



7 Wine Loyalty Programs that Go Beyond the Usual Discounts

By: [Roger Morris](#)

TPG Contributor Roger Morris knows wine. Here, he outlines seven loyalty programs that are game-changers for wine enthusiasts everywhere.

American wineries don't want you to just buy a bottle of their wine — they want you buy cases of it. And not just when you first visit their tasting rooms.

Enter the loyalty program. While most producers keep their wine clubs simple, relying on a set number of periodic wine shipments, a steady flow of news from the winery and the promise of additional bonuses and discounts for repeat orders, some wineries have established innovative programs that go beyond the standard 15 percent discount. Here are seven programs around the country that are taking a more innovative approach.

6. **Raymond Vineyards:** A personal invite to one of Napa's wildest parties

Raymond's owner, French producer Jean-Charles Boisset, is serious about winemaking, but he is also serious about having a good time, and his parties are typically the talk of Napa Valley — his annual "Napa Gras" event, for example, may find him swinging from a trapeze with a bottle of bubbly in his hand and Rutherford Wine Club members are invited to join in this DIY circus among other exclusive events at the winery and around town.

