



TRELLIS GROWTH PARTNERS ANNOUNCES FINDINGS FROM LANDMARK INDUSTRY SALES AND MARKETING RESEARCH STUDY

September 9, 2014, Camas, WA – Trellis Growth Partners, a boutique marketing communications and public relations firm for wine and food artisans, announces the completion of its research study of sales and marketing practices in the wine industry. The report is the first of its kind for the wine industry, and details the findings from 107 responses collected online in summer 2012. It features insights into the impact of sales and marketing practices in the direct to consumer and distribution channels, and includes statistically significant findings. Respondents and organizations that helped promote the survey have been sent a complimentary report; others may purchase it on the company’s website for \$199.00.

Proprietor, Dixie Huey, comments, “We began this project in 2012 with the goal of creating a baseline understanding of how wineries plan for and execute their sales and marketing strategies, and most importantly, to learn what practices are statistically associated with successful outcomes.” She continues, “We are happy to report that we have over twenty actionable findings. Increased annual investment in marketing predicted a number of positive outcomes: increased direct to consumer, online, and distribution sales; larger wine clubs; and higher tasting room fees.”

The Trellis Growth Partners research report examines practices in direct to consumer, direct to trade, distribution and export sales channels. It includes details on marketing activities ranging from media relations, social media and email marketing to customer relationship management, phone programs and ecommerce. For example, for wineries with wine clubs, increased annual investment in marketing was associated with a larger wine club size and higher tasting room fees. Wineries using customer relationship management software were nearly five times more likely to have a larger wine club and were 11 times more likely to conduct direct phone sales. Finally, increased frequency of engaging the media predicted increased cases sold directly to consumers and online.”

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The company's research benefited industry and other charitable organizations such as ¡Salud! and the Auction of Washington Wines. Trellis Growth Partners donated \$10 per completed survey to the organization of each respondent's choosing resulting in over \$800 of donations in late 2012. Huey's vision is to repeat the survey in future years and establish a benchmark report akin to Silicon Valley Bank's State of the Industry research.

About Trellis Growth Partners

Trellis Growth Partners is a boutique marketing communications firm dedicated to guiding wineries and artisan epicureans to achieve a higher level of recognition. Based in the Portland, Oregon area, the company was founded by Proprietor, Dixie Huey, in 2008 and serves clients in the Pacific Northwest and beyond. www.trellisgrowthpartners.com