

uFire.

ENTERTAINMENT & EXPERIENCES

Wine Nights Create Memories. Make Sure Yours Creates the Bookings.

Wine tasting and cheese board experiences are among the most photographed, most shared social activities — and almost always discovered through a friend who posted about an amazing night out. uFire makes sure that friend is posting about you.

THE PROBLEM

Why Wine Tasting / Cheese Board Experience Businesses Struggle to Grow

Experience Discovery Is 100% Social and Referral

Wine tasting venues are found through Instagram posts and friend word-of-mouth — not search ads. Without ambassador content, your beautiful venue is invisible to the friend groups who would love it.

Weeknight and Off-Peak Capacity Goes Unfilled

Friday and Saturday book themselves. Thursday, Sunday, and weeknight slots are your revenue gap. Ambassador content targeted to drive mid-week bookings fills that gap profitably.

Corporate and Gift Market Is Chronically Undercaptured

Wine tasting is a premium corporate event, team-building activity, and gift experience. Without ambassador content reaching corporate planners and gift-givers, you're missing your highest-value bookings.

THE SOLUTION

How **uFire** Works for Wine Tasting / Cheese Board Experience

1

Recruit Wine Enthusiast Ambassadors

We enroll guests who had an exceptional experience at your venue. They post the atmosphere, the pairings, the ambiance — to their networks of peers who are exactly your ideal customers.

2

Launch Curated Experience Campaigns

Cheese board aesthetic shots, wine pour content, 'best date night I've had in years' testimonials, bachelorette party highlights. Content that makes every adult friend group put your venue on their list.

3

Pay Per Post, Fill Every Tasting

Flat per-post pricing. When someone's planning a girls' trip, corporate event, or special date, your ambassador content is already in their feed with a compelling reason to book with you.

THE NUMBERS

The Math Behind the Campaign

\$85

Average per-person wine
tasting ticket price

5

Average group size per
wine tasting booking

79%

Of wine tasting attendees
discovered the venue
through a friend's social
post or recommendation

A 12-post ambassador campaign costs \$400–\$900. If it generates 12 new bookings at \$425 average (5 x \$85), that's \$5,100 — a 5–12x return on campaign spend.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Wine Tasting / Cheese Board Experience —
powered by uFire.

ufire.ai/brands/wine-tasting

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime