



# 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 7<sup>th</sup>. 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

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

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**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	<input type="text"/>	%
Click rate	<input type="text"/>	%

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**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

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**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

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Once you've finished populating this guide with your answers to the survey, please visit <https://bit.svb.com/3s8H5HI> to enter and submit your response no later than March 18, 2022.

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