

How Wineries Are Keeping The Juices Flowing During The Pandemic

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Forced to shutter their tasting rooms, U.S. wineries, which rely heavily on direct-to-consumer sales, are having to think fast on their feet. Survey results released last week by the National Association of American Wineries painted a grim picture of the economic impact of the COVID-19 pandemic on the wine industry. Ten percent of the U.S. wineries responded, with the average respondent estimating a 63% decrease in sales during March. Anticipating business for April was also dark: on average, wineries expected a 75% decrease decline (with the median estimating an 80% loss). If able to resume operations on April 30, the average business recovery time was estimated to be three months. That could be a big “if.”

While waiting it out, wineries are finding ways to cope, discounting product and shipping rates and tying in charitable-giving incentives. And even in uncertain times, wine-industry leaders large and small are stepping up relief efforts—from cash and in-kind donations to employee and peer support. Here’s a roundup of who’s doing what to keep the juices flowing.

The Donum Estate is charging a \$10 flat-rate shipping for orders of any size (code FRIEND10), and will donate \$10 to the World Health Organization’s COVID-19 Response Fund for each online order.