

Tarara Winery's Vine Club

Origins:

- Tarara Winery opened its doors in 1989.
- Our guests were impressed with wine they were sampling and asked about futures. We developed a loyal customer base and started offering barrel samples and selling futures which lead to
- The "Vine Club" in 2004 – originally called "To Your Door"
- Big volume momentum came in 2007

Today:

- Current membership 1,200
- Our members are our loyal customers generating
10% of our case sales
50% of our retail store revenue

Spread the Word:

- During wine tasting our hosts talk about the benefits of Tarara's Vine Club
- A connection is made with guests and they want to become "part of the family"
- Tarara's website talks about the many benefits of Vine Club
- At community events we talk about Tarara's Vine Club
- Dedicated branding initiative as of 2011 which include dedicated marketing and sales strategies above and beyond the "Tarara" brand.

Perks:

- Everyone's looking for a "deal".
- Three club levels available
 - Winemakers Select (one white, two reds)
 - Reds Only
 - Single Vineyard (3 bottles of one single vineyard wine)
- Our members receive
 - 3 bottles of wine quarterly (wine chosen by winemaker)
 - Includes exclusive wines available only to Vine Club members
 - 20% discount towards wine or retail purchases
 - 50% discount on Premier Tasting experience
 - Complimentary wine tasting for 2 at each visit
 - No worries about not having Tarara wine on hand – we offer delivery service (FedEx)
 - Complimentary admission to all of Tarara's summer concerts
 - Held Saturday evenings June through first weekend in October
 - Exclusive Vine Club member events

Vine Club lounge every Sunday
Vine Club party each quarter the wines are released

Sign Up Today:

- Complete application when visiting Tasting Room
- Join online on our secure site
- Gift memberships available
- Option to pre-pay available
- Shipping is available
- We currently ship to 21 states
 - Virginia, West Virginia, Maryland, DC
 - New York, New Hampshire, Vermont
 - North Carolina, Georgia, Florida, Louisiana
 - Washington State, Oregon, California
 - Nevada, Wyoming, Colorado
 - North Dakota, Minnesota, Missouri
 - Alaska

Software:

- “Elypsis” for our Vine Club processing
- “Ship Compliant.com” for our Compliant software
- “eWinery Solutions” for our online sales

Logistics:

- Accounts are processed quarterly.
- Once the account is successfully charged the wine is available for pick up or shipped.
 - Challenge** – tracking down outdated credit cards
 - e-mail sent one month in advance to notify members who have expired credit cards on file.
 - Members notified via e-mail and/or phone when credit card is declined.
- We track when member comes in to pick up their wine and obtain signature
- Each “ship” member receives the shipping tracking # via e-mail

- Each member must sign a “Pick-Up” receipt generated by the Elypsis software when they pick up which updates who is yet to receive their wine

- Wine is shipped at the customers expense if they have failed to pick up after 12 months.

- Recommended to have a work address to have the wine mailed to since it requires Adult signatures with no exceptions.

Compliance:

- **Licensing**

We must be licensed in each state in order to ship wine into that state.
Some states have longer application processes and fees vary by state.
States must have reciprocity with Virginia for the license to be acquired.
Some States also strictly forbid any wine mail delivery.

- **State requirements**

Monthly reports are due to each state
Report includes all wine shipped
We report purchaser and who it's being shipped to, ensuring both parties are over 21.

Report frequency varies by state (some annual, quarterly)
Each wine that will be shipped as well as each label must be registered.
A "TTB" label number is assigned upon approval.
Each state requires label registration, product registration and business registration
Shipping Carrier must be compliant as well.
Adult signature required on all purchases
Check out www.shipcompliant.com for a list of states that will accept wine shipments along with their requirements

Taxes

Based on volume and alcohol % .
"Sales and use tax" and "excise tax" are required
Some states require payment of "garbage tax" based on litter sent into state.
Based on # items sent to state (GA for example).
Some states require county tax (sales).
Excise tax is based on volume
State tax is based on retail dollar amount

Restrictions

Some states have volume restrictions (ex. VA).
Texas has county volume restrictions in some cases.