- # Acquire throughout 2024 *(New sign-ups only. Not a net figure.)*
- # Lose during 2024 *(Include members on hold, inactive, and quits.)*

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

#

15 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

16 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 collect 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

17 Describe the percentage of wine sales made through each of the following channels in 2024: *(Total must equal 100%) (Please enter whole numbers, for example, 32, **not** 32% or 0.32.)*

- Wholesale on-premise
- Wholesale off-premise
- Export
- Visitor center/tasting room
- Wine club
- Allocated members
- Subscription sale
- On-site events
- Off-site events
- Telesales
- Internet and web
- Virtual tastings
- Other, please list
- TOTAL** **100%**

18 What was the annual percentage change in direct-to-consumer sales in 2024 compared to 2023? *(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

%

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

#

20 What solution(s) are you implementing to better engage with the 30-to-45-year age band?

21 What is the one strategy that is having the greatest positive impact in your DTC operations?

22 Listed in order of importance, what are the most significant areas of focus for your winery in 2025?

Answers can be anything critical to your success in 2025. Some examples include: negotiating new grape contracts, hiring experienced employees at the right price, finding strategies to expand our consumer base, changing our tasting programs and fee structure, implementing new strategies to grow the wine club, attracting younger consumers to our tasting room, fighting back against unbalanced and aggressive anti-alcohol claims, dealing with insurance coverage, working with our bankers and access to capital, passing on the cost of inflation, etc.

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_5gvH0aGmt0vEwWW?source=pdf

to enter and submit your responses no later than March 24, 2025

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