



California Wineries: How Do You Rank Against Your Peers? Join the DTC Winery Check Up Research Project

October 17, 2011, Napa, CA, – The 2012 Direct to Consumer Wine Symposium has launched the DTC Winery Check Up, a comprehensive research project that will help wineries compare their direct to consumer sales performance against their peers. California wineries can participate by signing up today at <http://www.dtcwinesymposium.com/survey.php>

Participation is easy and each participating winery will receive a confidential, free report after the Symposium that shows exactly how it compares against others. How does it work? California wineries are asked to voluntarily, and confidentially, take a short 10-minute survey that will be analyzed by Ross Goodwin, managing partner of Bennett Valley Group (www.bennettvalleygroup.com), and research partner for the 2012 Direct to Consumer Wine Symposium. Bennett Valley Group will review more than 18 separate metrics for data from September and October 2011, including tasting room sign-up rate, additional wine club member revenue, average tasting room dollar transaction, and Facebook likes. Results will be presented during the Symposium on January 19, 2012. No wineries will be identified in the presentation; it will only include aggregated data and key learnings. All information will be kept confidential by a third party and none of the data will be shared with other wineries.

“This will be a groundbreaking research project for the wine industry,” says Brian Baker, this year’s chairman and V.P. of Sales and Marketing at Chateau Montelena winery. “There is little publicly available information on winery DTC performance and the Direct to Consumer Wine Symposium provides a perfect forum for collecting real, useful data in a confidential manner that shows wineries how they rank against each other.”

To sign-up for the DTC Winery Check Up visit <http://www.dtcwinesymposium.com/survey.php>. For questions about the report, contact Ross Goodwin at 707-526-6726 or ross@bennettvalleygroup.com.

About the Direct to Consumer Wine Symposium

The Direct to Consumer Wine Symposium is presented by and a fundraiser for Free the Grapes! and Coalition for Free Trade, two organizations who have worked tirelessly with local winery associations and industry representatives to increase the number of legal direct shipping states from 17 to 38 in the last decade.

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