

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



Take advantage of store sales

EX. If a store has a malbec sale, feature malbec in your tasting
This alone can help generate 20% or more in revenue

Avoid scheduling demos during big sporting events as crowds won't be in stores



Make sure there is extra inventory for the tasting

You'd be surprised how many times inventory is low

Consistency rules!
Demo the same product in the same store 2-4 X per month for optimal results



Tell your demo agency you want to train the ambassadors on your products via Zoom
Nobody knows your product as well as you do
We do this & have had huge success