

Vive le Vin

Rotary Club of Sudbury

Sunrisers

- Started as an in-person wine pairing gala, changed to a gourmet wine and cheese box during COVID
- Box included a bottle each of specialty red and white wine, and a local cheese and meat selection, olives, and chocolates
- 2 Tiers of boxes priced according to the value of wine included, \$125 and \$225
- Sold through word of mouth and social media
- 2 pickup time options available
- Random draw prizes of a wine fridge filled with wine, donated by club members, and various gift cards collected by club members
- \$10,000 to Rotary Park, \$26,000 split amongst small organizations

Event Date: November 2021

Location: Sudbury

Financial Summary:

Revenue: \$74,000

475 boxes sold

Tier 1: 225 (\$28,125)

Tier 2: 150 (\$33,750)

Expenses: \$38,000

Gross revenue: \$36,000

Partnerships:

- Partnered with local businesses to procure supplies at wholesale prices

Volunteer need:

- Committee of 2 to spearhead (many hours)
- 20 people for packaging (15-20 hours)
- 3-4 people for distribution (5-6 hours)

Lessons Learned / Critical Success Factors

- Liquor license required to purchase and distribute the wine, used a club member's business license
- Packages must be picked up locally
- Supply chain issues meant everything had to be bought upfront, requiring a large float
- Ordering done on a website linked with Stripe (third party payment provider) - critical to have someone managing the website and orders
- Used a sommelier to ensure the wines were the feature of the box

Additional Information:

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- [Social Media poster](#)
- [Vive le Vin Contents](#)
- [Vive le Vin Boxes](#)