# Windsor hosts VinterActive's crucial report on wine marketing trends



Windsor, California, has recently been the focal point of a key development within the wine marketing industry. On January 7, 2025, VinterActive, a prominent player in direct-to-consumer (DTC) marketing for wineries, unveiled its latest research report titled "VinQuest™ 2025 – Adoption of SMS Marketing, Online Chat & Age Gates by U.S. Wineries". This report presents insightful benchmarks that reflect the current adoption of emerging digital marketing tools among U.S. wineries.

Utilising a rigorous methodology with a margin of error of just 3% and a confidence level of 95%, the research encompasses data gathered from 500 randomly selected winery websites across the leading nine wine-producing states in the U.S. The findings provide a comprehensive overview of the wine marketing landscape, highlighting several critical statistics regarding digital engagement strategies.

In particular, the report reveals that only 20% of U.S. wineries implement online age gates designed to prevent underage users from accessing their websites. Additionally, the capacity for website visitors to engage via text messaging is currently offered by just 13% of wineries, while a mere 3% provide an online chat option for customer interaction.

Bryan St. Amant, Founder and CEO of VinterActive, emphasised the importance of adapting to an evolving competitive landscape. Speaking to the Wine Industry Advisor, he stated, “As competition evolves, wine marketing benchmarks help merchants make better business decisions… it’s time to look ahead by focusing on emerging digital marketing tools.” This perspective underlines the necessity for wineries to refine their marketing strategies and embrace innovative technologies to remain relevant.

The report delves deeper into the variability of digital marketing tactics employed across different regions, explores the types of online age gates in use, and evaluates the nature of consumer consent that is collected for SMS marketing opt-ins. Such insights are crucial for wineries as they navigate the complex world of digital marketing, particularly in the face of changing regulations and consumer behaviours.

The implications of the findings extend to the individual wine brands, the broader wine regions, and the overall U.S. wine industry in 2025. VinterActive’s research promises to assist wineries in translating these insights into actionable strategies, thereby allowing them to harness opportunities and mitigate risks presented by the burgeoning digital landscape.

For those interested in deeper insights and analysis, the complete report is available for complimentary access via VinterActive's website.

VinterActive itself has a rich history, having been established in 2002. The company has positioned itself as a leader in consumer direct marketing research and practice within the wine sector, pioneering tools and systems that have reportedly generated millions of dollars in sales for various wineries across the nation. The firm’s award-winning PreferencePro™ automated wine marketing system is particularly notable for assisting both large and small wineries in maximising their DTC sales potential.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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3. <https://www.winebusiness.com/news/vendor/article/296861> - Mentions the VinQuest™ 2025 report on the adoption of SMS marketing, online chat, and age gates by U.S. wineries, aligning with the report's key findings.
4. <https://thegrapevinemagazine.net/2022/04/sms-marketing-performance-in-the-u-s-wine-industry-2022/> - Provides detailed analysis and benchmarks of SMS marketing performance in the U.S. wine industry, supporting the report's insights on SMS marketing effectiveness.
5. <https://www.vinteractive.com/research> - Explains VinterActive's history and its position as a leader in consumer direct marketing research for the wine sector.
6. <https://www.vinteractive.com/blog/2022/7/5/50-new-sms-marketing-statistics-for-wineries> - Highlights the importance of adapting to emerging digital marketing tools, as emphasized by Bryan St. Amant, Founder and CEO of VinterActive.
7. <https://thegrapevinemagazine.net/2022/04/sms-marketing-performance-in-the-u-s-wine-industry-2022/> - Discusses the variability of digital marketing tactics and the types of online age gates in use, aligning with the report's exploration of these topics.
8. <https://www.vinteractive.com/research> - Mentions VinterActive's award-winning PreferencePro™ automated wine marketing system and its impact on DTC sales for wineries.
9. <https://www.vinteractive.com/blog/2022/7/5/50-new-sms-marketing-statistics-for-wineries> - Evaluates the nature of consumer consent collected for SMS marketing opt-ins, a critical aspect of the report's findings.
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11. <https://www.winebusiness.com/news/vendor/article/296861> - Provides access to the complete report and further insights into the adoption of emerging digital marketing tools among U.S. wineries.
12. <https://wineindustryadvisor.com/2025/01/07/study-finds-growing-use-of-sms-online-chat-amp-age-gates/> - Please view link - unable to able to access data