

## **WINE & WINERY TRENDS – JANUARY 2009**

- Live, online tastings through Bin Ends using Twitter – see [www.binendswine.com/tastings](http://www.binendswine.com/tastings) and [www.twittertastelive.com](http://www.twittertastelive.com) with live interaction with Vintners
- Sample-sized tubes of wine – see [www.wineside.net](http://www.wineside.net) – available through Colette in Paris contact [vincent@wineside.fr](mailto:vincent@wineside.fr)
- Small scale producers selling directly as an “online farmer’s market” through Naked Wines in Great Britain – see [www.nakedwines.com](http://www.nakedwines.com)
- The Wine Group LLC in San Francisco is moving away from glass bottles to Tetra Paks for Glen Ellen and Fish Eye brands. Tetra Paks are more eco-friendly and can be taken to outdoors events such as BBQ’s, outdoor concerts, camping, etc.
- Winery Profitability (British Columbia, Canada Study): 33% Tasting Room, 18% Web Sales, 14% Mail/Telephone Sales, 8% Events and 22% Wine Club (source [www.bcwinemarketing.ca](http://www.bcwinemarketing.ca)) – Direct Marketing for Wineries by Mark Hicken, December 15, 2008 – direct marketing is becoming an important piece of winery profits. Marketing channels include:
  - Website
  - SEM/SEO (Search Engine Optimization)
  - Internet Clubs/Stores – third party retailers
  - Smart Phones/PDA’s
  - Video (Robert Mondavi website <http://www.robertmondavi.com> )
  - Blogs & RSS Feeds (see [www.winespectator.com/Wine/Free/WS\\_Blogs](http://www.winespectator.com/Wine/Free/WS_Blogs) )
  - Social Networks ([www.facebook.com](http://www.facebook.com) ) ([www.linkedin.com](http://www.linkedin.com) )
- Retail shops use the sense of smell, taste and touch to increase sales – [www.giftshopmag.com](http://www.giftshopmag.com)