

2017 KMF Wine Offer Survey

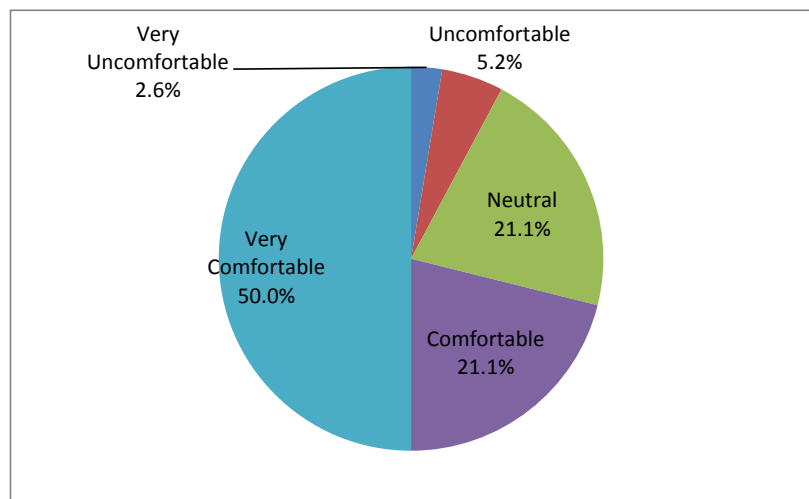
Summary of 38 Responses

Thanks to all who responded. The general message was that we are doing things the right way and we had useful suggestions about which wines to offer and some ways to improve sales to family friends and colleagues.

Subject	Satisfied	Neutral	Dissatisfied
Quality of the wines	86.5%	8.1%	5.4%
Value for money	89.6%	5.2%	5.2%
Continue Plantagenet	63.2%	18.4%	18.4%
Offer Communications	94.6%	2.7%	2.7%
Offer Duration	91.9%	5.4%	2.7%
Offer Timing	89.2%	8.1%	2.7%
Ease of Ordering	89.2%	8.1%	2.7%
Delivery Wait Time	86.5%	5.4%	2.7%
Thursday Pick Up (club)	89.2%	2.7%	8.1%
East Freo Home Pick Up	93.2%	3.4%	3.4%
Ease of Payment	94.6%	2.7%	2.7%

How comfortable are you to ask family, friends and colleagues to buy our wine?

(This suggests a marvellous opportunity for us to increase the number of sales outside club members given that only about 10% of members have sold to others over the past 2 years.)



What sales aids or additional information would you need to make you more comfortable selling to others?

- **Brochure** – suggestions included pictures of bottles, tasting notes and fundraising explanation (*we'll work on that*)

- **Wine Tasting** – included sales of glasses and individual takeaway bottles (for tasting with friends etc.) from the club bar and tasting opportunities at club functions (*wines are now available at our bar*)
- **Online Order Form** (*order form is available from www.freohockey.com*)
- **Incentive for Sellers** – one suggestion for a free glass at the bar for every 5 dozen wines sold (*we'll see how Paulie feels about that but it didn't work the last time we tried something similar*)
- **Find Wine that Appeals to Younger Members** (*we like the idea but are unsure how many younger members responded to the survey*)

Which wines (variety and/or brand) would you like to replace/add to our established offer?

- **Brand** – one suggestion for each of Amelia Park, Smoking Gun and something from Margaret River (*most responses suggested that we don't change from Plantagenet*)
- **Variety** – one suggestion for similar range but better quality that we could sell at about \$20 (*where possible, we will chase one-off specials during the course of the wine offer*)
 - three suggestions for sparkling wine
(*Plantagenet may have sparkling again later this year but certainly next year. We'll look for special opportunities during the course of the wine offer. We are not restricted to Plantagenet.*)
 - one suggestion for each of Rosé, Pinot Gris, Tempranillo, Merlot and Moscato
(*Again, we'll look for special opportunities during the course of the wine offer*)