

Tips to generate more revenue from your in-store tasting program



Liquor demos typically perform better later in the afternoon

Wine and beer demos are fine earlier

Best price points

For wine: \$10-\$15

A good Cab or Pinot can fetch over \$20

For liquor: It varies, but people will pay for quality



The clientele is more seasonal drinkers in some areas, like Texas

EX. Red wine in colder months and white wine or rose in hotter months

Plan ahead!

It is always better to schedule further in advance for tastings to get the better spots



YES!! You can change the drinking habits of a clientele.

That happens through consistent tastings