



What's Trending?

Wine Programming

Many clubs are having success establishing “clubs within the club” for members with special interests. Wine has always been a popular hobby for our members and Northwestern University recently published an article suggesting [millenials are drinking more wine than their parents!](#) Seeing this surge in interest as an area of opportunity, many clubs are designing social and educational events around wine. There is depth and variety when it comes to wine so the options to be creative are endless!!!

What are clubs doing?

Clubs are exploring the traditional monthly and quarterly wine clubs that have been around for years, but some new concepts that are becoming popular include:

- Wine educations
- Wine events specifically for beginners
- Trips to various wineries either local or destination
- Beautiful temperature controlled wine rooms with lockers for storage

How are wine programs being structured?

It's no secret that our members like options so offering variety within a wine program is a requirement. Wine dinners with pairings will always be popular, but new spins on this traditional offering follow:

- Inviting members to bring their favorite bottle of wine to share
- Food and wine pairing stations instead of plated multi-course meals
- Themed parties based on a featured wine region
- Giving a menu of options at the time of registration such as wine only, wine and HDs, wine and dinner, etc.

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