

WINE INDUSTRY

Financial SYMPOSIUM

November 16 & 17, 2022

CIA @ Copia, Napa



Crawl = Collect Data

Walk = Top 6 Metrics

Run = All Metrics & Benchmarking

Measure data to better manage and improve results.
If you are consistently measuring and reviewing metrics, you will
be able to identify areas for improvements.

Monitor the data after you implement change.
Was it successful or not?

Tasting Room Metrics:

- (1) Number of Visitors
- (2) Purchase Conversion Rate
- (3) Club Conversion Rate
- Total Sales
- Average Order Value
- Visitation Rate of Members

Wine Club Metrics:

- (4) Number of Members
- (5) Attrition Rate
- (6) Revenue per Member
- Total Sales
- Average Order Value per Shipment
- Incremental Sales per Member

DTC Metrics:

- Bottle Price
- Tasting Fees
- Employee Compensation
 - Hourly Wage
 - Commission
 - Wine Club
 - Tips
 - Bonus

Examples of Data Analysis:

- Number of Groups per Employee - Effect on sales & wine club conversion
- Allocation vs. Wine Club model
- Experience Type vs. Sales & Conversion Rates
- Increase Tasting Fees (Community Benchmark)
- Increase Bottle Price (Club Average Order Value was low against Community Benchmark)
- Visitation, Conversion & Attrition Rates used to forecast grapes to bottle



Filter Capability

Filters

×

Select Wineries to Compare against

States

Regions

Cohort

Associations

Region

> Napa Valley

[Unselect All](#)

☒ Downtown - Napa

☒ Down Valley - Napa

☒ Mid Valley - Napa

☒ Up Valley - Napa

Visitor

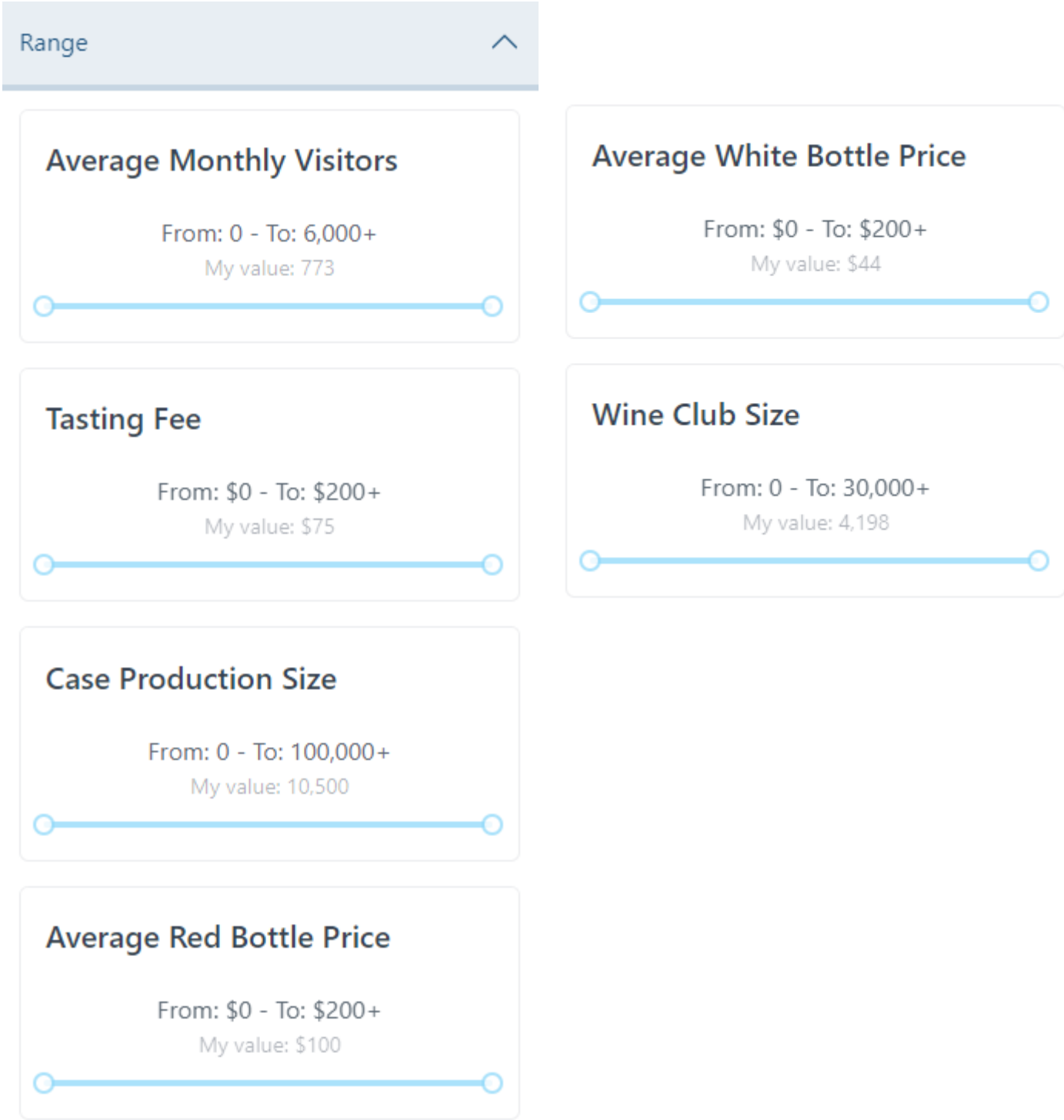
> Visitors

[Unselect All](#)

☒ Open to public

☒ By Appointment

☒ Unkown



Metrics Explorer

Tasting Room

Wine Club

Online & Phone

Events

Distribution & Other

% Change YoY ⓘ

Tasting Room Sales

Visitors

Purchase Conversion

Tasting Room AOV

	My TR	Comp Set	TrueTrend™	My TR	Comp Set	TrueTrend™	My TR	Comp Set	TrueTrend™	My TR	Comp Set	TrueTrend™
Sep 2022	-1.2%	-1.6%	0.5%	-5.6%	-11.9%	7.2%	6.8%	3.0%	3.7%	-2.0%	8.4%	-9.6%
YTD 2022 vs 2021	23.8%	22.0%	1.5%	-3.9%	5.0%	-8.5%	16.0%	1.0%	14.8%	11.0%	15.0%	-3.5%
YTD 2022 vs 2020	122.5%	152.4%	-11.9%	79.2%	98.7%	-9.8%	23.1%	-0.9%	24.3%	0.8%	28.2%	-21.4%

Tasting Room

Wine Club

Online & Phone

Events

Distribution & Other

% Change YoY ⓘ

WC Total Sales ↗

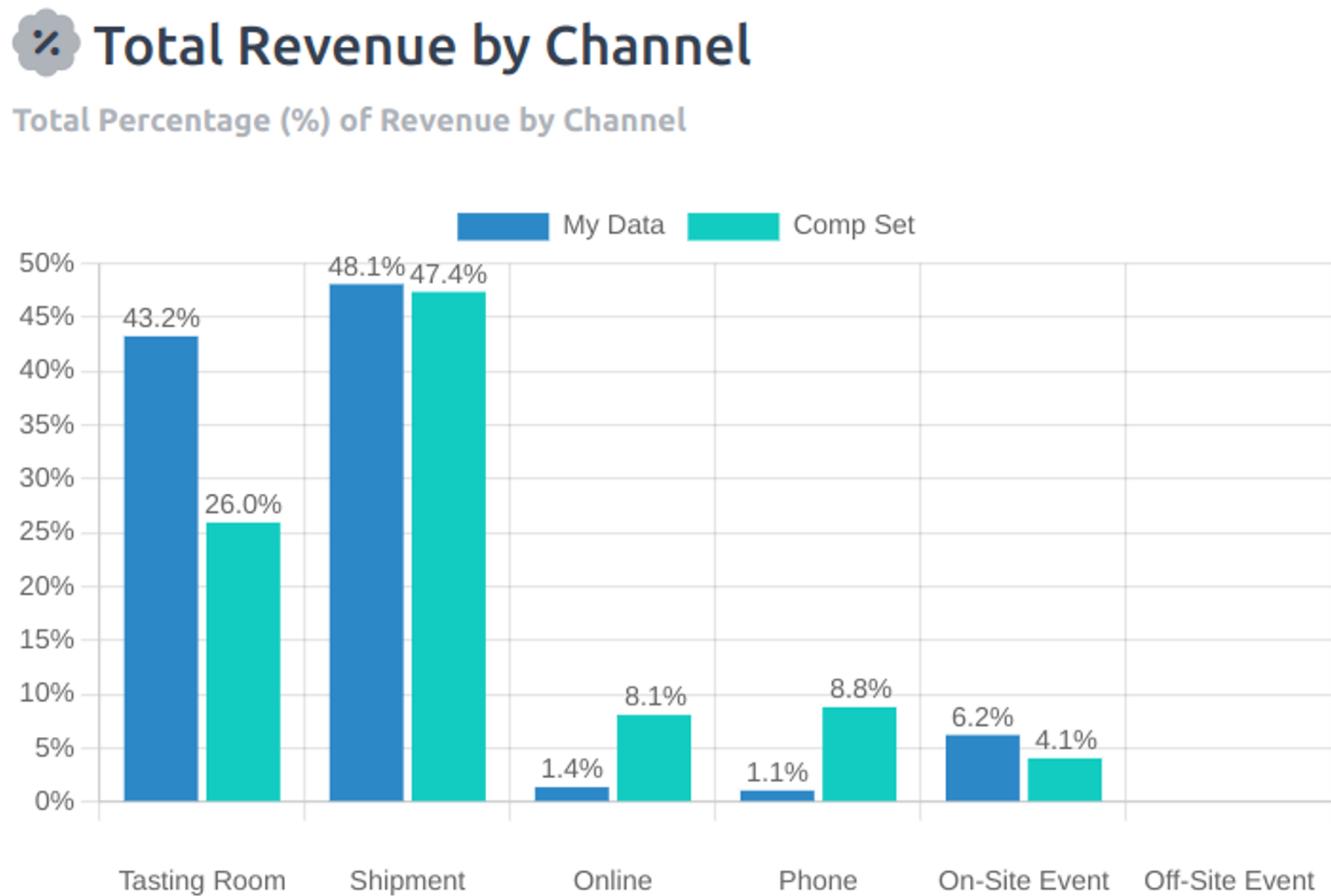
Active Members

Rev. Per Member ↗

Net Growth Rate ↗

	My TR	Comp Set	TrueTrend™	My TR	Comp Set	TrueTrend™	My TR	Comp Set	TrueTrend™	My TR	Comp Set	TrueTrend™
Sep 2022	NA	NA	NA	30.8%	7.7%	21.4%	NA	NA	NA	-72.2%	-107.4%	-474.2%
YTD 2022 vs 2021	50.7%	13.7%	32.5%	30.8%	6.9%	22.4%	15.3%	6.4%	8.3%	-22.6%	-43.9%	37.8%
YTD 2022 vs 2020	62.3%	19.9%	35.4%	58.2%	15.6%	36.9%	2.6%	3.7%	-1.1%	221.1%	502.7%	179.7%

Digital Channels Much Less Significant for Davis



*Davis Digital (Phone + Online) is 2.5% of DTC vs. Napa avg. of 16.9% of DTC.

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