

WINE INDUSTRY

# Financial SYMPOSIUM

November 9 & 10, 2021

CIA @ Copia, Napa

# Winery Perspective

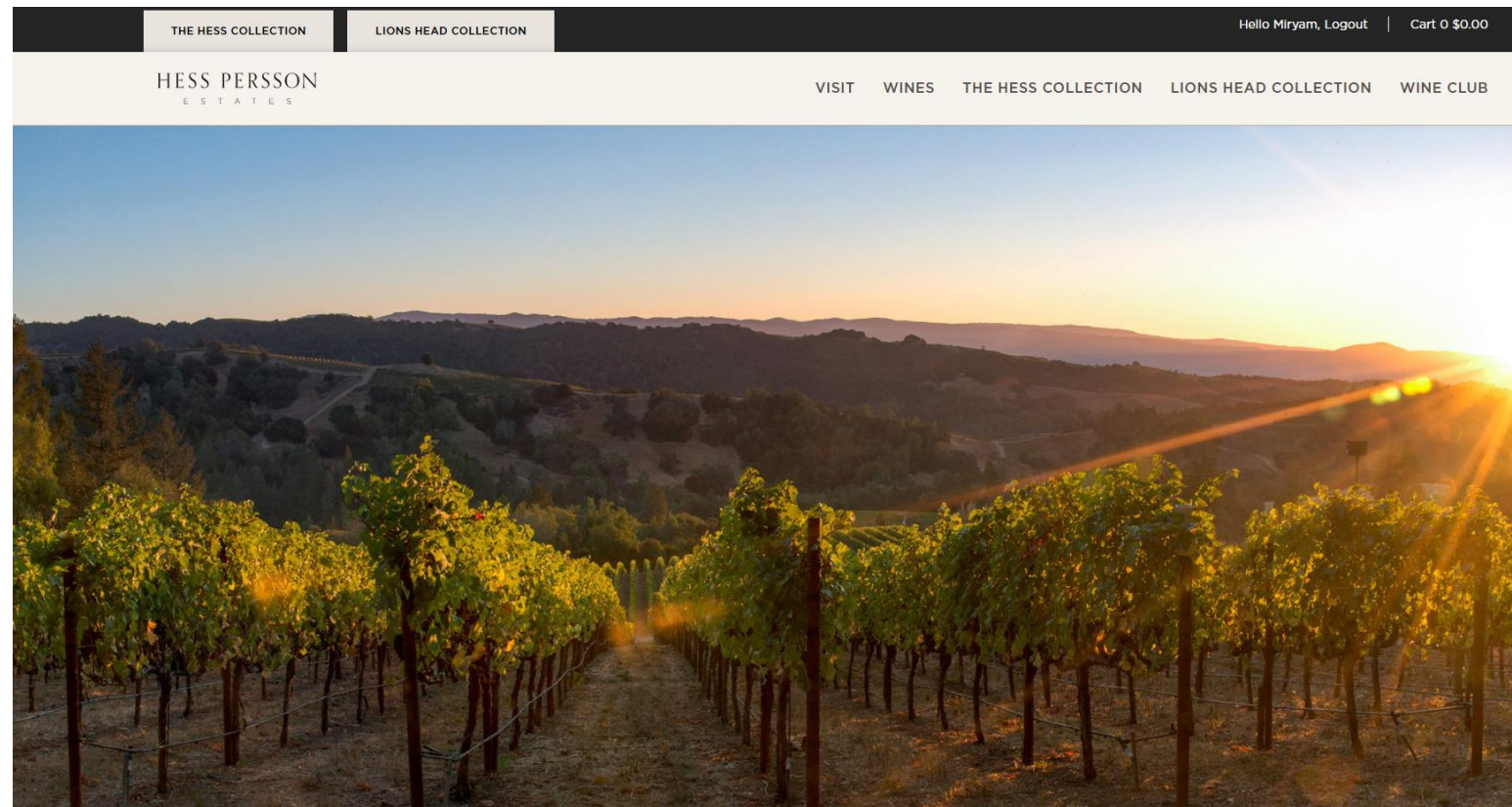
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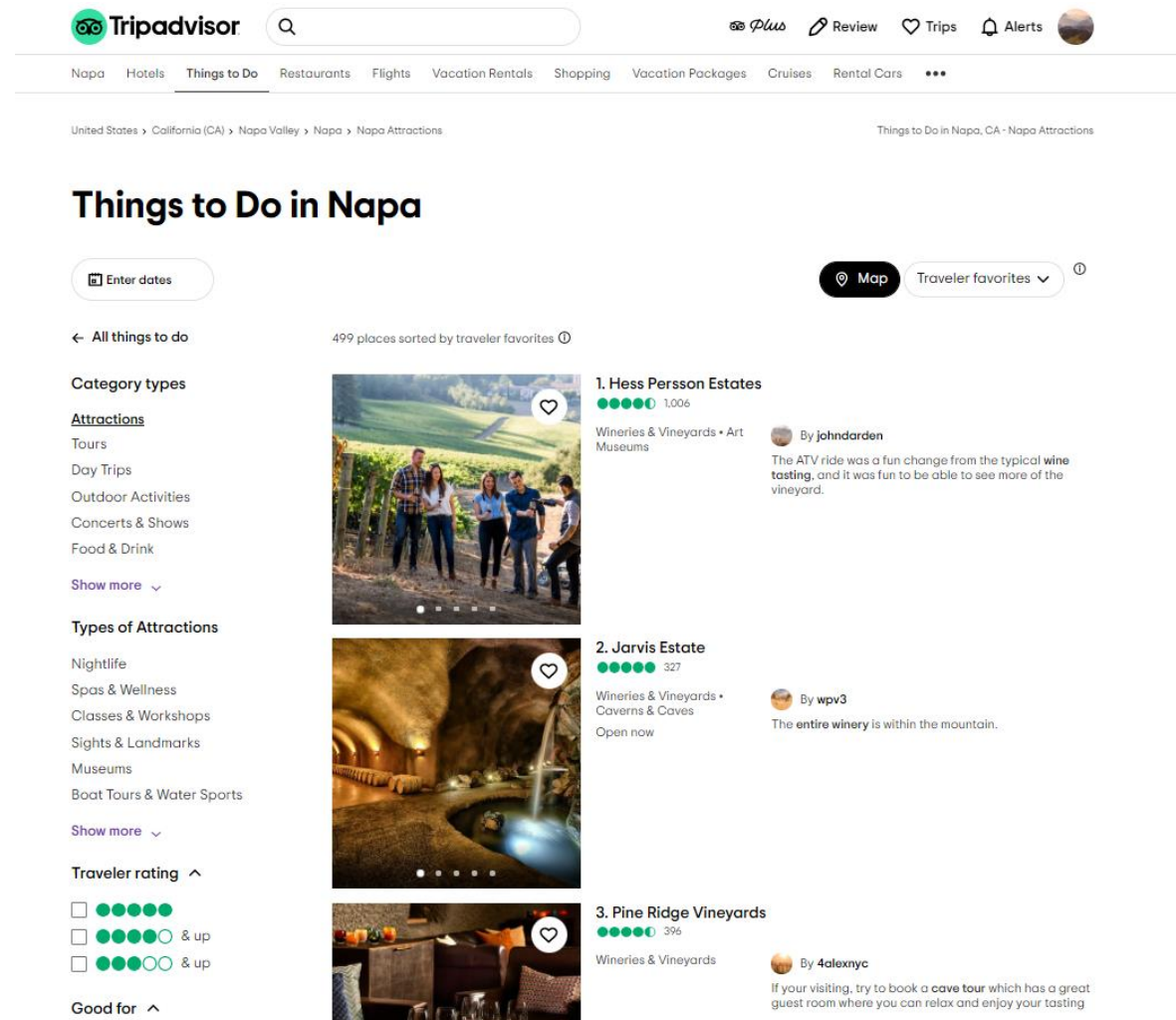
# Winery Ecommerce



- Ecommerce continues to be a viable channel
  - 1/3 of our DTC sales will be Ecommerce Sales



# Attracting New Customers



- Experiences are now playing a bigger role in DTC
  - New consumers via travel sites with adventures and unique winery access.
  - 20% of customers are finding us on TripAdvisor.

# Explore the Mountain





# Art Collection





# Maker Experiences



# In Summary

- Ecommerce – Don't let off the gas!
- Experiences – Find what is ownable for you
- Focus – Don't be all things to all people