

WinePod Direct



from **Interpreting  
Wine**



**Escape the Wine Marketing Treadmill  
Join the fast-track to selling more wine**

# WHERE YOU ARE NOW

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Visit any major international wine fair and it's clear, more producers are making great wine. While this should be a reason to drink more wine, in many global markets people are drinking less. There are three key Wine Marketing Headwinds you must overcome to grow in this market.

## MISUNDERSTOOD

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Old campaigns talked about low prices and focused on a single grape variety. They were easy to remember and repeat. Now your wine is different and these campaigns are no longer useful. They prevent customers from understanding your wines.

## LOSING MIND SHARE

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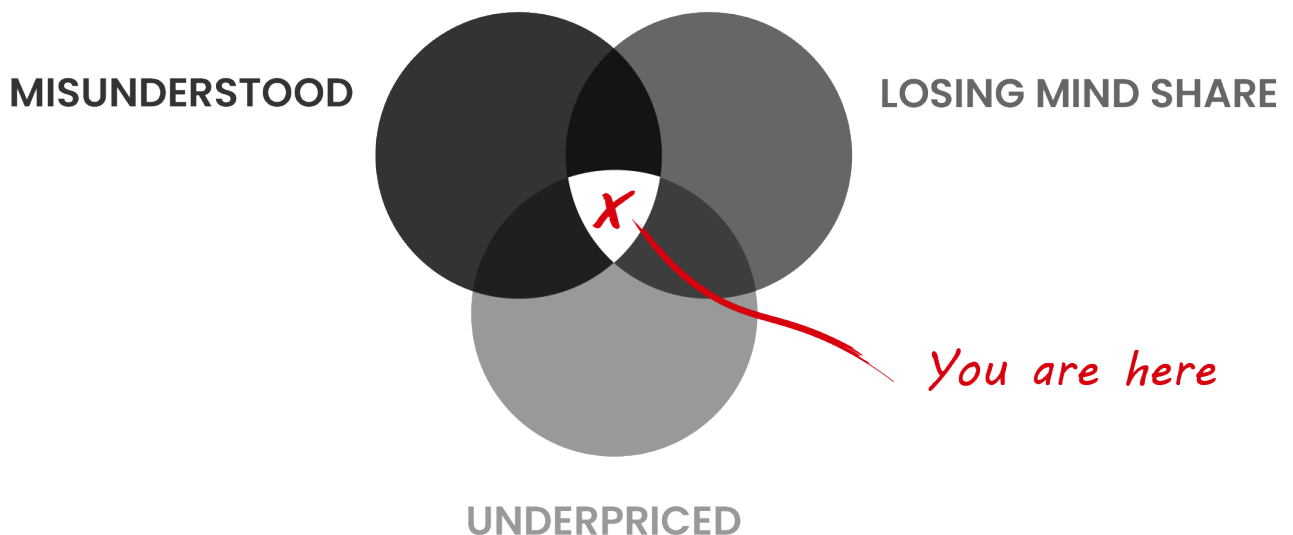
The premium consumer you need to attract, isn't interested in your wines. They want to connect with you and the place you make wine. But your marketing makes you sound like everyone else.

## UNDERPRICED

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If you compete only on price, someone can always sell for less. There's no budget for the marketing needed to stand out. You can't raise prices because you'll lose market share. You're stuck in a loop.

Doing more of the same marketing is not enough to escape the downward spiral. Let other wine regions do the same old marketing. To sell more, you must do new things your competitors don't do.



# WHERE YOU COULD BE

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Interpreting Wine helps change old ideas people have of your brand. We use the best online and in-person methods. This helps fix the three wine marketing problems you have now.

## CLEAR STORY

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Stories stick better than facts. They take people to your region. Talking in broad terms about your family, or the grape variety you recovered is not unique. You need to tell all six wine stories from vine to glass.

## CONSISTENT MARKETING

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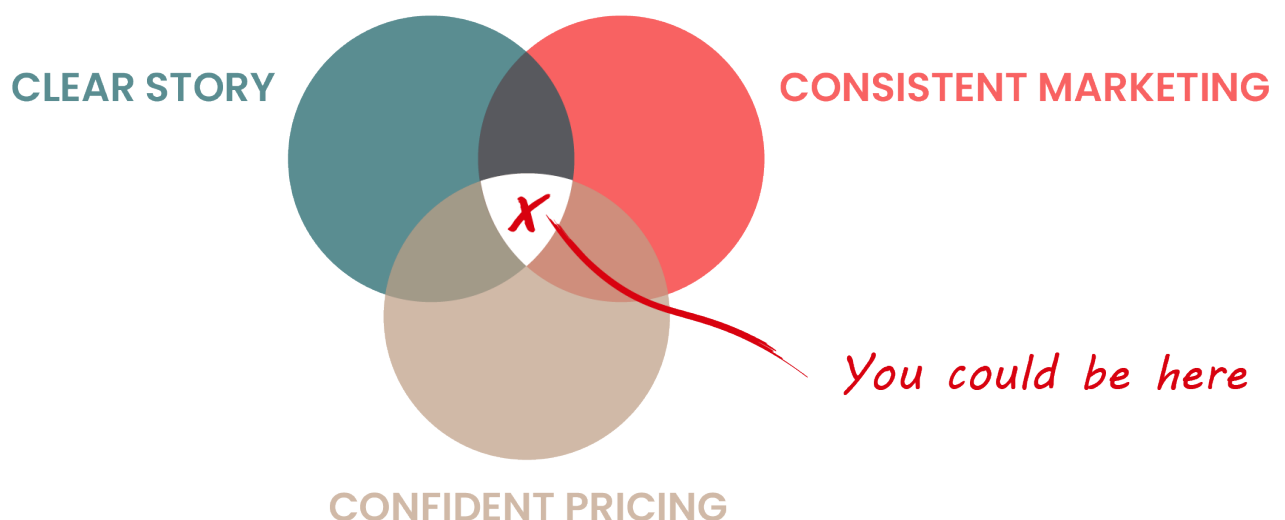
There are always people who want what you sell. Be in front of them when they are ready to buy. Show up in the channels they use and where they spend time. Keep them interested all year. That gets you closer to a sale.

## CONFIDENT PRICING

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Customers should understand why your wine matters and who made it. This lets them decide if your wine is right for them. It lets you focus on serious customers who will buy your wine, even at a higher price.

Interpreting Wine is the creative option trusted by top wine regions worldwide. They all had at least one of the three wine marketing problems before working with us.



# INTERPRETING WINE

OVER HALF A DECADE'S EXPERIENCE HELPING WINERIES IMPLEMENT THE WINE360 MODEL TO CREATE LASTING CONNECTIONS WITH PARTNERS AND CUSTOMERS

Interpreting Wine has generated 10,000s hours of wine trade engagement for forward thinking wine boards, including New York Wines, Uruguay Wine, Washington State, British Columbia, and wine producers in Australia and New Zealand.

We connect producers with customers hundreds or thousands of miles away. We have experience running marketing campaigns for over 200 producers.

Wine360 is our step-by-step method to match you with ideal customers. It cuts through the noise and leaves a lasting impact. We build familiarity on multiple channels to move them to do business with you.

We work with regions and producers with a big story to tell. They are frustrated that traditional marketing alone does not work. They want to use new marketing in the easiest way. They want to invest in a programme that will save time and earn money. Guaranteed.

## RECENT CLIENTS



# MEET THE FOUNDER

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*“To obtain higher value sales, brands must know and tell the unique stories behind their wines to the RIGHT CUSTOMER at THE RIGHT TIME.”*

Lawrence Francis is the Founder of Interpreting Wine and has broadcast nearly 600 in-depth podcast interviews.

Before this, Lawrence was a Business Psychologist. He had roles internationally and in the UK. He has brought the worlds of psychology and wine together. Connecting people to the communities and places behind the wine. He believes this marketing piece is missing for most producers. Especially those with a big story who make great wine, but can't stand out.

He sees a big challenge. Technology means lower priced, great wine made in more places than ever before. In parallel, attention is more expensive and harder to get. You don't compete with local wine producers anymore. You compete for the customer's attention. The same 168 hours we all have each week.

Lawrence wants to solve this problem, one region at a time. The promote the future health and growth of the wine industry.



- Recognized in Born Digital Wine Awards 2020
- Spoke about the future of wine marketing at Wine2Wine Conference (2019, 2020, 2021) and London Wine Fair (2022)
- Featured in major publications
  - The Guardian
  - The Buyer
  - Drinks Business
  - The Financial Times and
  - Rochester Business Journal
- Podcast media partner of London Wine Fair (2022, 2023)

# AN AGE PROBLEM FOR THE WINE INDUSTRY

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Every January, Silicon Valley Bank releases their State of the US Wine Industry report. Again in 2023, it had bad news:

- Not enough young people drink wine
- Wine is losing ground to other alcohol categories
- Wine does not spend enough on marketing

This should worry wine regions and producers. Especially if you export to the US now or want to. Your market is shrinking fast.

Each year, people say they are shocked by the findings. That's a start. But the wine industry still needs big changes to fix the decline.

After January, things go back to normal until next year.

Report author Rob McMillan said this in 2023:

"Whatever the wine industry is doing to promote brands to younger consumers we should stop right now. Because it's not helping. It's actually going backwards"

We think the clues are there on what wine should do. But they look in the wrong place.

We need to understand media trends first. Only then can we get people's attention and redirect them to wine.

# HOW TO REACH YOUNG DRINKERS

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The Infinite Dial study is like the wine industry report, for media consumption. Both reports look at the US population by age group.

You probably use social media to reach younger people. But did you know:

- From 2017–2023, social media use went from 80% to 82% of people. It has maxed out.
- In the same time, Facebook use dropped from 67% to 61%. People now use Instagram, TikTok, Pinterest and Twitter more. They divide their attention between more platforms. This makes audiences harder and more expensive to engage.
- Younger audiences use the most channels. They are the hardest and priciest to engage. Not good for wine brands wanting younger drinkers.

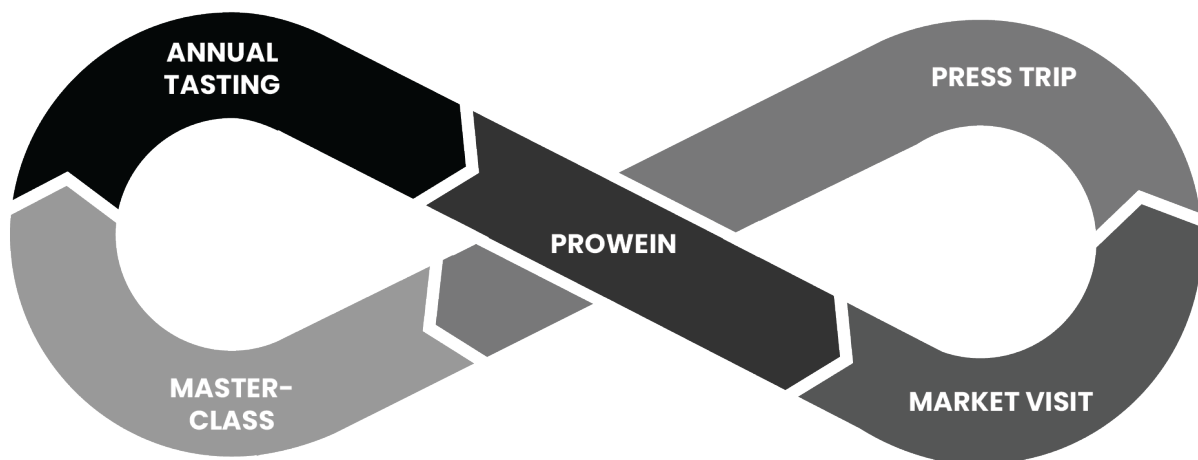
Meanwhile, podcasts are growing fastest, especially among the young:

- From 2017–2023, monthly online audio listening went from 61% to 75% of people. A 22% increase.
- In the same time, monthly podcast listening went from 24% to 42%. A 75% increase.
- 92% listen to podcasts alone. Podcasts already have our full attention.
- Podcast listening is highest among under 34 years old. Exactly who the wine world needs to reach. 55% have listened to a podcast in the past month. It's 51% for ages 35–54 and 21% for those 55+.

But wine still focuses on old, congested marketing channels. Most regions and producers are on the Wine Marketing Treadmill.

# THE WINE MARKETING TREADMILL

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You've been racing for years to keep up with others. No matter how fast you go, you never get ahead.

This tiring race leaves you depleted. But you force yourself to keep pace with other wine regions. You think it's the only way to succeed. At live events, faces of distributors, retailers, sommeliers start to blur together.

You pour everything into making each event, each tasting, and each press trip count. But as soon as one ends, the next begins. It's an exhausting, dizzy cycle.

If you step back to catch your breath or take a break, it feels like falling behind.

Staying on the treadmill seems like progress. But it leaves you breathless, just holding your place.

Is this hamster wheel the best way forward? What if you put some energy into more meaningful marketing instead? Could that reveal hidden opportunities?

Take control of your direction and pace. Gain perspective on what you can do differently. Take the first bold step onto stable ground while others run in place.

Remember, if you do what you've always done, you'll get what you've always got.

Are you willing to walk your own trail and be more strategic? The potential rewards await.

Let's talk about the alternative. Let's talk about WINE360.



# BREAK FOR FREEDOM WITH WINE360

WINE360 FROM INTERPRETING WINE IS A PROVEN FOUR-STEP METHOD TO SHARE YOUR WINE'S STORIES.

## 1 PREPARE

Get super clear on your core message. We use our Six Wine Stories model to deeply understand what makes your wines unique.

## 3 PROMOTE

Then, promote for exposure to the wine trade through targeted campaigns. Consistent messaging builds recognition over time.

## 2 PRODUCE

Next, package your compelling stories into digital assets. These assets bring your brand identity to life.

## 4 PROFESSIONAL FEEDBACK

Get feedback from influential professionals. Let their insights guide your strategy.

Wine360's process turns understanding into impactful assets. These assets turn followers into brand ambassadors.

Progress flows from building on this solid base. As your Six Wine Stories become clearer, your ability to share them does too.

Shed uncertainty for clarity, confidence and consistency. Let others tread water. While Wine360 delivers a step-by-step path to repeat success.



# WINEPOD DIRECT

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WE WORK WITH YOU TO MAKE AND SHARE ASSETS THAT DELIVER BUSINESS RESULTS

## HELP AT EVERY STEP

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- Online Winery Questionnaires and Marketing Scorecard
- Calendar appointments for recording
- Preparation Checklists
- Remote 1:1 recording
- Access to recommended online tools
- Monthly live Q&A sessions
- Private group community support
- Discounts when you buy with other wineries

## WHAT YOU GET

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- Podcast episode recorded & broadcast online
- QR codes for use online or in-person
- Social media posts for promotion
- Templates and Checklists for sharing content with current or prospective importers and partners

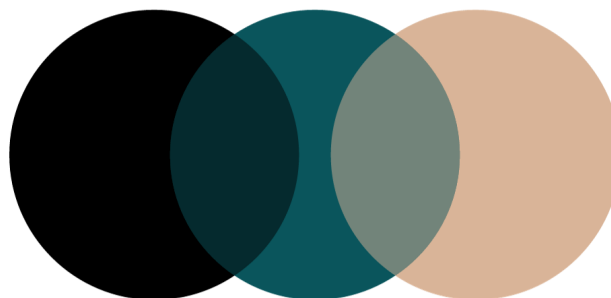
## GET FEEDBACK FROM PROFESSIONALS

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- Landing Page to capture contact details, manage meetings and deliver content
- Event theme cheat sheet
- Feedback from event attendees
- Event Success Report with recommendations for next steps

### WINEPOD DIRECT The missing link

**YOUR BRAND**  
The stories you wish you could tell at in-person events



**WINE TRADE**  
The audience you'd want to meet at in-person events

# WINEPOD DIRECT

WINEPOD DIRECT USES THE WINE360 FRAMEWORK TO GUIDE YOU THROUGH THE PROCESS

## 1 PREPARE

- Questionnaires and Scorecard
- Recording Scheduled
- Preparation Checklists

## 3 PROMOTE

- QR Codes produced
- Social Media posts
- Templates and Checklists



## 2 PRODUCE

- Remote 1:1 recording
- Podcast Episode recorded & broadcast
- Audio Wine Descriptions

## 4 PROFESSIONAL FEEDBACK

- Event Landing Page online
- Theme Cheat sheet
- Success Summary Report

Discover the latest prices and programme start dates [CLICK HERE](#) or scan QR code



# RECOMMENDED NEXT STEPS

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You now face two paths:

- Get back on the Wine Marketing Treadmill and try to keep up, or
- Explore working together to make assets and systems for your business.

If you pick the second, do these 3 steps to see if we're a good fit:

## 1 COMPLETE A SHORT SCORECARD

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- Understand what's missing from your approach.
- Get a baseline rating right away.
- See priority areas.

To complete a scorecard  
[CLICK HERE](#)  
or scan QR code.



## 2 BOOK A STRATEGY CALL

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- Discuss your results.
- Learn how we could create better marketing systems.
- Get your questions answered.
- Hear how we've helped other regions.

To book a Strategy Call  
[CLICK HERE](#)  
or scan QR code.



## 3 START YOUR CHOSEN PROGRAMME

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- If we're a good fit, we'll go over programme options.
- See what would work for you and your schedule.

When you are ready to sign up  
[CLICK HERE](#)  
or scan QR code.



# YOUR FIRST MONTH WITH INTERPRETING WINE

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Once you sign up, do these things in month one to build momentum and get quick wins.

## 1 COMPLETE THREE ONLINE QUESTIONNAIRES

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- This gives us a full understanding of your winery and positioning.
- We'll be super clear on your Six Wine Stories. We'll fill any gaps together.
- We'll know your past marketing and where to improve.

## 2 MAKE WINE AUDIO RECORDINGS

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- With the questionnaires done, you'll have the structure to describe your unique winery.
- Capture that clearly and concisely in audio recordings. We'll edit these and upload them.

## 3 RECORD PODCAST TOGETHER

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- With preparation done, we'll record your full story in under 90 minutes.
- Lawrence will guide you through the relaxed process.

## 4 MAKE CONTACT WITH THE MARKET

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- Share these assets with your target market.
- Use email templates we provide.
- Assets are accessible via links or a QR code.

Within month one, the market will notice the difference! But that's the first step as we continue the full Wine360 process together.

# RECENT SUCCESS STORIES

HOW FORWARD THINKING REGIONS GAINED CLARITY, CONFIDENCE AND CONSISTENCY WORKING WITH INTERPRETING WINE

## MAYFIELD VINEYARDS, NEW SOUTH WALES, AUSTRALIA



Winemaker Charles Simons appeared on Interpreting Wine after signing to UK importer Enotria and Coe. The episode captured Mayfield's Six Wine Stories. This let the UK trade learn more before trade events in spring 2023.



I can see a massive value. The importer can email a potential customer and say, "next time you commute, why don't you listen to this on the train? And by the time you get to London, you're good to go for the wine tasting." Basically they know 99% of everything we do. Within that short period of time.

**Charles Simons, co-owner**



## BOUNDARY BREAKS, FINGER LAKES, NEW YORK



New York wines are gaining fame. Especially for cool climate riesling. Boundary Breaks wants international partners, especially in the UK. Appearing on Interpreting Wine shares their story with prospective partners.



Because the Finger Lakes is called an emerging wine region. We spend a lot of time talking about what makes us different and our long history of winemaking in this area. It takes several exposures to the region to finally absorb it and get it. And doing it in person is one way to do it. Virtually is another. The best is to do it both ways.

**Bruce Murray, co-owner**



# RECENT SUCCESS STORIES

## HOW FORWARD THINKING REGIONS GAINED CLARITY, CONFIDENCE AND CONSISTENCY WORKING WITH INTERPRETING WINE

### LEITHABERG DAC, AUSTRIA



The three-part series broadcast shortly before the Austrian tasting in London. It let trade get to know producers before and after trying the wines. Helping producers stand out to existing and potential partners.



The winemakers were able to talk about what makes them special and what makes the region special. If you look at how many people live in the States, the UK or Scandinavia. More listeners means more potential buyers.



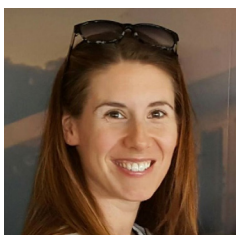
**Mathias Rauscher, Marketing Manager**

### HAPPS WINES, MARGARET RIVER, AUSTRALIA



HAPPS  
MARGARET RIVER

Recorded before 2023 harvest. It supported telling their story when other marketing wasn't possible. Used by Sales and Marketing Manager Stacey Lewis to communicate with trade customers.



As a fairly new region, there's still not a lot of information available on Margaret River. The guidelines on how to use the information, examples of how other people had used it was helpful. The information in the podcast would be of interest to our trade customers. Particularly people that have never visited us here. Because it's a three hour drive, a lot of our customers have never visited.



**Stacey Lewis, Sales and Marketing Manager**

**The  
Guardian**

**THE  
BUYER**

**the  
drinks  
business**

**FT**  
FINANCIAL  
TIMES

**Harpers**  
Wine & Spirit

**ROCHESTER  
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