

BEYOND THE BOTTLE: UNDERSTANDING YOUR CUSTOMER

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Virginia
SPIRITS

WHY CUSTOMER DATA MATTERS



TODAY'S VISITORS ARE NOT "EVERYONE"



YOUR BEST CUSTOMERS FOLLOW PATTERNS



UNDERSTANDING THOSE PATTERNS = SMARTER MARKETING SPEND

VIRGINIA DISTILLERIES AT A GLANCE

Total Visits: 1.3 Million

Average Visits: 25,000 per Distillery

Visit Duration: 91 Minutes

Income Range: \$50,000 - \$200,000+

Popular Day: Saturday

Popular Time: 4:00 PM - 8:00 PM

Popular Season: Summer

“This matters because it gives us a baseline,”

WHY PERSONAS MATTER

DATA BY ITSELF IS POWERFUL—BUT IT'S ALSO ABSTRACT.



CORE CUSTOMER PERSONAS ACROSS VIRGINIA



SUBURB CHIC

Active Family Anchors



FUSION FAMILIES

Multicultural Family Navigators



FLOURISHING FUSION

Practical Family Strivers



RAISING THE BAR

Culture-Forward Urban Creatives

SUBURB CHIC

ACTIVE FAMILY ANCHORS

Age: 45–54

Income: High-income / affluent households

Life Stage: Established families with school-aged kids

Location: Suburban–rural edge communities

Housing: Large homes, semi-rural subdivisions, country club communities

“We want something nice, healthy,
and appropriate for the whole family,”



SUBURB CHIC

BEHAVIOR & MOTIVATION – WHY THEY VISIT

CORE MOTIVATIONS

- ✓ Quality time with family
- ✓ Healthy, balanced lifestyle
- ✓ Safe, comfortable environments
- ✓ Values-driven businesses
- ✓ Community reputation

PAIN POINTS

- ✗ Loud party crowds
- ✗ Overly “rowdy” events
- ✗ Lack of food or kid-adjacent options
- ✗ Poor parking
- ✗ No shaded/seating areas
- ✗ Confusing policies

ON-SITE EXPERIENCE TIPS

- ✓ Spacious outdoor seating
- ✓ Shade, umbrellas, heaters
- ✓ Easy-to-read menus
- ✓ Nearby food partnerships
- ✓ Calm background music
- ✓ Friendly, respectful service tone
- ✓ Clear event schedules

They want leisure that feels responsible, respectable, and family-aligned.

SUBURB CHIC

HOW TO MARKET TO THEM – HOW TO WIN THEM

Offers That Convert

- Family Day events
- Early evening tastings
- Picnic + tasting bundles
- Seasonal outdoor festivals
- Fitness + spirits collaborations
- Group reservation packages



CHANNEL	PRIORITY	BEST CONTENT
Facebook	High	Event posts, community highlights
Email Newsletters	High	Updates, features, seasonal offers
Local Community Groups	Medium	Family events, group invitations
Parent & Recreation Networks	Medium	Outdoor activities, group experiences
Regional Lifestyle Publications	Medium	“Meet the Maker,” destination features
Google Search	Medium	Listings, photos, reviews

FUSION FAMILIES

MULTICULTURAL FAMILY NAVIGATORS

Age: 35–44

Income: \$150k–\$200k

Life Stage: Parents with young or school-age children

Location: Suburban communities near major retail corridors

Diversity: Asian, Hispanic, Black, and Caucasian households

“We want somewhere easy, fun, and worthwhile for the whole family.”



FUSION FAMILIES

BEHAVIOR & MOTIVATION – WHY THEY VISIT

CORE MOTIVATIONS

- ✓ Convenience
- ✓ Value for money
- ✓ Kid-friendly environments
- ✓ Cultural openness
- ✓ Practical enjoyment

PAIN POINTS

- ✗ Hard-to-find locations
- ✗ No food nearby
- ✗ Limited seating
- ✗ Long waits with kids
- ✗ No space for strollers/bags
- ✗ Unclear policies

ON-SITE EXPERIENCE TIPS

- ✓ Plenty of seating
- ✓ Shade and indoor/outdoor balance
- ✓ Clear ordering flow
- ✓ Fast, friendly service
- ✓ Stroller-friendly layouts
- ✓ Visible food options/partners
- ✓ Activity areas (where allowed)

They are efficiency-driven planners who want leisure that fits into busy family schedules.

FUSION FAMILIES

HOW TO MARKET TO THEM – HOW TO WIN THEM

Offers That Convert

- Family-friendly tasting windows
- Bundle deals (flights + bottles)
- Picnic or food-truck partnerships
- Kids-adjacent events
- Seasonal festivals
- Group reservation discounts



CHANNEL	PRIORITY	BEST CONTENT
Google Search & Maps	High	Listings, reviews, family info, photos
Facebook + Instagram	High	Group photos, event promos, recaps
Parenting Groups	Medium	“Family Day” posts, community sharing
Community & Family Networks	Medium	Event invites, seasonal offers
Mall / Retail Partnerships	Medium	Co-promotions, bundled events
Event Listing Platforms	Low	Festival and weekend promotion

FLOURISHING FUSION

PRACTICAL FAMILY STRIVERS

Age: 35–44

Income: \$75k–\$100k

Life Stage: Families with young to middle school–age children

Location: Diverse white and Black exurbs

Housing: Modest single-family homes, growing neighborhoods

“We work hard for our money, so where we spend it matters,”



FLOURISHING FUSION

BEHAVIOR & MOTIVATION – WHY THEY VISIT

CORE MOTIVATIONS

- ✓ Value and fairness
- ✓ Trustworthy businesses
- ✓ Family-friendly spaces
- ✓ Clear pricing
- ✓ Respectful service

PAIN POINTS

- ✗ Feeling “priced out”
- ✗ Overly upscale or elitist vibes
- ✗ Hidden fees or confusing pricing
- ✗ Long waits with kids
- ✗ Limited budget-friendly options

ON-SITE EXPERIENCE TIPS

- ✓ Clear pricing signage
- ✓ Friendly, conversational staff
- ✓ Comfortable seating
- ✓ Food trucks or pizza partners
- ✓ Efficient service flow
- ✓ Kid-friendly outdoor space (when allowed)

They are value-maximizers—willing to spend, but only when it feels justified.

FLOURISHING FUSION

HOW TO MARKET TO THEM — HOW TO WIN THEM

Offers That Convert

- Value flights
- Family bundle deals
- Loyalty programs
- Free-tasting days
- Community appreciation events
- Discounted refill days



CHANNEL	PRIORITY	BEST CONTENT
Facebook	High	Family stories, events, promotions
Email Newsletters	High	Specials, insider updates, features
Community Pages	Medium	Local spotlights, event posts
Church / School Networks	Medium	Group events, family offers
Google Search	Medium	Updated listings, reviews, photos
Event Calendars	Low	Festival and seasonal promotions

RAISING THE BAR

CULTURE-FORWARD URBAN CREATIVES

Age: 25–34

Income: \$50k–\$60k

Life Stage: Young professionals, mostly renters

Location: Diverse, mixed-income urban and inner-suburban neighborhoods

Education: Well-educated, socially aware

“We want places that feel real,
inclusive, and worth sharing.”



RAISING THE BAR

BEHAVIOR & MOTIVATION – WHY THEY VISIT

CORE MOTIVATIONS

- ✓ Cultural relevance
- ✓ Inclusivity and values alignment
- ✓ Unique, non-corporate feel
- ✓ Creative expression
- ✓ “In-the-know” experiences

PAIN POINTS

- ✗ Generic or “corporate” feel
- ✗ Lack of diversity/inclusion
- ✗ Unwelcoming staff
- ✗ No social media presence
- ✗ Poor lighting / no photo-worthy areas
- ✗ Outdated branding

ON-SITE EXPERIENCE TIPS

- ✓ Strong playlist / DJ nights
- ✓ Instagrammable spaces
- ✓ Inclusive signage and messaging
- ✓ Friendly, expressive staff
- ✓ QR codes for socials
- ✓ Event calendars on-site

They are culture-first consumers—they choose brands that reflect who they are and what they believe.

RAISING THE BAR

CULTURE-FORWARD URBAN CREATIVES

Offers That Convert

- Theme nights
- DJ / live music events
- Pride & culture celebrations
- Collaboration releases
- Happy-hour specials
- Limited merch drops



CHANNEL	PRIORITY	BEST CONTENT
TikTok	Very High	Trend videos, BTS
Instagram	High	Reels, staff stories, UGC
Google Maps	High	Reviews + photos
Event Platforms	Medium	Event teasers
Influencers	Medium	Collaborations
Twitter/X	Medium	Community posts

REGIONAL DIFFERENCES ACROSS VIRGINIA



SUBURB CHIC

Active Family Anchors

YOUR DOMINANT PERSONA DEPENDS ON WHERE YOU ARE

Urban vs Rural

Tourist-heavy vs Local

Coastal vs Mountain vs Metro



MAIN STREET USA

Working-Class Young Locals

IDENTIFY YOUR TOP PERSONAS

Step 1: Start With the Data

- Placer Report → Where visitors come from & how often
- POS Data → What they buy & how much they spend
- Customer Zip Codes → Home locations and travel patterns

Step 2: Check Your Audience

- Email List → Who opts in
- Event Attendance → Who shows up repeatedly

Step 3: Add Human Insight

- Staff Observations → Who you see every weekend



TURNING PERSONAS INTO ACTION

PERSONA	PRIORITY CHANNEL	BEST OFFER	BEST CONTENT
Suburb Chic	Facebook	Family Events	Event Posts
Fusion Families	Facebook + Instagram	Bundle deals (flights + bottles)	Promotions and recaps
Flourishing Fusion	Email Newsletters	Loyalty programs	Specials, insider updates
Raising The Bar	TikTok	DJ / live music events	Trend videos, BTS

TRACK WHAT MATTERS

GOOD MARKETING ISN'T JUST CREATIVE—IT'S MEASURABLE.

METRIC	WHAT IT SHOWS	PERSONA SIGNAL
Repeat Visits	Loyalty	Trend videos, BTS
Email Growth	Interest	Growing audience
Event Attendance	Engagement	Community fit
Traffic Spikes	Awareness	Campaign impact
Conversion Rate	Revenue	Buying intent

NEXT STEPS FOR DISTILLERIES

YOUR ACTION PLAN

- ☐ Identify your top two or three personas
- ☐ Align your marketing to them
- ☐ Test one new tactic
- ☐ Measure and track the results
- ☐ Review and adjust quarterly

“Data is only powerful
when you use it.”