



Cliff Lede Vineyards

# Series 1

## *Reinvent Hospitality*

*Blueprint Series 1* introduces Ideas 1–3—a strategic starting point for creating unforgettable, high-impact guest experiences.

Focus on elevating your most visible product: the in-person winery visit. In a crowded market of lookalike tasting experiences, differentiation comes from immersion, emotion, and surprise.

### What's Inside

- ▶ Idea 1: Reinvent the Hospitality Experience
- ▶ Idea 2: Reimagine the Wine Club
- ▶ Idea 3: Global Winery Reciprocity Program

### How to Use It

Choose one tactic to pilot in the next month, refine it, train your staff around it, and measure the guest impact. Then, build from there.





## IDEA #1 —

Reinvent the Hospitality Experience - “Surprise & Delight”

### Strategic Benefit

Your hospitality experience is the most powerful lever you have to drive direct-to-consumer sales, and right now, across the industry, it’s flat. It’s no longer enough to offer great wine in a beautiful place.

***Guests want immersion. Emotion. Memory.***

When you deliver an experience that surprises and delights, you create stories that sell bottles, drive referrals, and generate long-term loyalty. This is the fastest, most visible way to stand out in a crowded market.

### Objective

Turn every visit into a story worth retelling. Drive higher conversion, stronger reviews, more referrals, and long-term loyalty by delivering a hospitality experience that feels personal, premium, and unforgettable.





## **Recommended Actions**

Redesign tasting experiences to be multi-sensory, personalized, and story-rich—not just a pour-and-pitch. Think:

- ▶ “Choose your own adventure” tastings based on mood, varietal, or personality. Consumer selects their own experience on the fly.
- ▶ Unexpected moments of value—welcome gift, spontaneous food pairing, handwritten note.
- ▶ Signature add-ons, such as a behind-the-scenes journey ending with a blind tasting and takeaway gift.
- ▶ Follow up with personalized thank-you videos, exclusive offers, or a digital “memory moment” recap.
- ▶ Empower your staff to act like hospitality artists, not just hosts. Give them the tools, training, and autonomy to wow guests in the moment. Borrow from the Ritz-Carlton model: allow team members to make real-time decisions without manager approval.

***Small touches = disproportionate impact***





## IDEA #2—

### Reimagine the Wine Club

#### Strategic Benefit

Wine club members are loyal and high-value—but loyalty must be earned. Go beyond wine. Offer identity, access, and emotional value. Make the club a lifestyle worth staying for.

#### Objective

Reduce churn, increase lifetime value, and make every club member feel like they are receiving more value than just the core product (wine).

#### Recommended Actions

**1.** Introduce flexible membership tiers designed around behavior and lifestyle—not just volume.

- ▶ **Explorer Tier:** monthly micro-shipments + seasonal experiences
- ▶ **Insider Tier:** exclusive wine, concierge booking, early event invites
- ▶ **Elite Tier:** private tastings, travel perks, personal wine concierge, and invites to Escapes





## **Recommended Actions Continued...**

- 2.** Offer exclusive perks: concierge access, travel benefits, early access to releases.
- 3.** Use AI-driven personalization to tailor content, offers, and communication based on past purchases, preferred varietals, travel habits, and life milestones.
- 4.** Design surprise-and-delight moments that break expectations:
  - ▶ Complimentary hotel nights or upgrades
  - ▶ Curated restaurant experiences in their hometown
  - ▶ Seasonal gift drops or exclusive partner perks (e.g., priority access to wellness retreats or culinary festivals)
- 5.** Launch a Member Gifting Suite: allow members to send branded gift kits to friends/family for birthdays, referrals, or just to share their experience with your brand.
- 6.** Create an annual “Membership Statement” - a beautiful end-of-year email or print piece showing what they experienced, saved, and unlocked as a member.





## IDEA #3—

### Global Winery Reciprocity Program

#### Strategic Benefit

Transform the wine club into a global network of privilege and access. This program doesn't just add value, it redefines what membership means. Members become part of a curated global ecosystem of wineries, giving them insider access wherever they travel while positioning your brand to attract high-value customers from partner properties.

#### Objective

Increase the perceived value of membership, reduce churn, and create a new channel for global customer acquisition while elevating your brand into an international wine and travel network.





## **Recommended Actions**

- 1.** Create a reciprocal access program with prestigious, like-minded wineries in top regions (e.g., California Central Coast, the Pacific Northwest, Bordeaux, Tuscany, Australia, Marlborough, Rioja, Mendoza).
- 2.** Offer complimentary tastings, behind-the-scenes tours, priority booking, or access to limited allocations across the partner network.
- 3.** Use reciprocal marketing with partner wineries to introduce your brand to their members instantly reaching affluent, globally minded wine buyers.
- 4.** Highlight the program in onboarding, gifting, and tier-upgrade communications as a key differentiator.
- 5.** Expand to include joint wine + travel packages curated for top-tier members.





Mumm Napa

# Key Takeaways

## *Reinvent Hospitality*

### **Key Takeaways**

- ▶ Small, personal touches deliver outsized returns
- ▶ Empowering your team creates magic in the moment
- ▶ Hospitality isn't a transaction—it's a brand moment

### **What to Do Now**

- ▶ Audit your current experience: What's memorable? What's forgettable?
- ▶ Train your staff with freedom and storytelling tools
- ▶ Create one new “signature moment” for your tasting room by next quarter

### **Remember**

Guests don't remember the pour—they remember how you made them feel.





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