



Grow Your Direct-to-Consumer Business

Innovative strategies and expert services to achieve exceptional DTC sales growth and customer engagement for wineries and specialty brands.

Why DTC Matters

Direct-to-consumer sales are transforming the wine industry, driving revenue and deepening customer relationships. This approach enables wineries to connect directly with their customers, offering personalized experiences and building brand loyalty through meaningful engagement.

CHALLENGE: Scaling DTC requires expertise in strategy, operations, and technology. Brands must navigate complex logistics, optimize customer touchpoints, and effectively leverage digital tools to compete in a crowded and ever-evolving marketplace.

SOLUTION: Simons DTC Consulting delivers tailored strategies to help your brand succeed. We provide comprehensive support from operational excellence to innovative marketing tactics, ensuring your DTC program is driving sustainable growth and maximizing customer lifetime value.



Operational DTC Services

Fractional Leadership

Expert DTC guidance when you need it. We provide temporary leadership during transitions.

Club Management

Streamlined processing and member retention. We optimize your wine club operations and member support.

Ongoing Analytics & Metrics

Data-driven insights for better decisions. We track what matters for growth and provide action plans.

Project Services



Tech Stack Evaluation

We assess your current technology, then recommend improvements for efficiency and sales growth.



Club & Subscription Creation

We design compelling membership programs. Your offerings will match customer preferences perfectly.



Platform Migration

We manage complex eCommerce transitions. Your data transfers smoothly without interrupting sales.



Hospitality Programming

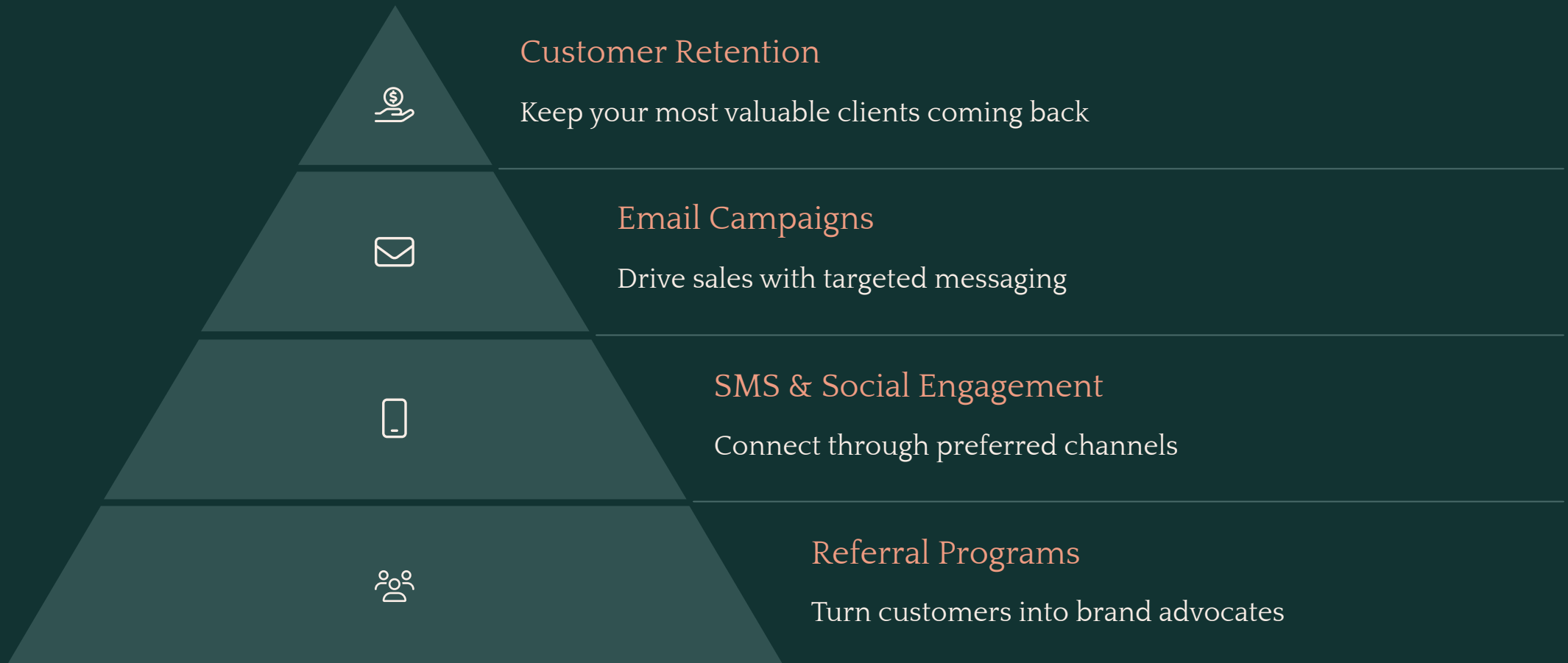
We develop exceptional visitor experiences. Your tasting room becomes a conversion machine.



Customer Journey Mapping

Understand every touchpoint from initial contact to loyal advocate, transforming your marketing to be customer-centric.

Strategic Growth



We develop comprehensive strategies that work together. Each element supports your brand's unique positioning and values.



Our Success Approach

Comprehensive Assessment

We analyze your current DTC operations. Every touchpoint gets evaluated for improvement opportunities.

Strategic Planning

We develop customized strategies. Your unique brand assets inform our recommendations.

Expert Implementation

We execute with precision. Our team handles details while keeping the big picture in focus.

Measurement & Optimization

We track performance metrics. Continuous improvement drives sustainable growth.

Meet Laura Simons



Certified Sommelier

Court of Master Sommeliers
certification since 2006

27+ Years Experience

Deep expertise in wine and
hospitality industries

Premium Winery Management

Led DTC operations at Groth,
Nickel & Nickel, Long
Meadow Ranch and other
top estates

Proven Results

Delivered double-digit sales
growth for wine brands

Current & Former Clients

Trois Noix, Corison Winery, Staglin Family Vineyard, Hesperian Wines, , Long Meadow Ranch, Ehrlich Vineyard, Pence Winery, Cliff Lede, Shadowbox Cellars, Leverage Wines, Complant Wines, Smith Devereux, Orchard Hill Cider Mill.

Ready to Transform Your DTC Business?

Contact us today to schedule a free consultation. Together, we'll craft solutions that maximize your direct-to-consumer success.



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