

uFire

SPECIALTY RETAIL

Wine Shop / Bottle Shop: Wine Discovery Is Social — Be the Local Expert

Wine discovery is peer-driven. 'Where should I get wine for this weekend?' is asked in every dinner party planning conversation, neighborhood text thread, and foodie group. uFire makes sure your bottl...

THE PROBLEM

Wine Shop / Bottle Shop: Why Traditional Marketing Fails



Wine Shopping Is About Trust, Not Price

Customers won't buy wine they don't trust. The intimidating wall of bottles at a big box store sends people to whoever their trusted friend recommends.



Discovery Happens Between Purchases

'What wine should I bring?' conversations happen weeks before a dinner party. If you're not in people's minds between visits, you miss the conversion moment.



Big Box Stores Have the Inventory Edge

Total Wine and grocery stores have more SKUs. You win through curation, expertise, and community trust — but only if people know about you.

THE SOLUTION

How **uFire** Works

1**Recruit Local Ambassadors**

We find community members with 250–10K local followers who authentically match your wine shop / bottle shop customer profile in Provo, UT.

2**Launch Real Content**

Ambassadors experience your wine shop / bottle shop, create authentic posts, and share them with their local following. Real people, real content, real trust.

3**Pay Per Post**

80% of your campaign budget goes directly to ambassadors. No agency fees, no wasted clicks. Only pay when authentic content goes live.

THE NUMBERS

Wine Shop / Bottle Shop: The ROI Case

**\$25–
\$80**

Average bottle shop transaction (2–3 bottles per visit)

76%

Wine purchases influenced by peer recommendation or social discovery

8–12x

Annual visit frequency for loyal specialty wine shop customers

A loyal wine shop customer visits 8–12 times per year at \$50 average = \$400–\$600 annual value. A campaign acquiring 40 loyal customers generates \$16,000–\$24,000 in first-year revenue. Wine community referrals compound — dinner party hosts influence 6–10 guests per event.

uFire

Ready to Turn Your Community Into Your Marketing Team?

Join the wine shop / bottle shop owners in Provo who are already growing through community ambassador marketing.

ufire.ai/brands/wine-shop

No contracts. Pay per post. Cancel anytime. 80% to ambassadors.