



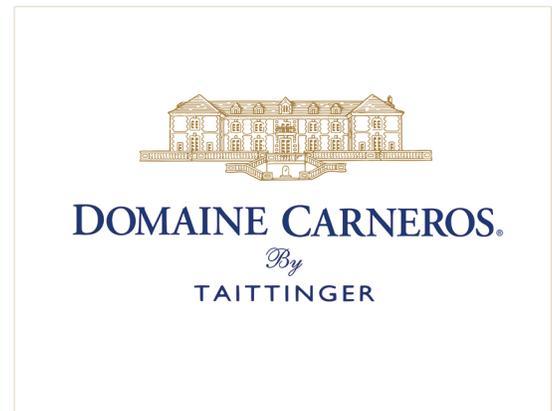
wine-searcher

Winery Perks Rekindle Old Consumer Flames

By Liza B. Zimmerman | Posted Tuesday, 02-Nov-2021

Gone are the days of predictable wine club gatherings where members are herded into the winery and poured a little taste of the latest release. As wineries recover and rebuild from Covid they are offering swankier perks – from hot air balloon rides to resort discounts – to their loyal club members.

As wineries want to draw back old customers and bring in new ones, they are offering winemaker-attended events in other markets and partnerships with restaurants, according to McMillan. Many are also taking hospitality up a notch by featuring exclusive discounts at hotels. **Domaine Carneros** offers their wine club members an annual list of hotel partners that will provide them with upscale experiences at an exclusive price.



"Our philosophy behind partnering with local hotels and resorts is to offer our out-of-town members perks that enhance and facilitate their travel experience to Napa so they can join us at Domaine Carneros for events and tastings," Remi Cohen, the winery's CEO, says.

The tony Carneros Resort has long been a winery partner for Domaine Carneros and also works with Ashes & Diamonds. Cohen notes: "Each year we communicate with a hand-selected group of resorts and hotels to design an offer for our members, which not only benefits the member taking advantage of the offer, but cements a relationship between Domaine Carneros and the hotel, driving additional traffic and partnership." She added that by selecting certain hotel partners Domaine Carneros knows their wine club members are getting a proper level of service and she notes that many of them plan trips around the hotel list release.