

Premium Wine

From Bottle Sale to Persistent Customer Relationship



75%

of U.S. direct-to-consumer wine sales value is generated by wine club members.

Sovos ShipCompliant / WineBusiness Analytics, 2025 Direct-to-Consumer Wine Shipping Report

The economic prize is not simply selling another bottle. It is converting more buyers into known, persistent customer relationships.

MARKET SHIFT

Wine is moving from transaction to relationship.

The global wine industry is navigating structural pressure: declining volume consumption, generational change, channel fragmentation and greater competition for consumer attention. Premium producers cannot rely on category growth alone.

At the same time, direct-to-consumer economics increasingly reward wineries that know their customers and can sustain the relationship beyond an individual visit or purchase.

THE IDENTITY GAP

The bottle often leaves. The customer relationship does not follow.

Premium wineries invest heavily in hospitality, tasting rooms, clubs, ecommerce and brand experience. Yet once a bottle leaves the winery, the physical product is largely disconnected from the customer profile. That creates a persistent identity gap between:

TASTING ROOM —> **CUSTOMER PROFILE** —> **BOTTLE** —> **NEXT INTERACTION**

A persistent product identity can reconnect those moments, allowing the bottle itself to become a continuing digital touchpoint.

THE ENTERPRISE OPPORTUNITY

KNOW

Turn more anonymous buyers into known customers.

ENGAGE

Extend the winery experience beyond the tasting room and into the life of the bottle.

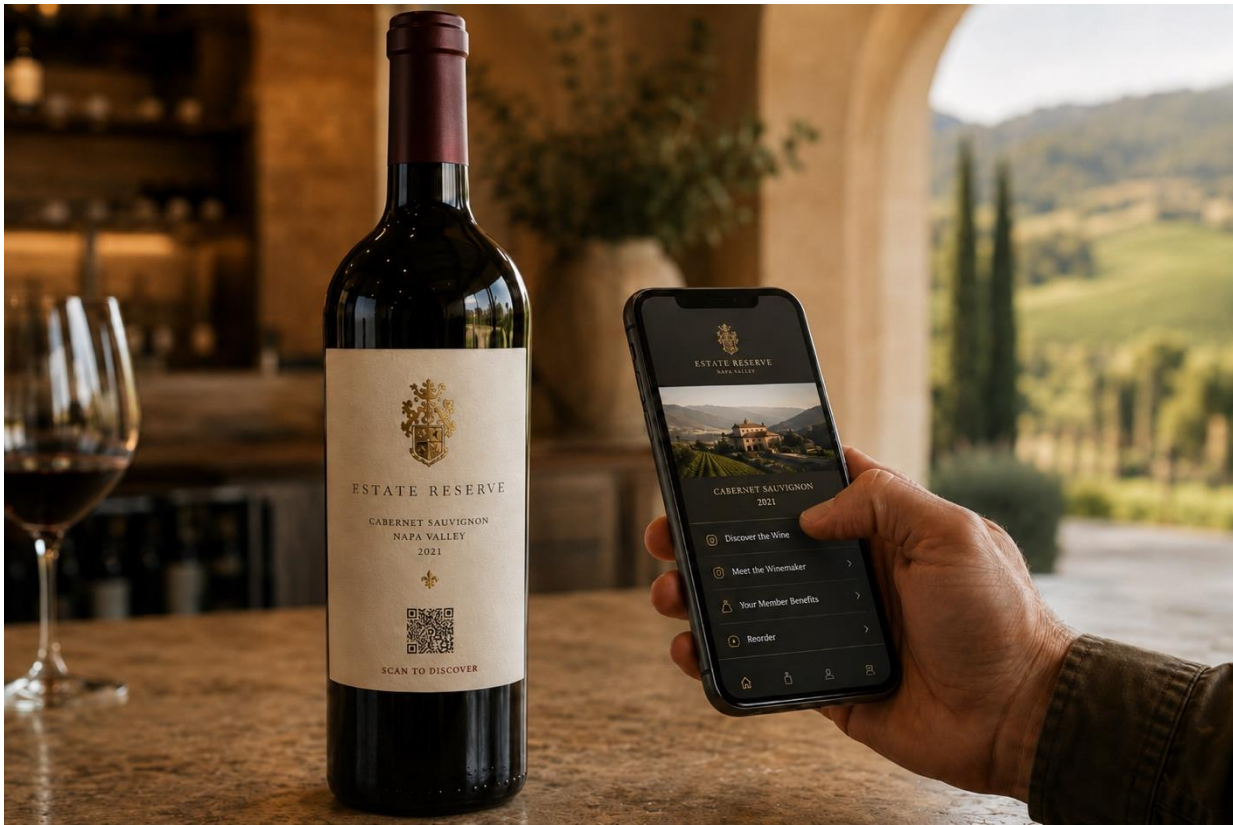
GROW

Use repeated interactions to strengthen membership, repeat purchase and customer lifetime value.

For premium wine, trusted product identity creates a new strategic asset: a **direct, persistent connection** between the winery, the bottle and the customer.

The Bottle Becomes a Customer Touchpoint

Trusted product identity connects every bottle to a digital experience that builds the customer relationship.



THE ECONOMICS OF A KNOWN CUSTOMER



The value is not the bottle sale. It is the customer relationship.

Sources: Vinoshipper 2025 National Direct Sales Report; Silicon Valley Bank 2024 Direct-to-Consumer Wine Survey.

HOW IT WORKS

One trusted identity connects each bottle to digital experiences and customer intelligence.

IDENTIFY

Give every bottle a persistent, trusted digital identity.

→ RESOLVE

Each interaction resolves to the right experience based on product, context and customer.

→ ENGAGE

Deliver configurable branded experiences that extend the relationship beyond the transaction.

One identity. Multiple experiences. A **persistent connection** to the customer.