

# VINOSHIPPER<sup>®</sup>

Expand Direct Sales & Simplify Compliance

CiderCon 2022

2019-2021 Trends & Leveraging Virtual  
Sales Beyond the Tasting Room

# As Doors Closed, Windows of Opportunity Opened

## Agenda

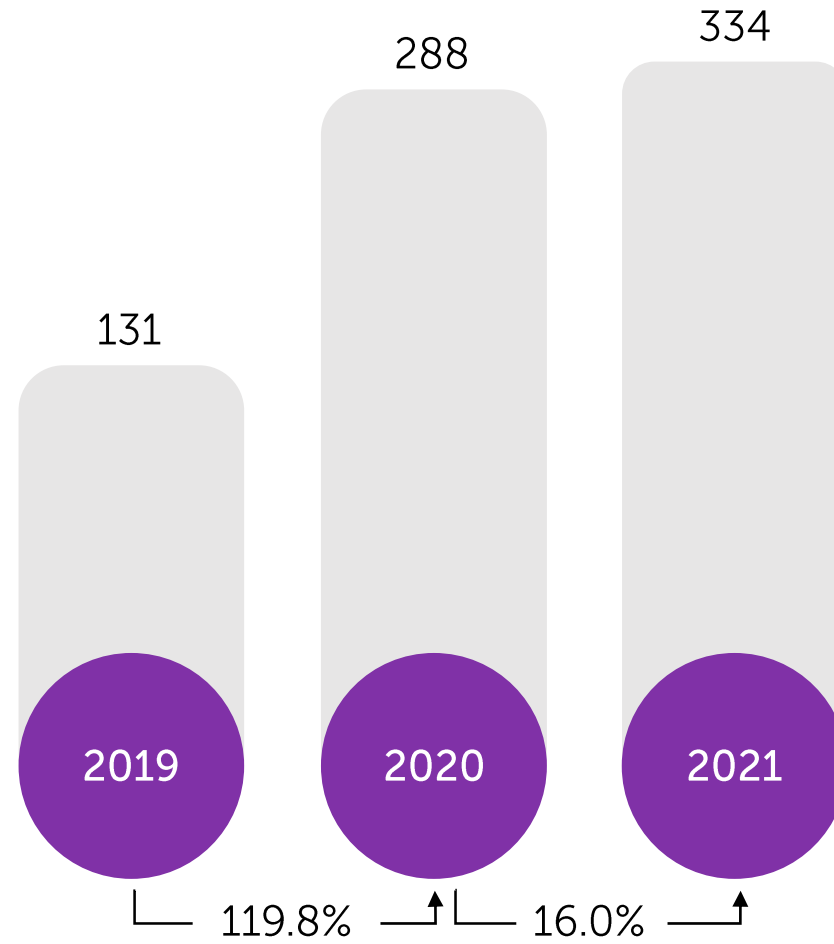
- 1 Trends
- 2 What new markets opened?
- 3 What products sold?
- 4 Placement & suggestions count
- 5 Evolution of a "experience"
- 6 How the opportunity for success changed

# Goal for Today's Class

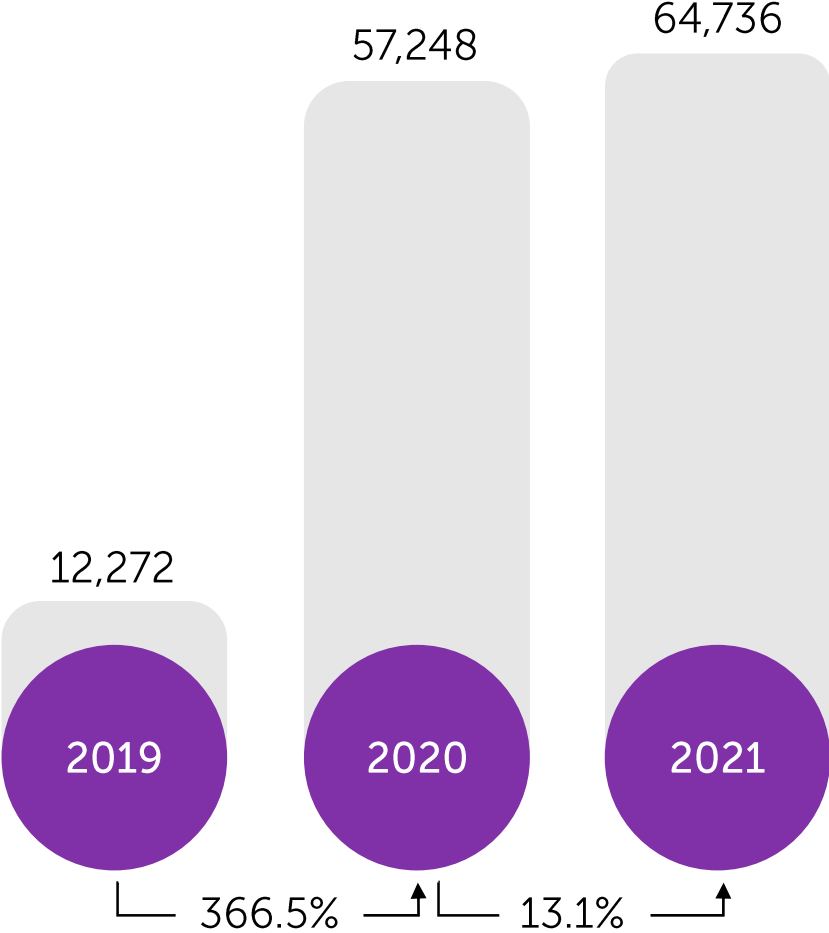
Leave with 1 or 2 ideas that  
you will implement to  
**SPARK SUCCESS!**

# Number of Cider Producers Represented

Producers with Live Products



# Number of Orders



# Sales Details

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	2019	2020	2021
Avg Order Value <i>includes discounts</i>	\$56.05	\$59.59	\$61.75
Avg # of Items	4.23	4.29	4.26
Avg Item Price	\$16.36	\$16.44	\$17.12
Average Discount	(\$7.99)	(\$5.31)	(\$5.42)

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# Summary

2020 v 2021 Change

Number of Orders	13.1%
Per Order Dollar Value	\$2.16
Items Per Order	-0.03
Average Price Per Item	\$0.68
Average Discount Per Order	\$0.11

# Home State of Cider Producers

Ranking	State	% of Sales Volume	
		2020	2021
1	New York	12.3%	12.9%
2	Washington	10.2%	9.3%
3	California	9.9%	10.2%
4	Pennsylvania	8.2%	7.5%
5	Michigan	7.2%	6.9%
6	Oregon	6.5%	7.2%
7	Virginia	6.5%	6.6%
8	Massachusetts	4.4%	4.5%
9	Colorado	4.1%	3.9%
10	North Carolina	3.1%	3.3%
11	Vermont	2.7%	3.0%
12	Minnesota	2.7%	2.4%
13	Tennessee	2.4%	2.1%
14	Wisconsin	2.0%	2.1%
15	New Hampshire	1.7%	1.8%
	All Others	16.0%	16.5%

# Which Cider Varietals are Selling?

Ranking	Variety	% of Sales Volume	
		2020	2021
1	Apple	89.6%	87.8%
2	Other	6.6%	8.2%
3	Pear	2.9%	3.1%
4	Cider Seltzer	0.9%	0.9%

# Where Ciders are Shipped To & From

## Shipping To

		% of Sales Value
Ranking	State	Ship To
1	New York	14.0%
2	California	11.3%
3	Washington	7.5%
4	Pennsylvania	6.3%
5	Colorado	4.2%
6	Massachusetts	3.9%
7	Illinois	3.9%
8	Michigan	3.9%
9	Oregon	3.9%
10	Virginia	3.7%
	All Others	37.5%

## Shipping From

		% of Sales Value
Ranking	State	Ship To
1	New York	26.3%
2	California	13.6%
3	Michigan	8.5%
4	Washington	8.1%
5	Tennessee	6.9%
6	Massachusetts	5.6%
7	Colorado	4.3%
8	Oregon	3.7%
9	Virginia	3.2%
10	Pennsylvania	3.0%
	All Others	16.7%

# Container Sizes

## Cider

Top 10, Total:65

750 mL Bottle

4 x 12 oz Can

500mL Bottle

6 x 12 oz Can

500 mL

4 x 16 oz Can

12 oz Can

12 x 12 oz Can

16 oz Can

375 mL Bottle

## Wine

750 mL Bottle

500 mL Bottle

375 mL Bottle

187 mL Bottle

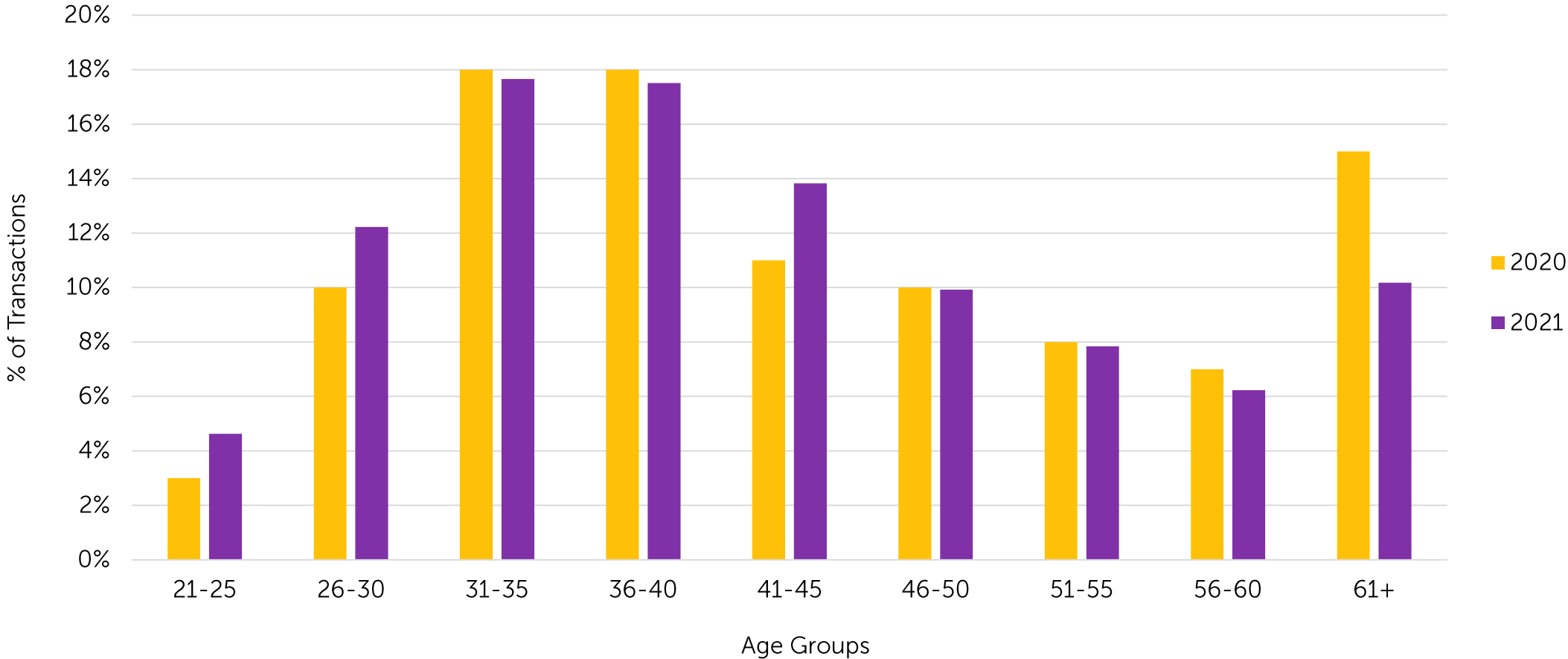
# Average Price by Container Size

Top 10 Container Sizes

Container Size	Average Price	Minimum Price	Maximum Price
750 mL Bottle	\$19.52	\$5.00	\$100.00
4 x 12 oz Can	\$12.82	\$2.75	\$89.99
500mL Bottle	\$12.10	\$3.75	\$49.99
6 x 12 oz Can	\$11.63	\$6.00	\$30.00
500 mL	\$11.27	\$3.75	\$49.99
4 x 16 oz Can	\$14.75	\$3.50	\$35.00
12 oz Can	\$3.65	\$1.99	\$75.00
12 x 12 oz Can	\$45.98	\$14.99	\$69.99
16 oz Can	\$6.53	\$3.10	\$28.00
375 mL Bottle	\$19.73	\$2.50	\$52.00

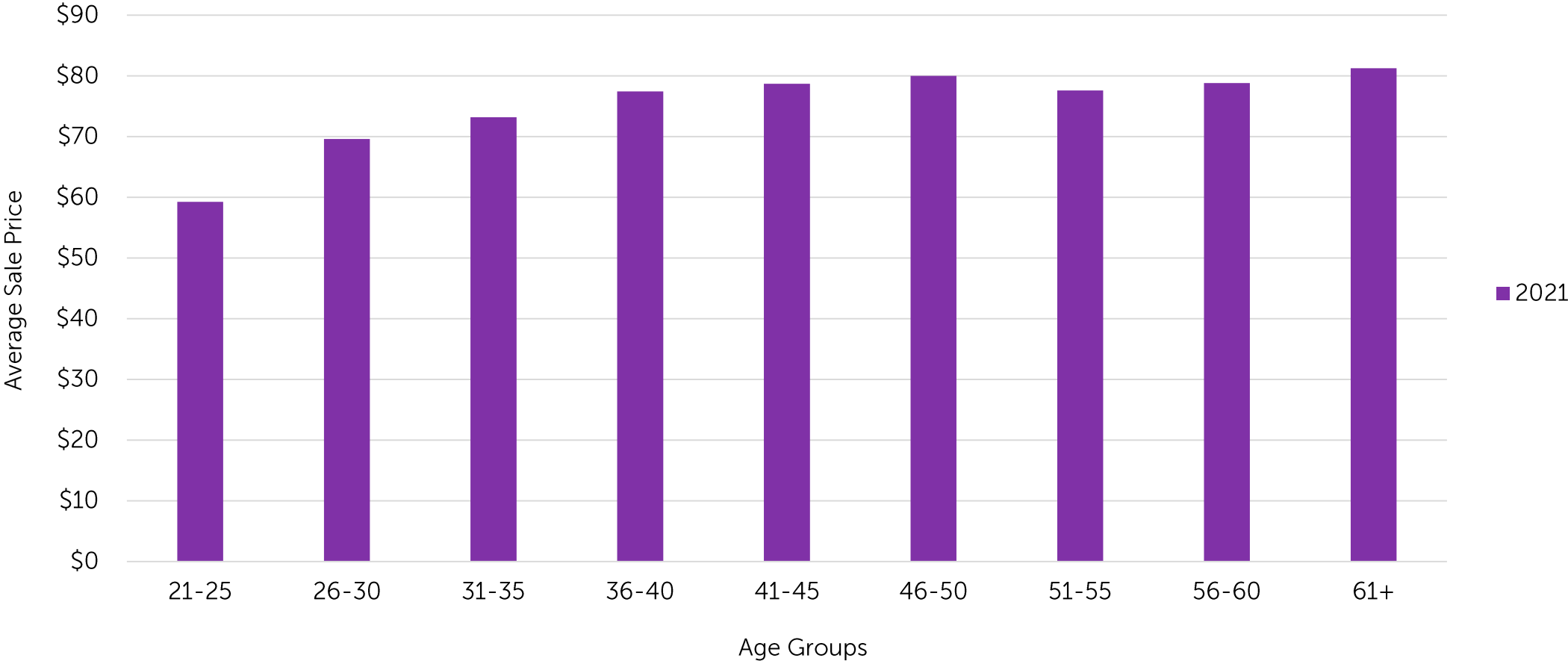
# Age Demographics

Percentage of Transactions by Age

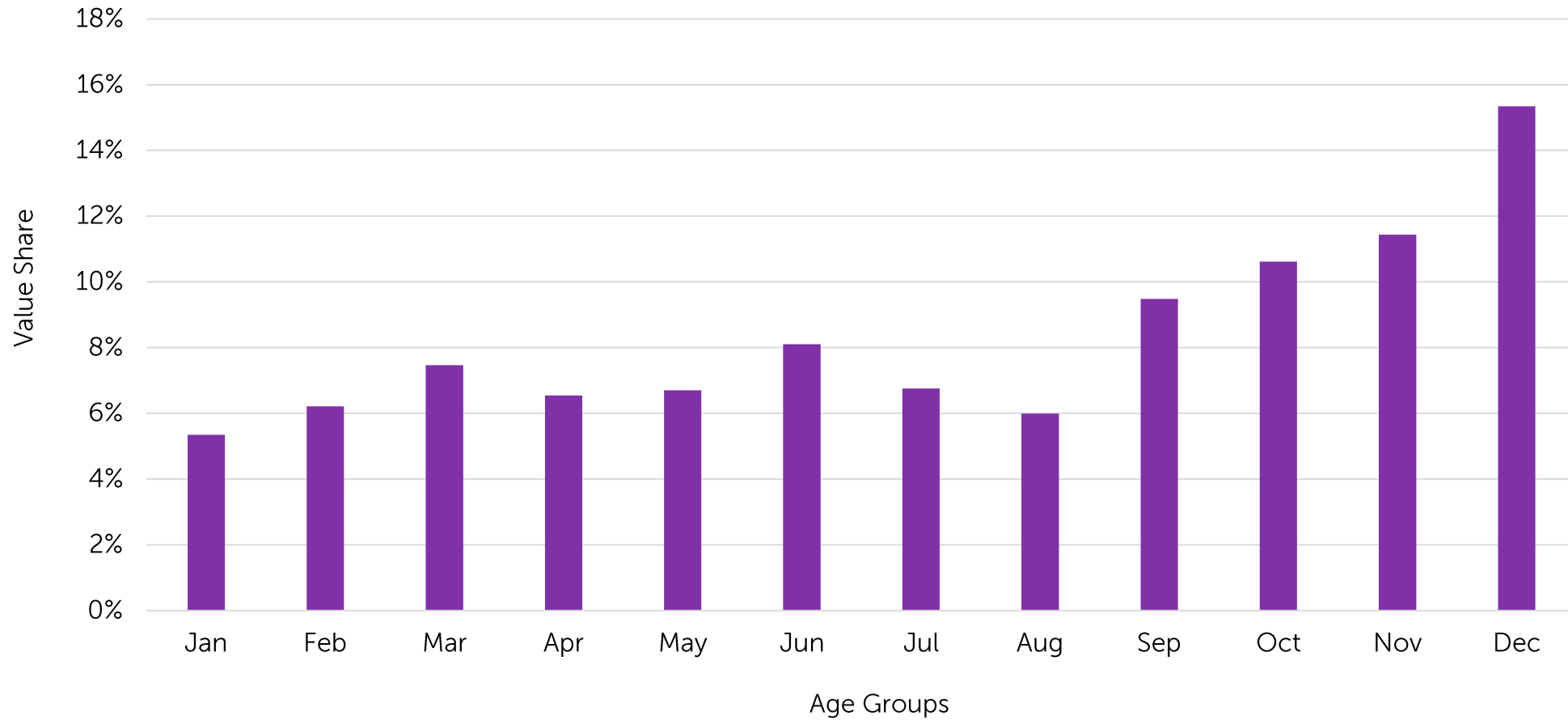


# Age Demographics

Spend by Age Group



# Seasonality of Sales



# What's Changed?



# Customers

## Standard

- Active club members & former members
- Previous & new customers
- Abandoned cart & club registrations

## Exciting Growth

- Virtual customers
- Group events (friends, families, businesses, etc.)

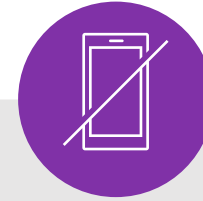
# Customers are Looking For



A great  
experience



Connection  
with other  
people



Distraction  
from the  
daily grind

# Bring the Tasting Room Experience to Your Living Room



# Virtual Experiences – Product Ideas

## Online Tasting Events

- Bring the tastings to your living rooms and enjoy!
- Schedule tastings, weekly
- Group tastings, privately scheduled

## Home Tasting Experiences Live & Recorded

- Meet the Maker: Live Q&A and stories of the cider
- Taste with the Team: Hosted tasting of flights
- Test your Knowledge with a Blind Tasting Kit
- Reminder of Corporate or Business Socials

# Product Offerings

- Flights
- Multi-item Packs
- Pairing Packs
- Online Tastings
- Blind Tasting Kits
- Autographed Bottles
- Recipes Paired with Beverages



# Add Celebration & Tasting Packs



Sea Cider



Botanist & Barrel



Hermit Woods  
Virtual Tasting: May 17<sup>th</sup>

# Club Options

1

Increased  
engagement

2

Customize  
club releases  
(20% increase)

3

Club member  
tastings –  
bring a friend

# The Power of Suggestion

# Product & Placement

1

Add new products & product combinations

2

Update inventory, price, descriptions for others

3

Add pair ideas and recipes

4

Autographed bottles

5

Product descriptions count – pairing ideas, perfect for...

Placement counts: Place packs and online tasting events at the top of the list.

# Customer Communications

## Groups

- Family & Friends
- Co-workers & Teams
- Teachers
- 1<sup>st</sup> Responders

## Occasions

- Birthdays & Anniversaries
- Holidays
- New Home or Baby
- Promotions

# Ideas to Engage with an Online Experience

Create an Experience



Tastings



Crazy Hat  
Events



Mixologist  
& Cooking  
Demos



Pairings

Did you celebrate National Cook a Sweet Potato Day (February 22nd)?

# Update Communications

Update, at a minimum, every 90 days



Sales receipt  
greeting &  
conclusion



Website



Front  
doors



Voicemails

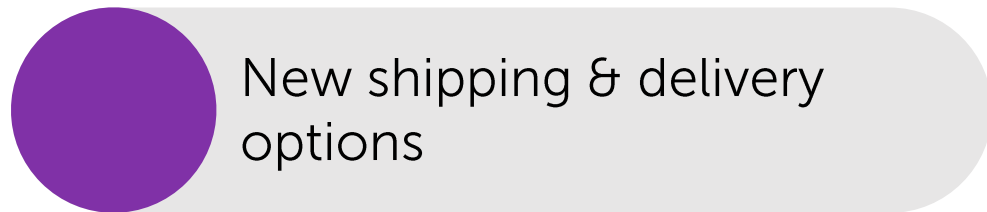


Email  
footers

# Communications

It's a job – get it on your calendar!

## Ideas



## Frequency



# Business Communications

Update, at a minimum, every 90 days

Valuable clients replacing meetings, conventions, etc.

Promotions, retirements, and awards

New employees, existing team accomplishments

Network with co-operative businesses, chambers & associations

# Set Customer Expectations

# Best Value for Shipping

Shipping is a cost of doing business and you work to offer the best prices for shipping.

Size of Order	Per package	Per bottle
1 bottle	\$21.09	\$21.09
3 bottles	\$25.98	\$8.66
6 bottles	\$36.37	\$6.06
12 bottles	\$50.62	\$4.22

\*Example using a \$20.00 bottle value, WI to WA

# Planning

Calendar Communications



When



What



Preparation  
Time



Response  
Time



Measure  
Results &  
Adjust

# Show Your Appreciation

Tell your customers thank you!

Send a card via USPS

Call and say thank you



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