

# WINE *for* normal people

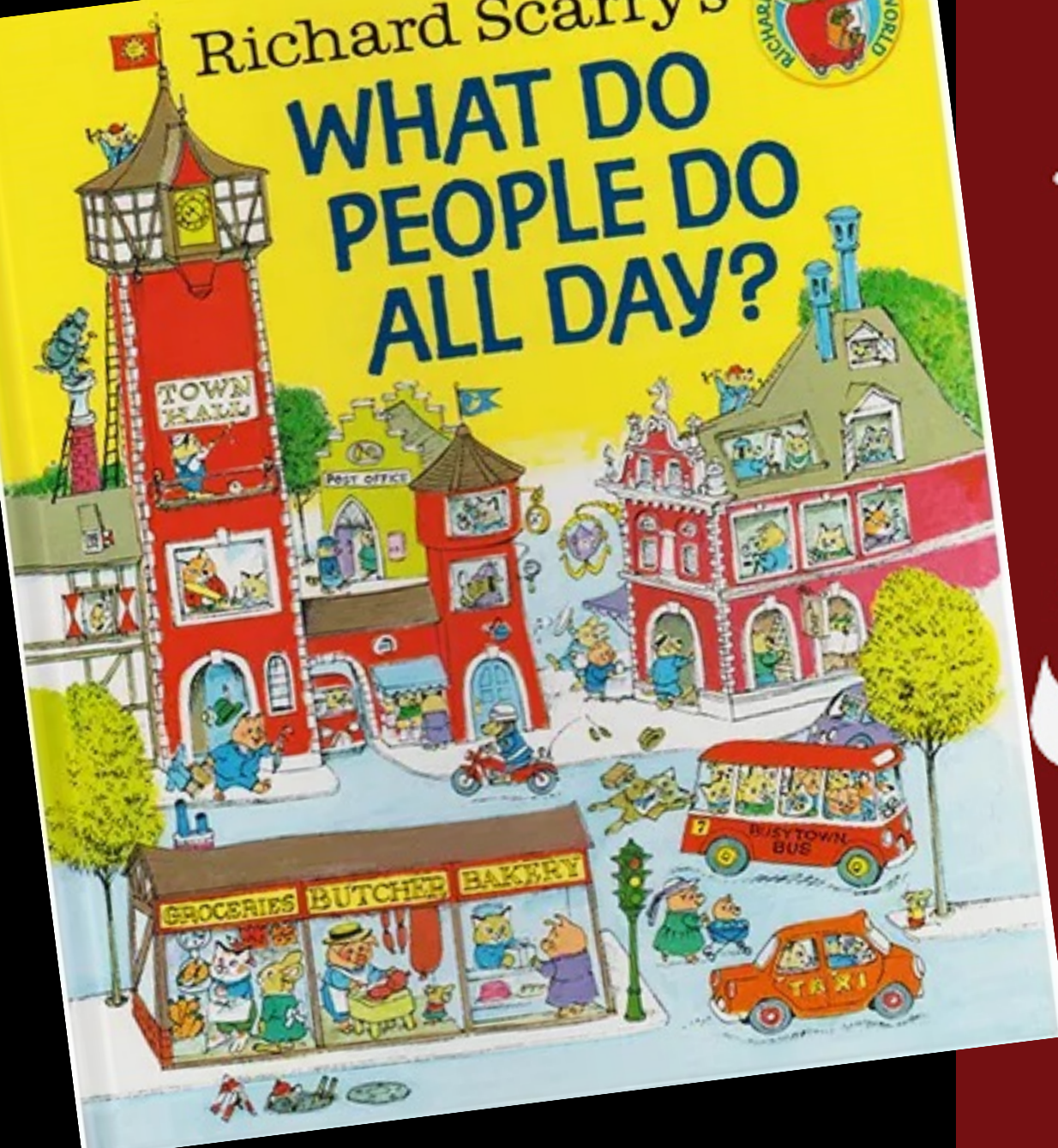
Elizabeth Schneider

Author, Podcast host, Wine Educator

Chief Normal Wine Person

Richard Scarry's


# WHAT DO PEOPLE DO ALL DAY?



WINE  
for normal  
people

**COMMUNITY**



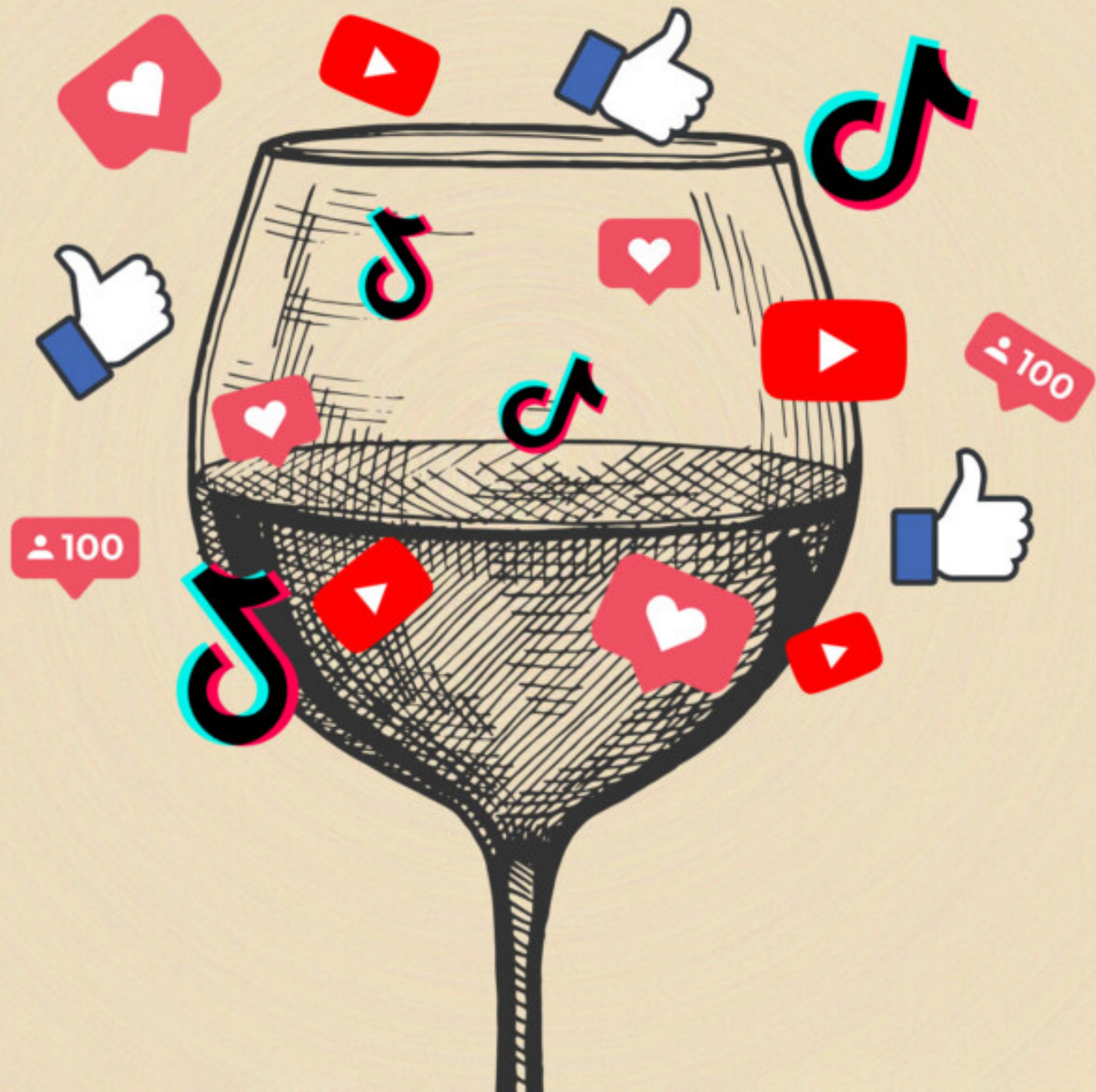


# **NOTHING WORKS UNLESS YOU DO THE WORK**

ROBIN SHARMA

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PICTUREQUOTES . com







# How Consumers Share Feedback About Very Good / Very Bad Customer Experiences

Told friends about it via email, phone, or in-person



Sent feedback directly to the company via a call, letter, email, or on their website

20.2%  
26.7%

Wrote something about it on Facebook

14.8%  
17.1%

■ After a very good experience

Put a comment or rating about the company on a 3rd party site like Yelp or TripAdvisor

10.7%  
11.1%

■ After a very bad experience

Wrote something about it on Twitter

6.5%  
8.0%

I did not tell anyone about the experience

34.0%  
27.0%

Published on MarketingCharts.com in June 2018 | Data Source: Temkin Group

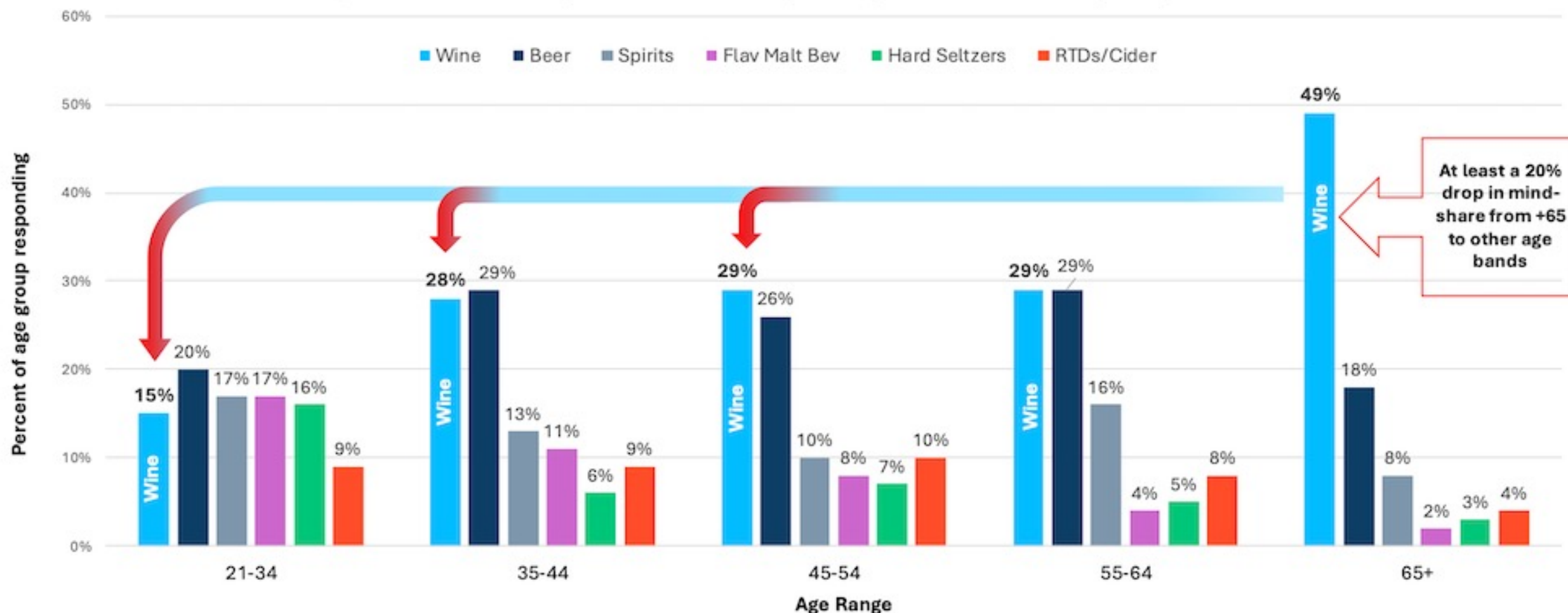
Based on a Q1 2018 survey of 10,000 US consumers who were asked about their recent interactions with more than 300 companies across 20 industries  
Q: "Thinking about the VERY GOOD and VERY BAD experiences you've recently had with any company, which of the following things did you do after the interaction?"



# What alcoholic beverage would you most likely bring to a party?

*Half the consumers older than 65 bring wine. What do younger consumers bring?*

**Q: What would you most likely bring to share at a party?**

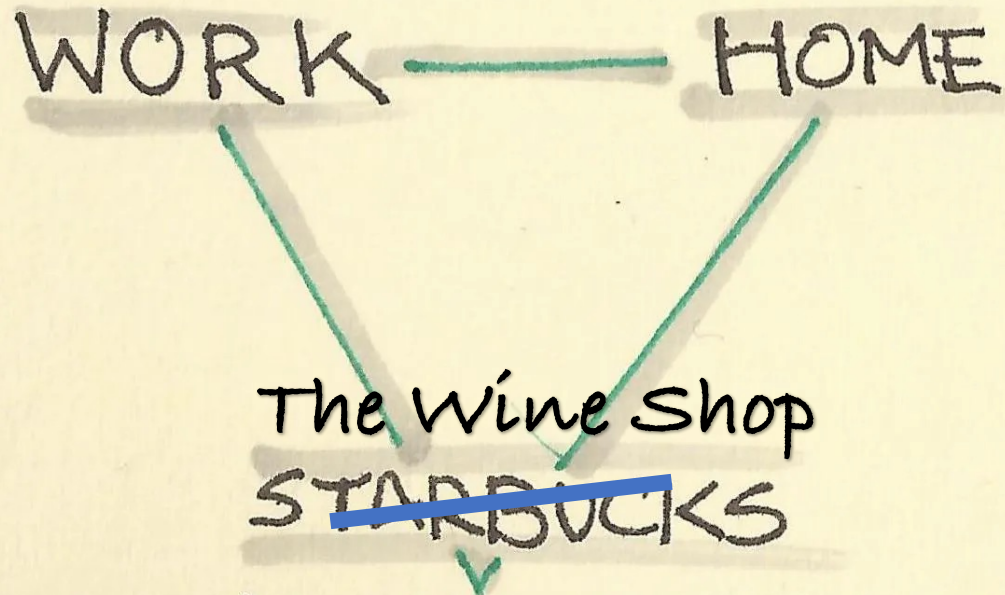






# THE 3<sup>RD</sup> PLACE

Howard Schultz



As bars, pubs and bowling alleys became less popular options we needed that 3<sup>rd</sup> place that is not work or home... ~~Starbucks~~

The Wine Shop

“Let’s create a store that not only is a store for ~~coffee~~ <sup>Wine</sup>, but also produces this sense of community between home and work.”

— Howard Schultz, former CEO of Starbucks

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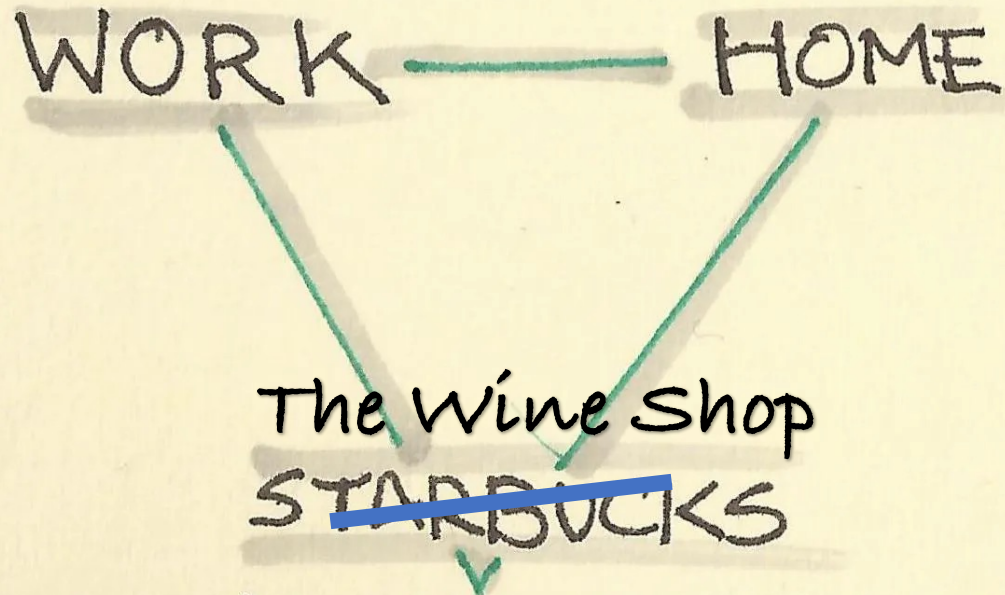


# WINE & SPIRITS WHOLESALE SALERS OF AMERICA



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# Thank you!

*(obligatory beautiful vineyard shot...)*

winefornormalpeople.com

