**Positive advice from SVB**

**My advice for wineries today** is to focus on things you can control. While you can't control diminishing hotel reservations or canceled tasting room visits, you can find a way to meet the customer where they are. Here are some thoughts:

* People will want wine and with restricted purchase points, find same-day delivery options and/or tell customers how long it should take to deliver your product to their door.
* **Find ways to help your customers have fun even in this difficult environment.** People will search for something else to do to feel normal. Ship them a game for family play with their case of wine. Include a gift card to Uber Eats to have dinner delivered, or give them free passes to a concert on your own property later this summer.
* You can't get on a plane, so consider virtual tastings using Skype or Zoom. Use your network to get a celebrity, athlete, or musician to participate with you in a larger event. Engage with your at-home customers.
* Some people will still come to your tasting room as long as it's not against the law, but you have to assure them it's as safe. Publicize and prominently post the new actions you are taking to control community spread and make those activities obvious to guests who come. If that means putting everyone in gloves and masks, then do that and have fun with it!
* If you are in three-tier grocery, early indications are that consumers are buying more from that channel as they eat at home. Consider things you can do to have your wine noticed on the shelf and use this news cycle and behavior change to your advantage.
* Consider changes to your tasting bar that enhance social distancing, but emphasize that you have private tastings where by-appointment consumers can maintain a safe distance.
* Have a curbside pick up offering. If it can work for grocery stores, it can work for wineries.
* Use your marketing imagination and messaging to get consumers to buy online. It's a less expensive way to sell. And while you're at it, see if you can get new club signups in the process. There are many ideas to consider that may drive new behaviors including coupons, discounting, free tickets to future events, and gift cards that could be used on the next purchase. Figuring out how to direct people to online sales will continue to pay off even after this situation fades from the news.
* Collaborate to promote other region hotels and restaurants that are aligned with your thinking and promoting safe visits. Give consumers a reason to get out of their homes without them feeling they are at risk. Or maybe go a step further and cross-promote with a venue entirely out of your region.
* To the extent your tasting room employees find they have free time, call your club members. While telling them what you are doing at your winery, empahtasize with them and be ready to listen to their stories too. They might buy wine, or your outreach might enhance your connection. Either way, both are good things that will pay off with a long-term view.
* With the recent job and stock market losses, some consumers won't want to spend on your spring release. Consider delaying your shipment. At a minimum however, have a gracious option available for them to skip their allocation and still remain a club member with full benefits.

I believe those wineries who take up this challenge to control what they can, will find success even in the current operating environment. I also believe that at some point when this issue ebbs, **we will have local wine consumers with pent-up demand** who won't be going to Europe, Asia or getting on a plane for a vacation.

In 2020 there will be an unusual number of local consumers wanting to have some fun and they will be staying local.**Make your winery one of the places consumers discover, because they are and will be looking!**