

Your Guide to the SVB Direct to Consumer Wine Survey

Please use this printable guide to the survey questions to help you track and manage your responses, which must be submitted online.

Silicon Valley Bank conducts an annual online survey to provide the wine industry metrics, status, and trends on Direct to Consumer (“DtC”) sales. All respondents who fully complete and submit the survey online will receive gratis survey results to include anonymized detailed responses, summary analysis and more than 50 charts which can be used by wineries to benchmark their own performance.

We hope this guide helps you review the questions and prepare your responses prior to the official online survey launch on March 7th. Thank you for your participation 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 2021?

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
(including Napa Carneros)

Oregon

Washington

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

Livermore, CA

Solano, Yolo, & Contra
Costa Counties, CA

Lake County, CA

Lodi/Clarksburg, CA

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

New York

Sonoma County, CA
(including Sonoma Carneros)

Santa Barbara, CA

Virginia

Mendocino County, CA
(including Anderson Valley)

San Luis Obispo County, CA
(Other than Paso Robles)

Paso Robles AVA

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

Southern California (San Diego,
Temecula & Los Angeles Counties)

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

Texas

British Columbia, Canada

Ontario, Canada

Other countries, states
and regions not listed

Please specify:

5 Do you have a tasting room?

Yes. Your first tasting room
opened in what year

No (if no, skip to question 13)

5.1 How many tasting rooms do you have?

of tasting rooms

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 2021.

Total # of
visitors in 2021

9 Estimate the average wine tasting
room purchase in dollars for 2021.

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

Average tasting
room purchase in \$

\$

10 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

\$

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

(Please answer all that apply.)

Spend at least

\$

please specify below

Purchase at least

of bottles

please specify below

Part of club membership package

Other

We don't reimburse

12 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

13 What did your winery do with virtual tastings in 2021?

(Please choose the answer that fits best.)

We decided to stop the virtual tasting program (if so, skip to question 16)

We discontinued planned virtual tastings but did do a few through the year

We continued virtual tastings at about the same pace as 2020

We continued virtual tastings, but did fewer compared with 2020

We intend on growing the virtual tasting program in 2022

Other

14 How much do you charge for your virtual tastings?

Virtual tasting

\$

We don't charge for virtual tastings

15 What was your pricing and discount structure for virtual tastings in 2021

(Please select all that apply.)

Same tasting fees as in-person tastings

We charge less for virtual tastings

We charge for the wine upfront and discounted based on additional purchases

Same tasting fee reimbursement policy for in-person visits

Shipping discounts included

Other, please specify

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

\$

17 How many **active** club/allocated mailing list members did you:

(Please enter # in all three boxes.)

Have at the beginning of 2021?

Acquire throughout 2021?

(New sign-ups only — not a net figure.)

Lose during 2021?

(Include members who put membership on hold.)

18 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

19 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)

\$

20 Please complete the following for your most popular wine club in 2021
(Example: "2" shipments per year, containing "6" bottles per shipment)

of shipments per year

of bottles per shipment

21 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

22 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

23 Describe the percentage of wine sales made through each of the following channels in 2021.
(Total must equal 100%) (Please enter whole numbers i.e. 32; **not** 32% or 0.32.)

Wholesale on-premise %

Wholesale off-premise %

Visitor center/tasting room %

Wine club %

Allocated members %

Subscription sales %

Onsite events %

Offsite events %

Telesales %

Internet and web %

Virtual tastings %

Other, please list %

Total %

24 What was the annual percentage change in Direct to Consumer sales in 2021 compared to 2020?
(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 %

25 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

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

of active
email addresses

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

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

28 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

29 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 %

30 How do you intend to invest and improve your digital marketing efforts in 2022?

(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 2022

31 How many new club memberships were you able to generate exclusively through digital channels in 2021 (i.e. virtual tasting, blogs, digital content, web page, etc.)?

of memberships
