


BEST PRACTICES


TURN TWO ANNUAL EVENTS PLUS WEEKLY TASTINGS INTO A 20% INCREASE IN ANNUAL WINE SALES


STRATEGY

“We’ve always had a decent wine selection, but when I took over ownership of the store from my dad I was ready to take things up a level--so we purchased our tasting license. We started offering a weekly wine tasting on Friday’s from 3-6 PM and in just one week the increase we saw in sales paid for the initial \$500 licensure fee. So, when the next holiday season rolled around, we decided to host a larger ticketed event complete with store-made food and vendors to sample a total of 16-20 bottles. This event was so successful that we now host two regular wine events in addition to our weekly tasting. Today, we have tripled our selling space for wine and still see a 20% surge in wine sales, equaling more than \$9,000 per month.”

Kevin Schild, Schild’s IGA

 Grafton, OH

 Beer & Wine

 *Sale, entire store, monthly, case sale, new customers, new business, wine, sampling, event, after hours*

 Easy

Store Specs

Department size: **13,000 SQ FT**

Annual Sales: **\$4.2m**

Contact Information

Email: jennifer@harvestmarket.com

Phone: **707-813-1854**

30–35%

GROSS PROFIT ON WINE BOTTLES

3X

INCREASE IN SELLING SPACE

20%

INCREASE IN WINE SALES

WHY IT WORKS

For Our Shoppers

Fun Social Event

With a variety of wines and food, the events have received great feedback for their good time.

Education

Shoppers get to experience wines that they have never tasted before and learn more about pairing wine with their meal.

Value

Customers receive a 10% discount on cases.

For Our Store

Increased Sales

Events are a good opportunity to upsell wine and other products across the store.

Makes Our Store a Destination

The store has gained a reputation as a knowledgeable wine vendor with a good selection, allowing customers to get their ingredients and wine pairing in one stop.

No Upfront cost

The tickets cover the cost of food and wine. There is no out of pocket expense.

TACTICS

1. START WITH WEEKLY TASTINGS

Schedule vendors and notify your customers about upcoming events.

2. MAKE TICKETS AVAILABLE TO LARGER EVENTS

Decide how many tasters your store can accommodate and price tickets to cover costs of food and additional wine.

3. PLAN YOUR LARGER EVENTS

Pick a time of year that makes sense. Schild's IGA selected the start of the holiday season at the beginning of November and again in February.

Arrange for vendors and determine which of your local food offerings would pair well with featured wines.

Offer a case sale to incentivize larger purchases.

4. ADVERTISE TICKET AVAILABILITY

To start generating buzz, provide local business owners and other influencers with complimentary tickets.

PRICING

Selling tickets for \$15 per person or \$25 per couple allows you to cover the costs and avoid out-of-pocket expenses.

PRO TIPS

1. KEEP THE FOOD FLOWING

Remember, you are first-and-foremost a grocery store. If you give your guests \$100 bottle of wine but run out of food, they are only going to remember that they left hungry.

2. LEVERAGE SOCIAL MEDIA

Find unique ways to promote the event. For example, try developing a unique recipe for the event and share it with your followers to build buzz.

3. REMEMBER THE BASICS

At one event, the store showcased new wines that customers wanted to buy, but they hadn't put the new wine in the system yet, so they couldn't ring them up.

4. ASK GOOD QUESTIONS

Kevin Schild and his wife drink red wine, and they initially assumed everyone else did too. But, they soon discovered that many from the Great Lakes region prefer sweeter wines. Now they ask "what do you normally drink?" before suggesting a wine to sample.