



Customer Update - September 2020

A year ago I asked a prominent winemaker a simple question - what keeps you up late at night? Her answer was equally simple - the future of the wine industry. "My kids are not interested in wine and neither are their friends. Who will we sell wine to in twenty years time?"

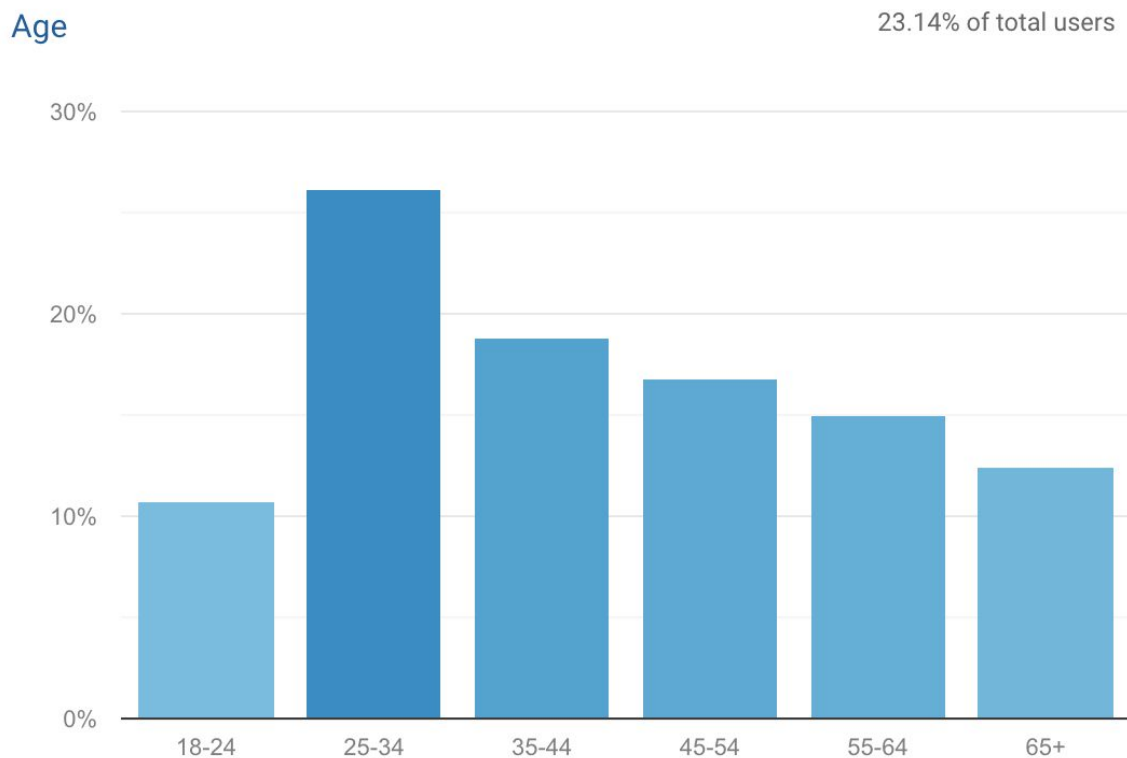
It got me thinking and turned out to be the genesis of Winepilot. Who is the wine media missing - who are the key consumers that we are failing to connect with? That is, consumers who are interested in wine but almost never read anything that we, the wine media, create, often only short technical descriptions and reviews.

So Winepilot launched to help wineries connect with those consumers; the young, the low to moderate interest wine drinkers and also the often ignored female demographic through a range of channels. Our Customer Update is a bulletin on what is happening at Winepilot as well as a guide to help you get the most out of our service.

Younger Wine Consumers

A key focus for Winepilot is helping wineries, retailers and distributors connect with a younger demographic, as well as digitally literate consumers of all ages. Winepilot creates informative content and reviews with wide appeal published on a free platform to draw in that audience. It is early days but we are already generating interest among a much younger audience than is typically seen in the wine trade - a group of consumers that is completely different to any other wine business we have worked in before. 55% of visitors are under 44, 36.5% under 34, while 11% are 18 - 24.

Below is a graph of the website user demographics.



The key question for all wineries, retailers, importers and distributors is who are you currently connecting with through your marketing campaigns and who are you missing? Winepilot is here to help you build your brand value. Not only among a younger and female audience but also that low to moderate interest consumer looking for a simple wine guide, a group of wine drinkers that much of the current wine media does not resonate with.

Making the most of Winepilot

Winepilot creates content. We write reviews, craft video and stories to help connect wineries, retailers and distributors to your target customers. Typically this wine content, traditionally stories and reviews, has been distributed through newspapers, magazines, subscription websites, winery newsletters and emails. However the world is changing - social media is in many ways more powerful than newspapers so it is a key channel for the promotion of your brand and products.

The Winepilot business and website have been specifically designed to reflect this rapidly changing media landscape and to help our customers with social media - to provide not only content specially designed to be appealing for various social media platforms but also easy to share. Unlike our competitors in the space, we have no paywall and do not charge consumers to read our content. So all our independent third-party content is not only free for consumers but also simple for your team to share directly via social media.

You can share these reviews targeting your current customers, plus their friends and your potential new customers. With our content and reviews written by well known critics such as Tony Love, Jeni Port, Ken Gargett and Ray Jordan, this third-party content can be a powerful way to tell your stories as well as build brand and sales to an online audience.

You can find the links below at the bottom of every article and post on Winepilot.com allowing you to share content via Facebook, Twitter, Pinterest, LinkedIn, Twitter, WhatsApp, Twitter and email, for free. In addition, placing social media spend behind these posts allows distribution to a much wider audience, with potential targeting to current customers and or key regions and demographics.



If you need any advice on your social media strategy or how best to use Winepilot content in your social media, please feel free to get in touch.

Winepilot is also here to drive wine sales. We are happy to add banners to any of your reviews so that readers that enjoy our reviews and stories can be directed to a website of your choice to make a purchase. We already have reports from customers that have sold numerous cases of wine directly from our reviews.

The Grenache Shootout

COVID-19 has changed much of our wine world with many wine shows cancelled this year. We like the wine show system but also think that it can be improved upon by

providing not simply trophies and scores, but also as a tool to create meaningful and engaging content that can be widely distributed through social media and our website.

Winepilot is hosting our inaugural wine show in late October - the Grenache Shootout 2020, for Australian wines that are grenache single varietals or grenache dominant blends. Our concept is a little different from the traditional wine show, using a small number of judges to nominate their favourite wines before a signal day of judging that includes a First Round, where all wines are tasted, the Semi-Final for the top dozen wines, and then a Final for the top 4 wines.

Judges will only taste 64 wines over a 6-hour period providing adequate time to taste and rate every wine, with awards not only for the best wines overall but also the best value wines.

We have purposely chosen judges that we feel reflect both the traditions of the wine show system but also have a working knowledge in top restaurants and retail of what consumers like to drink. Our judges for this show include Andrea Pritzker MW, Melissa Moore (Merivale), Simon Curkovic (Cafe Sydney), Matt Dunne, Mike Degaris and Jason Bowyer, all chosen from Sydney due to the challenges of COVID-19. We will contact wineries this week to request samples.

We hope you have enjoyed this update from Winepilot. If you have any questions please feel free to give us a call. And with only 94 days till Christmas, which is clearly a vital time of the year for wine sales, we are ready to assist with wine reviews and content to help drive your festive season sales in 2020.

Best Regards,



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