

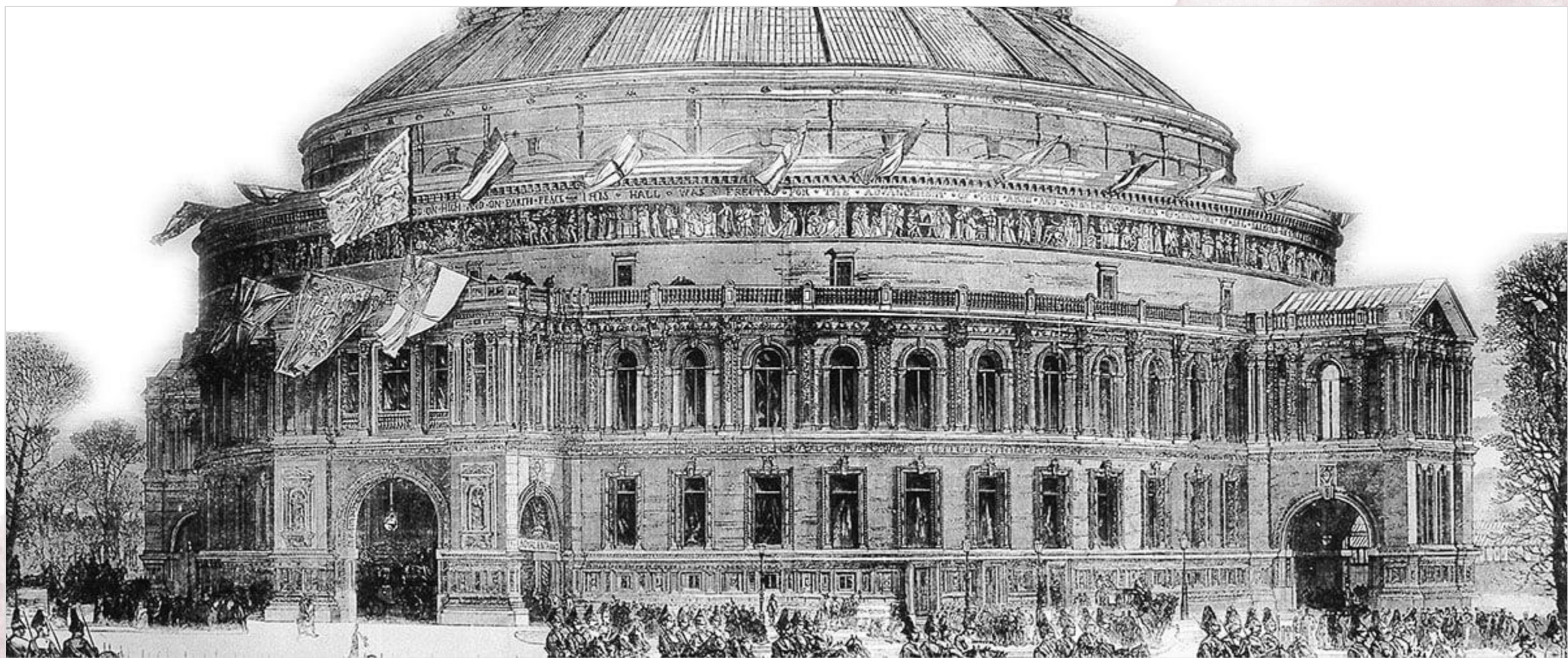


Fit for the Future

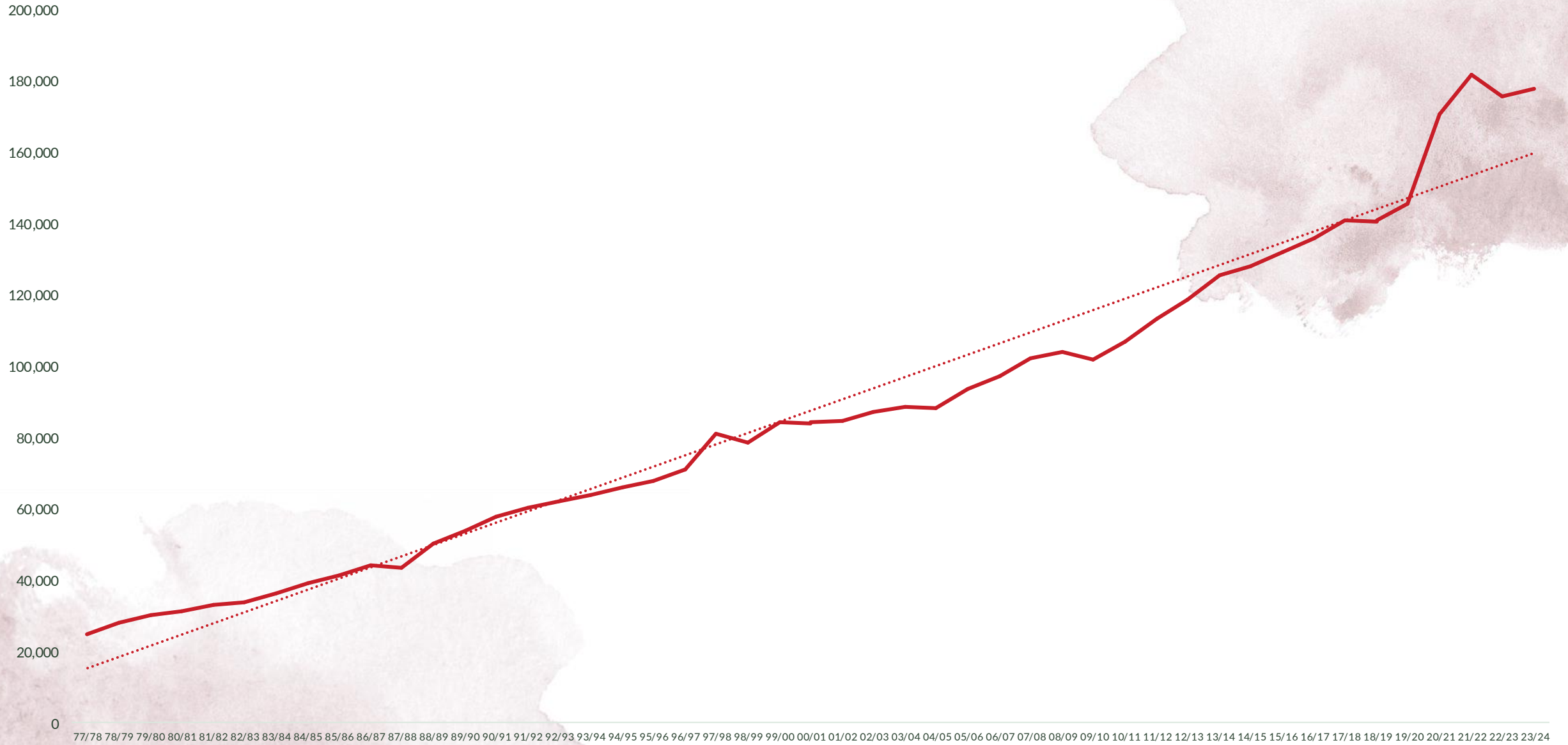
Contentsquare Champagne Breakfast

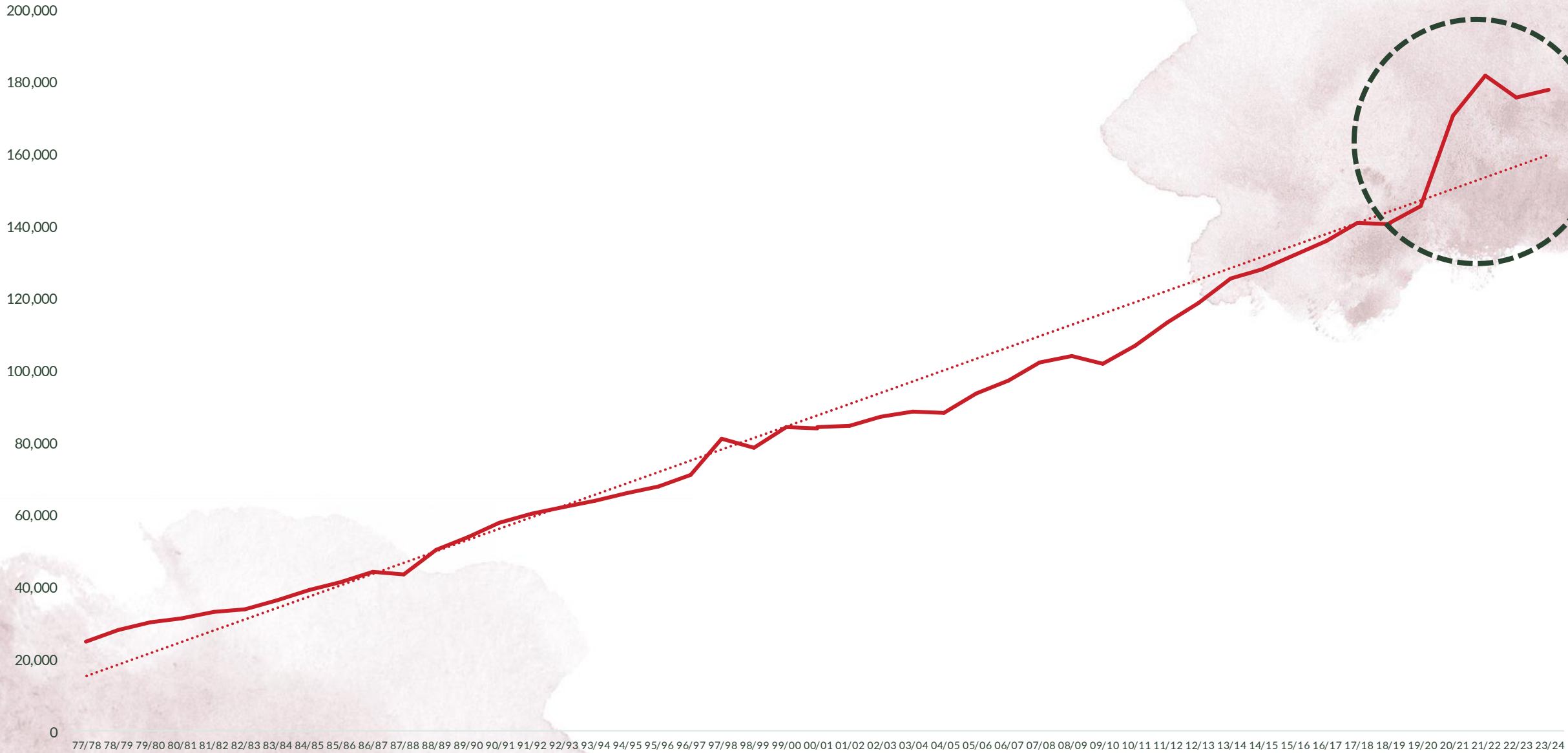
September 2024

WHO ARE THE WINE SOCIETY?



**CHAMPION THE JOY OF GOOD WINE
FOR MEMBERS, TODAY AND
TOMORROW.**





**180,000 MEMBERS.
60 BOTTLES PER YEAR.
11 MILLION BOTTLES SOLD.**

**81% RETENTION.
WE'RE MARKET LEADING.**

FINDING YOUR NICHE.

**UNIQUE BUYING MODEL.
INVESTMENT IN PRICING.
HUMAN-POWERED SERVICE.**

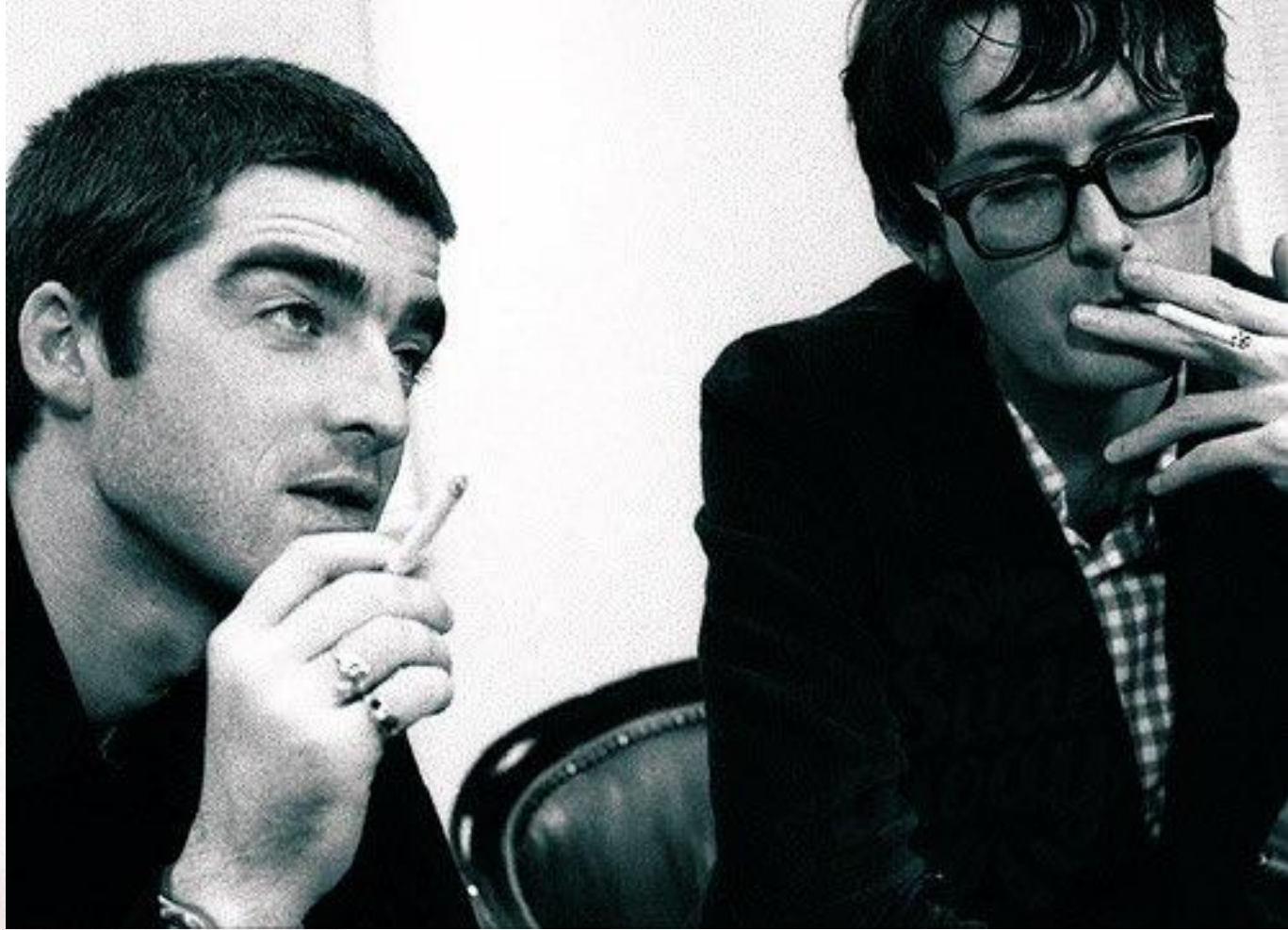
**BUT IT ISN'T ALL
SUNSHINE AND RAINBOWS.**

**NEW GOVERNMENT.
UPCOMING BUDGETS.
DUTY CHANGES.
CHANGING HABITS.
MORE CHOICE.
BRAND DISLOYALTY.
LOWER ATTENTION SPANS.**



How do you do, fellow kids?

peacock





TOO MANY WINSTONS.

FIT FOR THE FUTURE.

CURIOSITY.

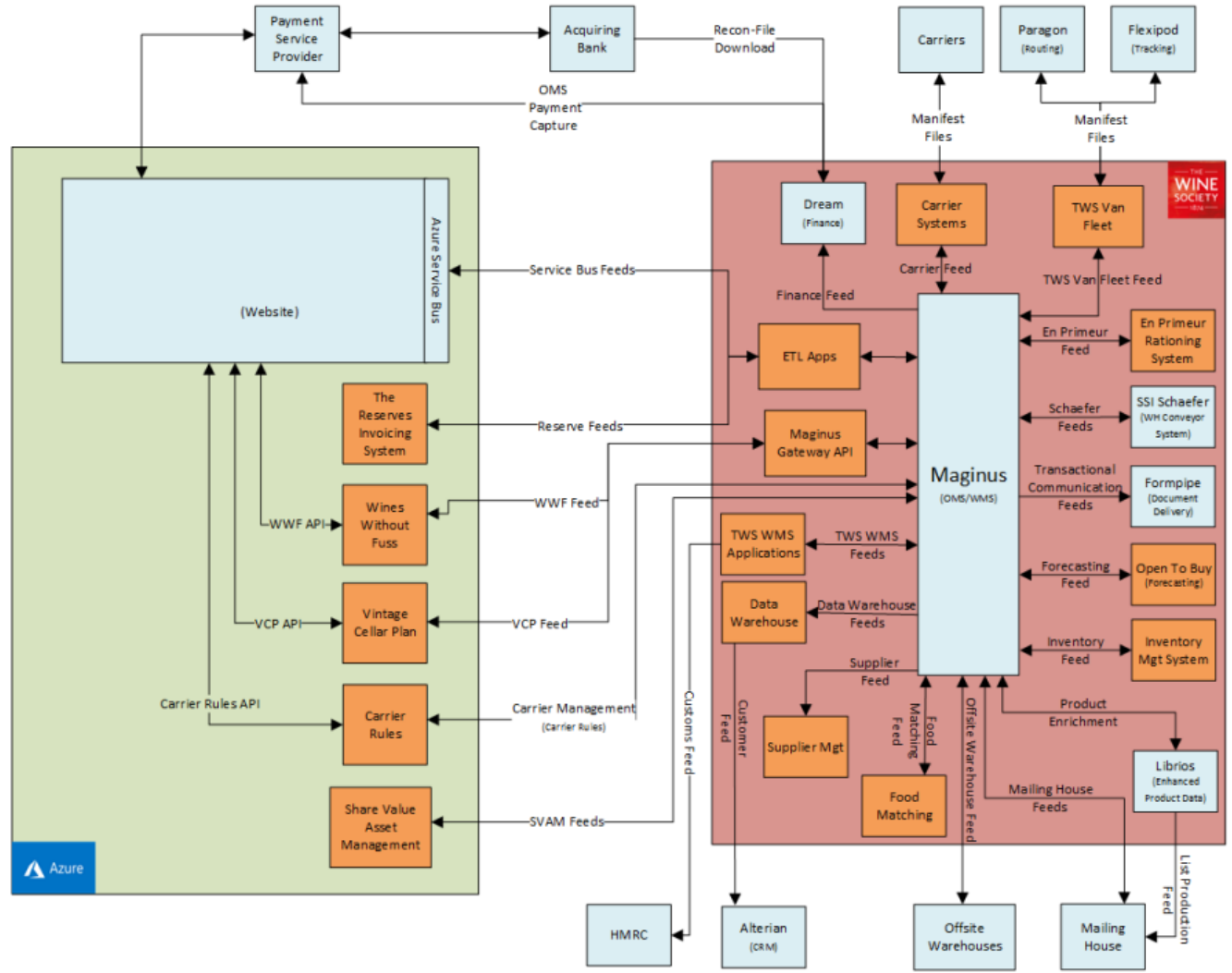
LOOK OUT THE WINDOW.

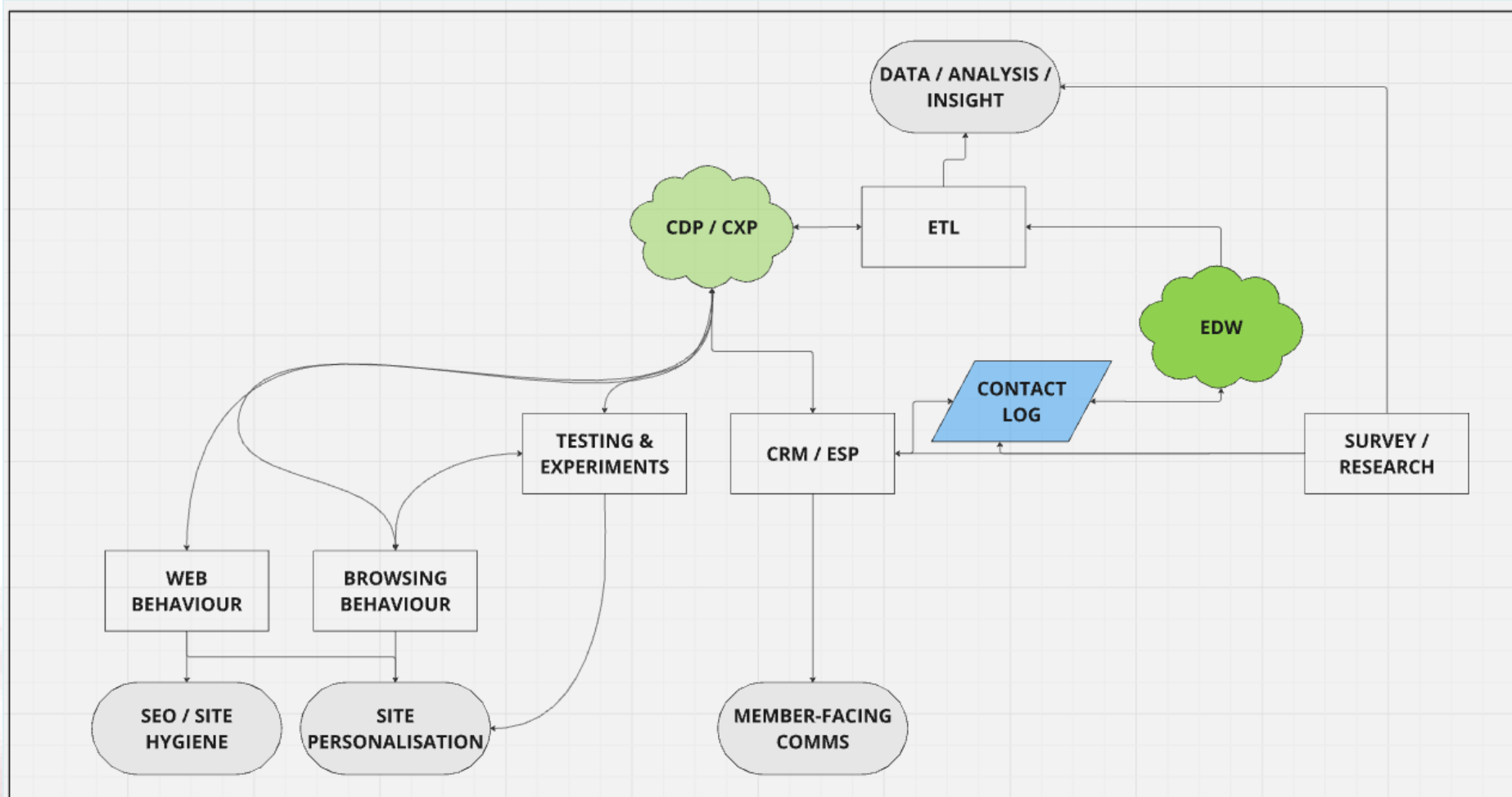


FUCK SHIT UP.



150 YEARS OF DATA.





~~ARTIFICIAL INTELLIGENCE.~~

THE FAMOUS TECH-FINANCE WAR.

THE 1:1 HOLY GRAIL.



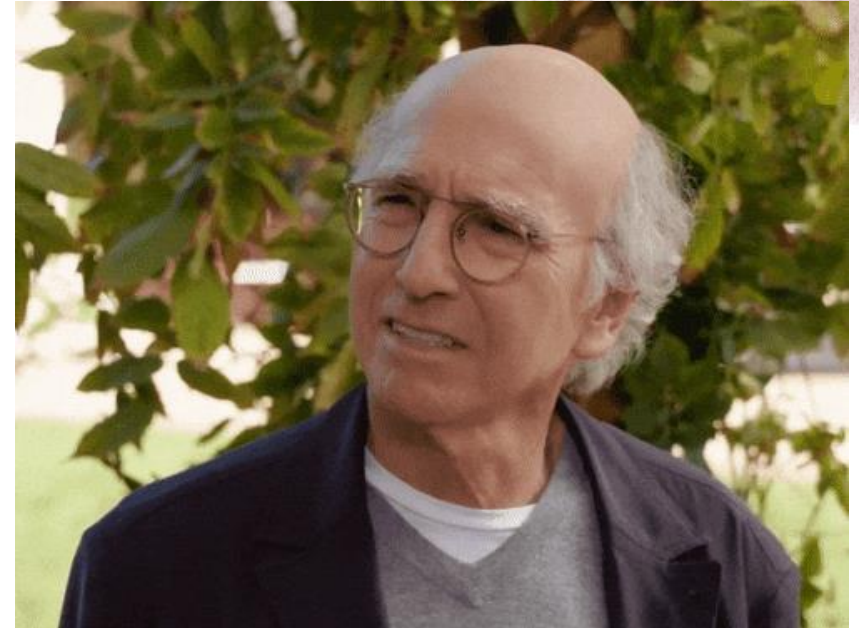
Dear Mr Mills,

When you shop for wine, do you feel you're getting the same or better value than you were 12 months ago?

Over the past year, many of my communications have focused on one key topic: pricing, and more specifically, how the support of members like you can positively impact The Society's ability to keep inflation and costs in check, allowing us to consistently hold prices.

[See our year-round value](#)

We all believe The Wine Society is a special organisation, and now we're seeing more and more proof of this when we compare your Society to other wine retailers. The chart below highlights just how consistent Wine Society prices have been, compared to the fluctuations of two of our most prominent competitors.



~~PERSONALISATION.~~
RELEVANCE.



**BRAD
PITT**



**JET
LI**



**MICHAEL
JORDAN**



**GRAHAM
NORTON**



**GARRY
KASPAROV**



**JAMES
MAY**



**FATBOY
SLIM**



**JIMMY
OSMOND**



**TODD
CARTY**



**JOHNNY
DEPP**

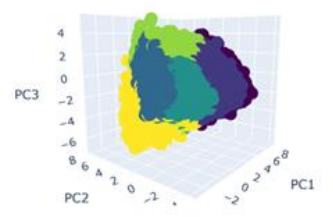
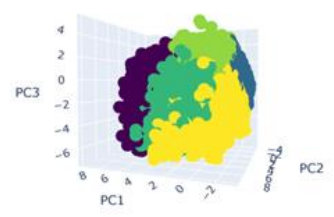
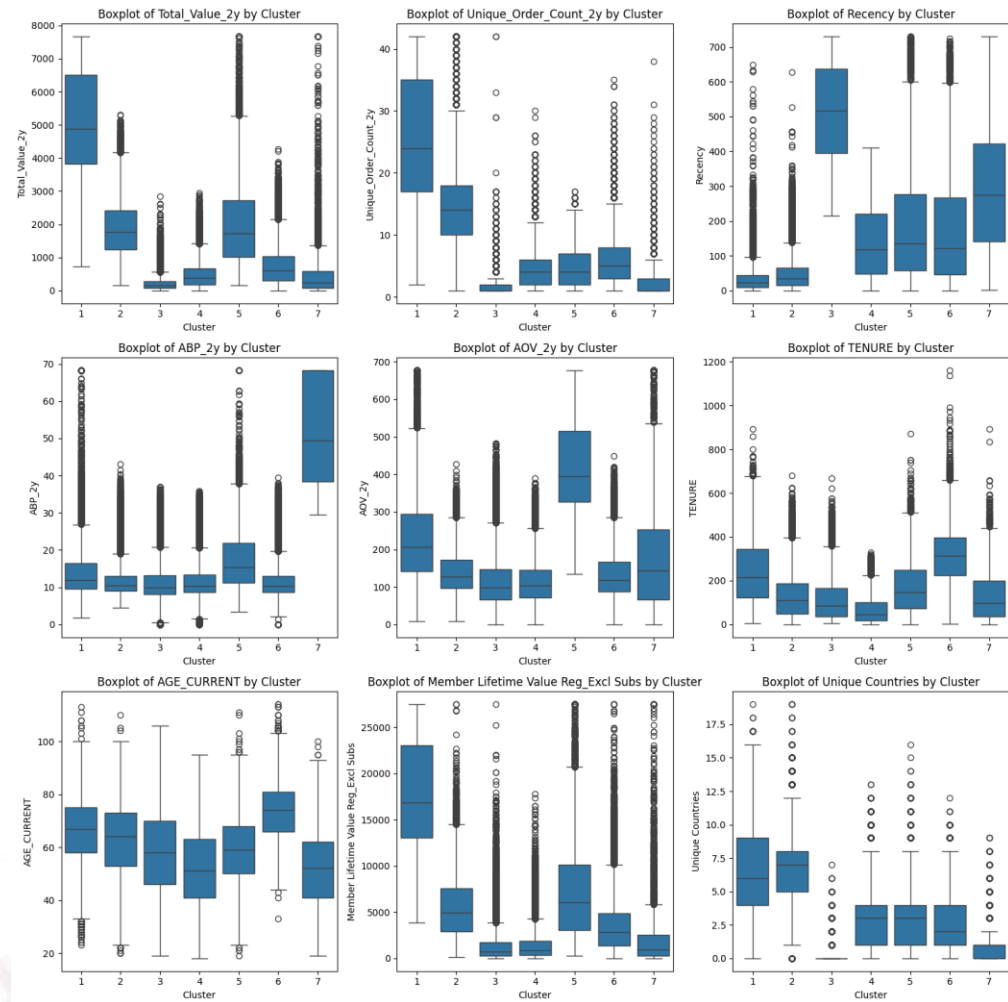


**QUENTIN
TARANTINO**



**DAVID
SEAMAN**

MEMBER, NOT MEMBERSHIP.



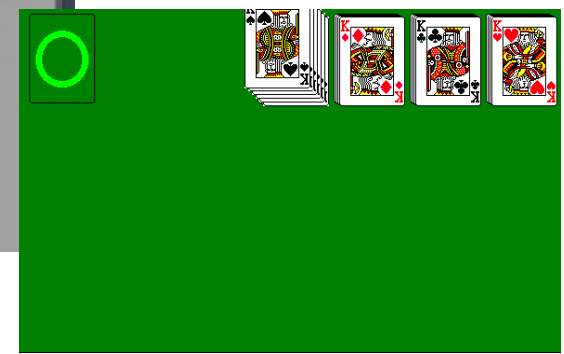
MY TEAM



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ME



Bonus: 0 Press Esc or a mouse button to stop... Score: 408

MEMBER, NOT MEMBERSHIP.

DO DIFFERENT. OR DIE.

THE BEST WORST CHALLENGE.

FIT FOR THE FUTURE.