

THE WAY PEOPLE **DISCOVER WINE** HAS CHANGED

What it means for your brand, your story, and
your future visibility.



A man with a beard and mustache, wearing a white button-down shirt and a blue and white mesh cap, is shown in profile, looking towards the right. He is standing in a vineyard with rows of grapevines stretching into the distance under a clear blue sky. The background is slightly blurred, emphasizing the man in the foreground.

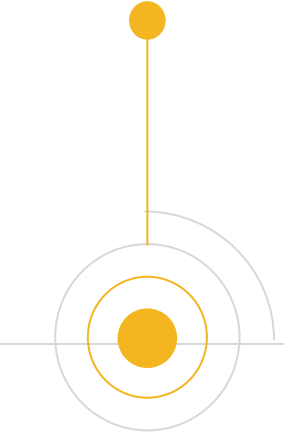
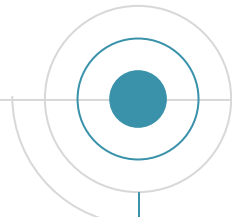
TIM WEINHEIMER

Brand-AI Marketing Strategist



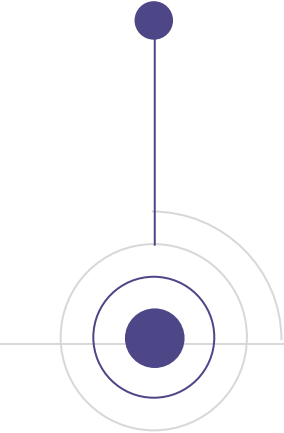
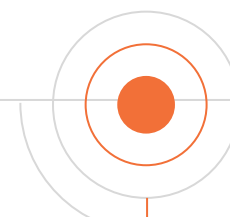
DIGITAL TRANSFORMATIONS

1992



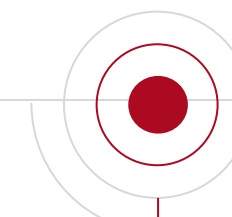
2000

2009



2015

TODAY



WHICH CONSUMER BEHAVIOR BEST REFLECTS HOW AI SEARCH IS CHANGING WINE DISCOVERY TODAY?

- A. Searching for winery phone numbers only
- B. Asking conversational questions like “What Oregon Pinot Noir under \$40 tastes like Burgundy?”
- C. Browsing static winery websites without interaction
- D. Relying exclusively on critic scores



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Answer: B



WHAT TYPE OF WINE-RELATED AI SEARCH QUERY IS GROWING FASTEST AMONG CONSUMERS?

- A. Brand-only searches (e.g., “Opus One”)
- B. Technical viticulture questions
- C. Occasion-based and food-pairing questions
- D. Winery investor relations queries



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Answer: C



WHEN CONSUMERS USE AI TOOLS (CHATGPT, GOOGLE AI OVERVIEWS, PERPLEXITY) FOR WINE DECISIONS, WHAT ARE THEY MOST OFTEN TRYING TO DO?

- A. Verify alcohol laws and compliance
- B. Replace wine critics entirely
- C. Reduce decision friction and increase confidence
- D. Learn vineyard yield statistics



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WHICH CONTENT TYPE IS MOST LIKELY TO BE SURFACED BY AI SEARCH ENGINES WHEN RECOMMENDING WINERIES OR WINES?

- A. PDF tasting notes with dense jargon
- B. Image-only Instagram posts
- C. Clear, structured explanations of style, occasion, and value
- D. Flashy homepage animations



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THE PROBLEM

Most wineries
struggle to stay visible
and consistent.

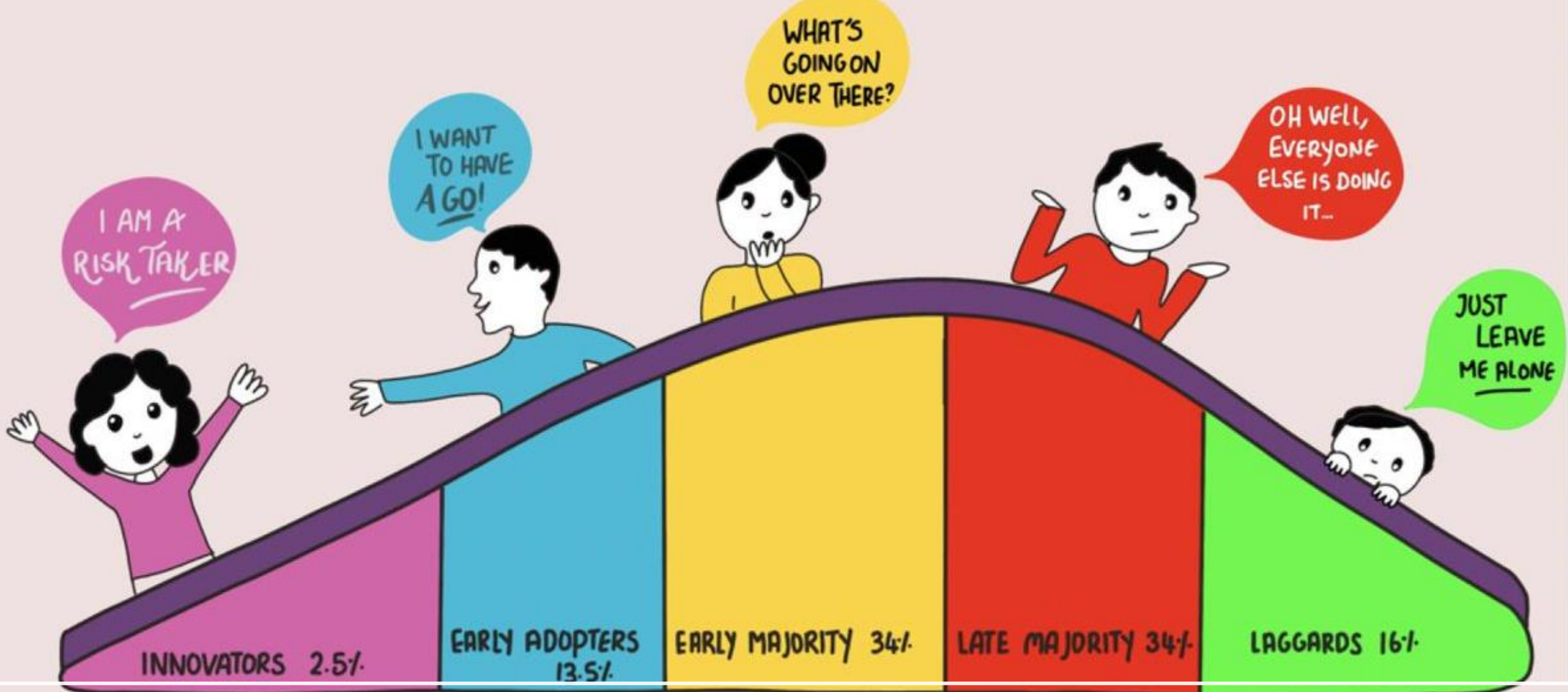


ONE REASON: Marketing technologies constantly changing

Enter Diffusion of Innovation Theory

...





ROGERS' DIFFUSION OF INNOVATION THEORY



IN 2026...

Embrace AI brand
visibility to future-proof
your brands.

...



(Source: Wine Intelligence)

69% OF WINE CONSUMERS UNDER 40...

discover new wines through digital platforms—not in-store.

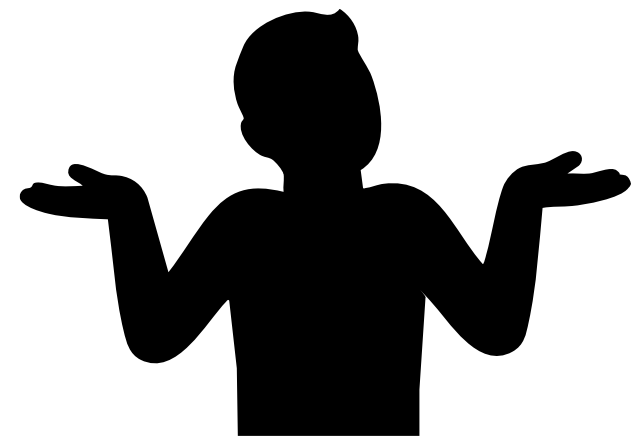


...



(Source: Sovos ShipCompliant)

75% OF SMALL WINERIES LACK A FORMAL DIGITAL MARKETING STRATEGY,



yet 60% of wine club signups come from digital-first interactions.



Sources: Adobe Future of Marketing, OpenAI

**52% OF GEN Z TRUST
TIKTOK MORE THAN
GOOGLE OR
PRODUCT DISCOVERY**



and over 100M people use ChatGPT monthly.



PUT AI TO WORK

Access AI tools available for clarity, consistency, and conversion.



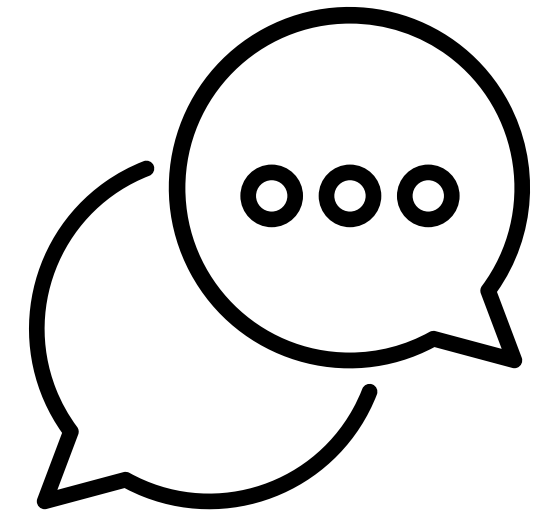
THE BENEFIT

Brand alignment that is understood by humans AND computers.



(Source: Silicon Valley Bank Wine Report)

WINERIES THAT
COMMUNICATE
A CLEAR BRAND STORY
ACROSS ALL PLATFORMS



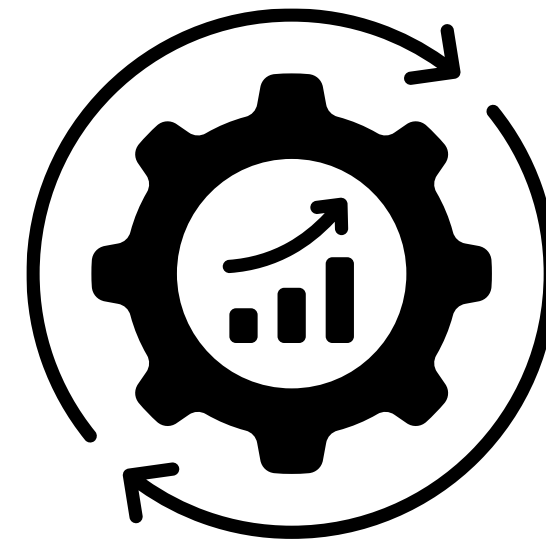
see up to 33% higher DTC retention.



(Source: Silicon Valley Bank Wine Report)

WEBSITES WITH **OPTIMIZED** BRAND LANGUAGE AND STORYTELLING

convert 2–3x more traffic into sales.



THE RESULT

Visibility where it counts . . . and loyalty that will last.



(Source: Harvard Business Review)

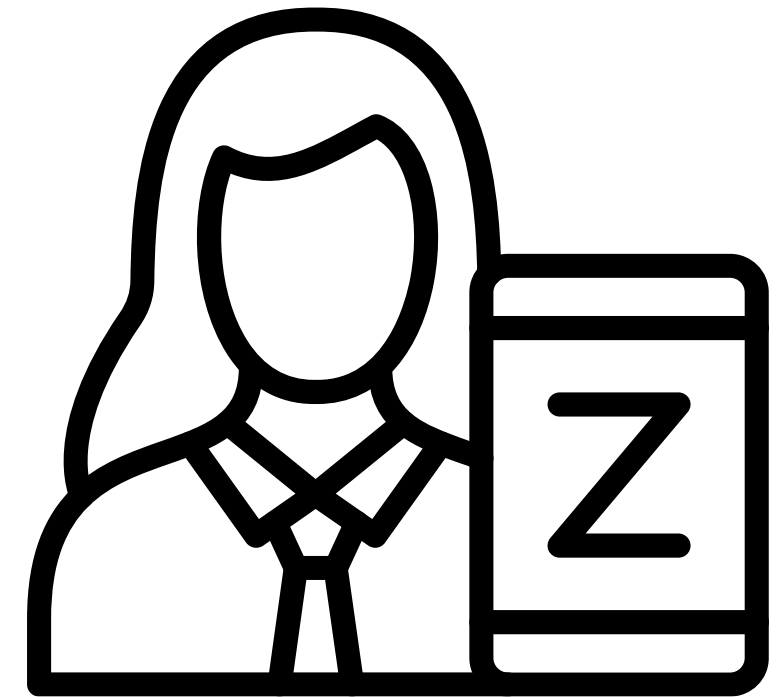
CONSUMERS ARE **4X MORE** LIKELY TO BUY

from brands that align with their personal values.



(Source: Edelman Trust Barometer)

71% OF GEN Z WANT BRANDS TO HELP THEM...

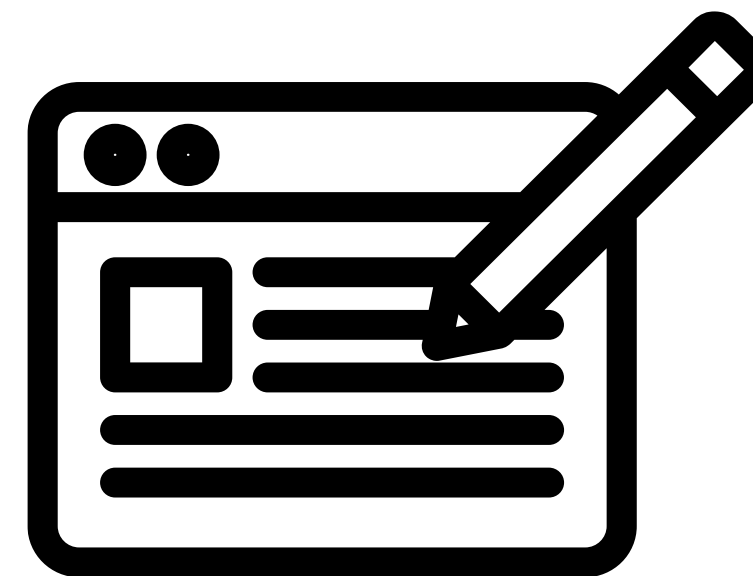


express who they are. Brand archetypes
directly influence long-term engagement



(Source: Wine Business Monthly)

SMALLER WINERIES THAT PERSONALIZE THEIR OUTREACH



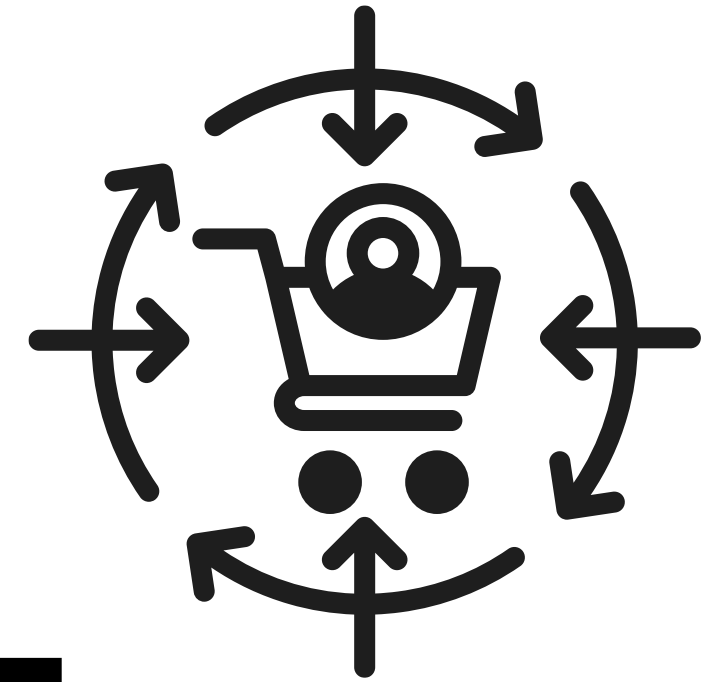
and storytelling grow DTC sales **2x faster than** those relying solely on tasting rooms.

...



(Source: Silicon Valley Bank Wine Report)

ESTABLISHED WINERIES THAT INTEGRATE DIGITAL PERSONALIZATION



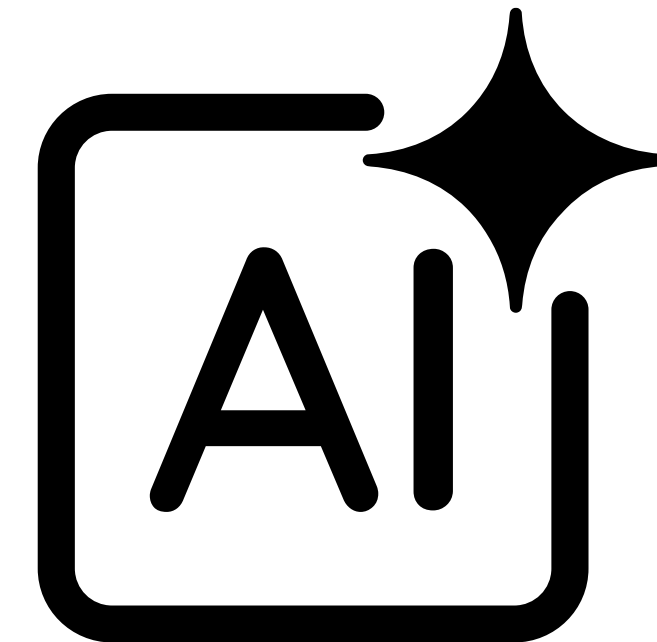
& brand storytelling into their DTC programs see a **30–50% increase** in club retention and repeat purchases.



(Source: McKinsey Digital)

AI-POWERED BRAND AUDITS REDUCE MARKETING

inefficiencies by up to **40%**.



(Source: McKinsey Digital)

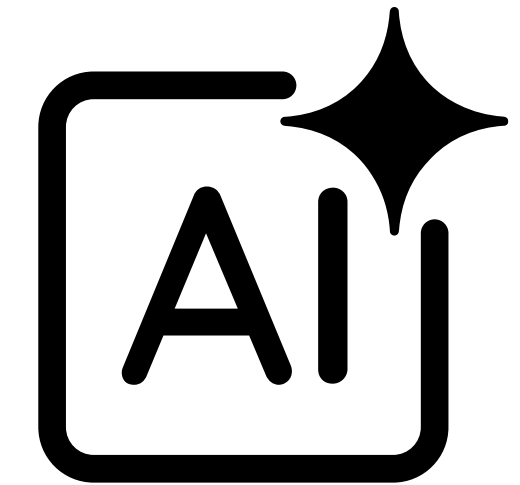
According to McKinsey,
**COMPANIES THAT USE
AI-DRIVEN MARKETING
DIAGNOSTICS**

Visibility audits, sentiment analysis, and brand consistency checks—see up to:

40% reduction in wasted ad spend

25% faster go-to-market cycles

30% better ROI on digital campaigns



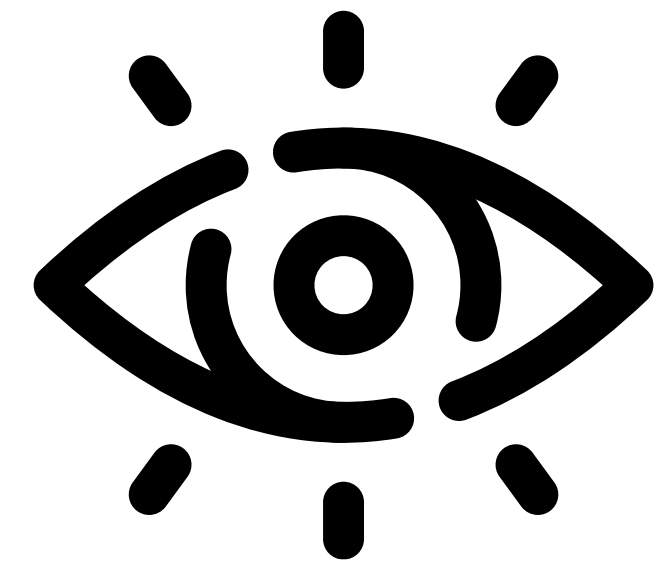
NOW WHAT?

Move from
traditional digital to
AI transformation.



(Source: Perplexity Research)

**THE AVERAGE
WINERY GAINS 17%
MORE VISIBILITY
WITHIN 30 DAYS**



of aligning its digital content to AI search structures.



VISIBILITY

1

HOW **VISIBLE** IS YOUR BRAND TO AI?

Where and how you show up?

Start with your AI visibility benchmark score.










Outcome: See what AI actually sees and ultimately what your prospective customers, trade, and industry actually see. And where they see you.



Competitors · Brands with highest visibility

Show All

#	Brand	Visibility ⓘ	Sentiment ⓘ	Position ⓘ
1	 William Chris Vineyards	32%	74	2.2
2	 Becker Vineyards	22%	79	3.4
3	 Pedernales Cellars	20%	76	4.0
4	 Calais Winery	16%	70	4.1
5	 Messina Hof	15%	75	4.0
6	 Grape Creek	13%	80	3.2
7	 Hilmy Cellars	6%	75	4.7



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Used	Avg. Citations	Type
24%	0.8	Competitor
24%	1.1	Institutional
21%	0.9	Editorial
18%	0.5	UGC
18%	0.8	You

You're on 1 day remaining

Select a plan



-  reddit.com
-  calaiswinerv.com



AI Search Preview Report

Powered by  • Audited on December 29, 2025

Share of Voice ⓘ
24.1%
[Learn more >](#)

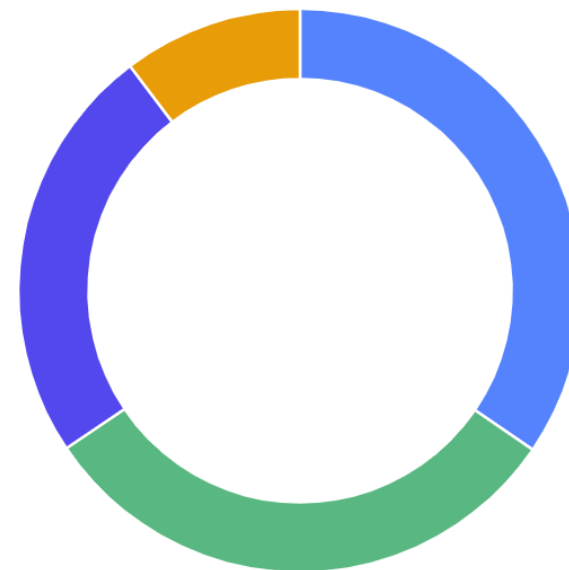
Brand Mentions ⓘ
22%
[Learn more >](#)

Sentiment Score ⓘ
Neutral
[Learn more >](#)

AI Search Share of Voice (SOV)

Your brand's visibility across AI-powered search results

1	King Estate	34.5%
2	Sokol Blosser Winery	31%
3	A to Z Wineworks	24.1%
4	Willamette Valley Vineyards	10.3%
5	Bridgeview Vineyard & Winery	0%



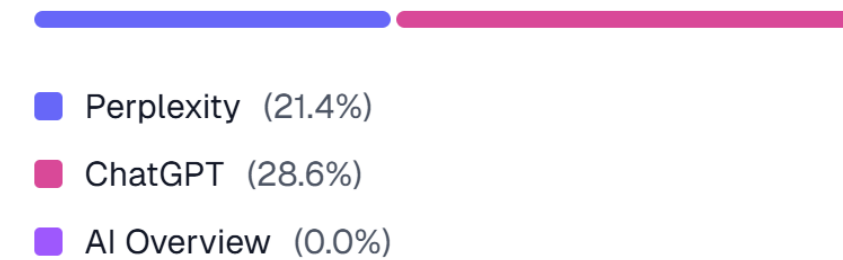
Top Citation Sources

AI Model Performance

How well your brand performs across different AI models

22% overall mention rate

Brand mention rate by AI model



Competitor Analysis



INTERPRETATION

2

WHAT IS AI ALREADY LEARNING ABOUT YOUR BRAND?

Uncover the opportunities to outpace competition.

Use generative tools to shape strategy, summarize reviews, gather social chatter, and industry trends into usable insights.



Outcome: Know the platforms, places, people, and content topics where you can tactically begin to win.



Sources ⓘ

Domain Page

Views | 📊

📅 Date Range is Dec 30, 2025 - Jan 12, 2026

+ Add filter

🔍 Search URLs

🗖️ Columns



📁 Types

Domain ↕	Type	Citation % ↕	Impressions Captured ↕	Citations ↕	First Seen ↕	Mer
tripadvisor.com	T	44.96%	2.2k	865	12/30/25	
williamchriswines.com	O	35.36%	1.4k	840	12/30/25	
texashillcountrywineries.org	T	36.53%	2.8k	754	12/30/25	
txwinelover.com	T	28.31%	1.1k	480	12/30/25	
lh3.googleusercontent.com	T	5.19%	300	399	12/30/25	
reddit.com	T	21.84%	1.0k	339	12/30/25	
visitfredericksburgtx.com	T	19.88%	644	305	12/30/25	
traveltexas.com	T	25.86%	1.8k	290	12/30/25	
winetraveler.com	T	24.39%	1.7k	252	12/30/25	



NARRATIVE

3

IS YOUR BRAND STORY YOUR BEING TOLD CONSISTENTLY?

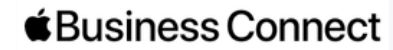
Before deploying AI, know your current digital footprint.

Ensure storytelling clear across tasting room, web, online directories, email, social bio profiles, WIN, and trade communications.



Outcome: Prepared to feed brand narrative language, brand story, imagery, facts all into your GPT so it generates on-brand responses.





A	B	C	D	E	F	G	H	
Platform / Channel	Link	Profile Claimed?	Info Up-to-Date?	Brand Imagery?	Reviews Managed?	Last Audit Date	User ID	Pass
Bing Places	https://www.bingplaces.com/Dashboard/	Cole				Completely up to date	Business Profile	*Need
Google Maps	https://www.google.com/maps/place/Hahn+Agency	Yes	Apron?			Completely up to date	Business Profile	*Need
Apple Business Connect / Maps	https://businessconnect.apple.com/companies	Cole			Completely up to date	Business Profile	Ask
MapQuest (TexHahn Media)	https://www.mapquest.com/us/texas/texhahn-media	?	- Old Location - Broken Website -	- Needs update to image and logo		Very Old (1+ Years)	N/A	N/A
MapQuest (Hahn Public)	https://www.mapquest.com/us/texas/hahn-public	?	- Old Location - Correct Website and	- Needs update to image and logo		Very Old (1+ Years)	N/A	N/A
Waze	https://www.waze.com/live-map/direction	unClaimable				Completely up to date	N/A	N/A
Instagram	https://www.instagram.com/hahn_agency	Kate	ask Kate			Completely up to date	@hahn_agency	Pass
Facebook (Meta) Page	https://www.facebook.com/AgencyHahn		ask Kate			Completely up to date	Business Profile	*Need
LinkedIn Company Page	https://www.linkedin.com/company/86114	Kate	- Worth looking at mission statem			Recent (1 Month)	Business Profile	*Need
X (formerly Twitter)	https://x.com/hahn_agency?ref_src=twsrc	Kate	@Agency and our hvoer link			Completely up to date	@hahn_agency	Hpc
YouTube Channel	https://www.youtube.com/@hahn_agency	Kate	@Agency	- Low Quality Profile Image - Not Level Header		Recent (4 Months)	texhahn@gmail.com	*Old
TikTok	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Pinterest	https://ar.pinterest.com/strategizers/	Kate	@Agency	N/A		Recent (4 Months)	Business Profile	*Need
YP.com (Yellow Pages)	https://www.yellowpages.com/austin-tx/mi	No	- Link to "HahnPublic" but its	N/A		Very Old (1+ Years)		
Indeed Company Page	https://www.indeed.com/cmp/Texhahn-Media		- Name is "TexHahn Media" - No Bio	- There is no logo		Recent (4 Months)		
Yelp	https://biz.yelp.com/biz/info/sh9V4aoQe	Cole				Completely up to date	Business Profile	*Need
Yahoo Business Listings	https://biz.yelp.com/biz/info/sh9V4aoQe	N/A	N/A	N/A	N/A	N/A	N/A	N/A
BBB	https://www.bbb.org/aet-listed/success	Cole	N/A	N/A	N/A	N/A	N/A	N/A
Trustpilot	https://businessapp.b2b.trustpilot.com/da	Cole				Completely up to date	Business Profile	Cor

TECHNOLOGY

4

ARE YOU CONVERTING WITH YOUR OUTREACH?

Ensure every guest marketing interaction is delivering on your KPIs.

Wine club activity, POS notes, sales by department, and other advanced reporting relative to marketing budget ROI.



Outcome: AI-driven segmentation, predictive indicators, and decision support to raise conversions and improve sales and retention.



ARCHETYPE ACTIVATION

5

**DO YOU KNOW
HOW TO SELL
(THE REAL) YOU?**

Link your archetype to every brand touchpoint.

Create or refine your winery persona with new Winery Brand Archetypes.



Outcome: Distinctive emotional connection that AI can replicate that desired target audiences see themselves in.



GENERATIVE ENGINE OPTIMIZATION

6

READY TO GET BRAND MENTIONS BY AI?

Create, optimize and publish content at scale.

Write web and blog content structured for natural-language AI discovery — Q&A, comparisons, storytelling.



Outcome: Show up more often in ChatGPT, CoPilot, Perplexity, Claude and Gemini search answers.





EVERGREEN

7

WHY AI CARES ABOUT CONTENT FRESHNESS?

Be the cited expert for your known for.

Commit to regular quality over quantity content that is meaningful, authoritative.



Outcome: More likely to be pulled into AI answers about wine styles, varietals, regions, terroir, experiences, visitation.



EVALUATE

8

ARE YOU TURNING YOUR **INSIGHTS** INTO ACTION?

Use real purchase patterns and feedback . . . to shape wine releases, club tiers, and event offerings.



Outcome: Use experience-driven insight to improve loyalty, membership, and relevance





**Explore New AI
Conversion Solutions:**
Winespeak.ai, preferabli,
PourNow



TIM WEINHEIMER

Free 30-Minute Consultation



AI

ACCELERATES,

HUMANS

DIFFERENTIATE.

CACTUS ROPES
TEXAS

