

Wineries:

→ from page 17

potential wine club members would be mostly locals and they would come in more often than your typical member would visit a winery up in Sonoma or where have you," said **Heather Newman**, sales and marketing director at Carruth. "So we created a monthly wine club and made being a member less about the bottle of wine you get every month and more about the perks you get when you come in to incentivize repeat business, like complimentary tastings or glasses for you and a guest, discounts on purchases, first to know about happenings at the winery and VIP access to events.

"We like to think of our winery as a place for neighbors to get to know one another and our wine club is just that—it's a community."

Newman said Carruth currently has around 2,500 wine club members and, on average, they visit a Carruth location at least twice a month.

Strength in Numbers

In addition to wine clubs, in order to continue to grow the industry, Embly suggests wineries become members of their local organizations, including the Vintners Association. He said the group is constantly putting out information on its members throughout Southern California, placing brochures at airports and different visitor centers. He said there is also a website, sandiegowineries.org, that provides information to those searching for information on the winery options in town and is continually updated. Lastly, he encourages strong social media presence as well as advertising through smaller, localized organizations in the winery's area. ■



Carruth Cellars Urban Winery has implemented a wine club since launching in 2010, but reorganized it in 2012 to take better advantage of the accessibility it has to its visitors.

Photos courtesy Carruth Cellars Urban Winery

CHANGE UP YOUR VENUES TO A 130 YEAR OLD WINERY...

RIGHT HERE IN SAN DIEGO

- EVENTS FOR 2 TO 2000 PEOPLE
- ONSITE CATERING AVAILABLE
- PROFESSIONAL ATTENTIVE STAFF
- ONSITE AUDIO VISUAL EQUIPMENT
- CORPORATE BUYOUTS
- WINE EDUCATION AND WINE FOCUSED EVENTS
- NON-PROFIT PACKAGES AVAILABLE
- WEDDINGS, ENGAGEMENTS & REHEARSAL DINNERS
- NEARBY HOTELS AND SHUTTLES
- DESTINATION EVENTS
- HOLIDAY PARTIES & FAMILY PICNICS

CALL TODAY TO SPEAK TO OUR OUR EVENT TEAM
858.487-1866 EVENTS@BERNARDOWINERY.COM
13330 PASEO DEL VERANO SAN DIEGO 92128

