

How Emerging Technologies Are Transforming The Winery Experience



This paper presents how integrating emerging technologies such as AI, AR/VR, IoT, and blockchain reinvigorate customer experience and create new channels for user engagement.

Adapt or Expire?

As Millennials and Gen Z overtake Baby Boomers as dominant consumers, wineries must reimagine their digital transformation strategy to keep up with new consumer expectations. The [“youth boom”](#) economy of Millennials and Gen Z means industries of all kinds must pay attention to the role technology plays in the customer journey.

These generations will dictate who will boom or bust. To keep up with changing demographics, digital transformation is essential. Adopting emerging technologies can better maintain and attract the mobile-first generations who have higher brand expectations than previous generations.

Digital transformations serve to bridge generational gaps and eliminate barriers. Every industry is ripe for digital transformation, it all comes down to the when and how. **The Wine Industry represents a prime industry in need of flexible innovation strategies that target new generations of wine drinkers.**

Emerging technologies, like artificial intelligence (AI), the Internet of Things (IoT), blockchain, and mixed reality are changing business and customer paradigms across sectors. For wineries, these technologies will assist in bridging the generational divide of tech-savvy wine drinkers and improve the overall consumer experience.

How can your winery utilize emerging technologies to transform the winery experience? Let's dive in.

Harnessing AI for Wine Ecommerce

Artificial Intelligence (AI) can process large datasets and identify customer patterns. **AI is being used to learn wine preferences to create personalized eCommerce experiences and improve DtC marketing strategies.** In the digital age, decision fatigue is real and the average consumer has to make hundreds of decisions every day. Thanks to predictive analytics and the new norms set by Netflix, Google, and Amazon, consumers expect to make fewer decisions and have personalized experiences.

User engagement is key to tapping into Millennials and Gen Z. These tech-savvy and highly socially aware generations want to support brands that offer them a unique

experience. **Wineries must utilize predictive analytics to learn how to engage with their customers and gain their trust.** Generating personalized experiences depends on data which depends on users' trust towards your brand. For wineries, trust and transparency play an important role in adopting AI and machine learning, which is dependent on the customer experience. AI can help wineries make informed decisions to support sales, operations, distribution, and production methods.

Augmented and Virtual Reality for Interactive Experiences

Augmented and Virtual Reality (AR/VR) represent the next frontier for transcendental customer experiences. Given the 8-second attention span of the average user, AR/VR decreases the overall cognitive load needed to perform a task. For Millennials and Gen Z, your brand experience must be interactive and engaging if you want more than 8-seconds of their time.

AR and VR are being increasingly used in digital transformation strategies **to create interactive user experiences, through virtual storytelling and gamification.** Wineries can use mixed reality to tell their stories and establish online and offline communities with users from around the world.

Augmented and Virtual Reality can also be harnessed in direct-to-consumer marketing efforts, especially for wineries that do pop-up wine tastings and for those wanting to reach customers in brick-and-mortar stores. AR/VR offers extended brand engagement and alternate experience that has been [scientifically proven](#) to be more memorable than traditional marketing tactics.

Increase Trust and Transparency with IoT and Blockchain

Consumers are willing to pay higher prices for transparency and authenticity. Access to information, the Internet of Things (IoT) and blockchain technologies have made data available at every segment of the value chain. **Allowing your customers to access data from the supply chain will reinforce credibility and trust.** Remember, Millennials and Gen Z value feel more empowered when they are supporting trustworthy brands.

[EY and EZ Lab](#) developed the first certified wine with blockchain tech for an Italian winery, Cantina Volpone. Now their consumers can learn about every stage of production and distribution, which helps enforce trust and traceability. Blockchain helps

eliminate the fear of buying counterfeit wine and helps put consumers' minds at ease with immutable transaction records.

Millennials and Gen Z also expect the brands they support to value sustainability, which is a perfect opportunity for wineries that have long-standing sustainability initiatives. Integrating IoT and blockchain technologies can take these initiatives to another level. **IoT has helped wineries face environmental uncertainties with the use of sensors that monitor key inputs and outputs and optimize every stage of production.** These tools can help promote sustainability initiatives. [Treasury Wine Estates](#), one of the world's largest wine producers, emphasizes sustainability in its innovation strategies and has implemented IoT sensors, apps, and hardware in the field to optimize wine production.

While there are many uses for IoT and blockchain in wineries, the key takeaway is understanding how these technologies can help customers be more at ease when purchasing your product as they offer a more transparent way to share and gather data. Don't forget Millennials and Gen Z want to support honest and authentic brands and those that show more, gain more.

Finding the Reliable Tech Partner For Your Winery

The magic of wineries is undoubtedly found within the people, the art of winemaking, and the natural environment. **Digital transformation** is not a method to detract from the art of winemaking, it **is here to expand winery capabilities and customer reach**. And it is inevitable. Sustainable success comes from creating partnerships with those who understand you're first and foremost a winery, not a tech company.

At Opentrends, we know digital transformation can be a challenge for any company, especially without the right talent in place. We offer our clients [Agile Transformative Teams as a Service](#), a custom global team of engineers, designers, and product managers that integrate into your infrastructure, allowing for higher work caliber and scalability. We will help your winery create an implementation plan to integrate emerging technologies and accelerate your roadmap.

**Interested in how emerging technologies
can transform your winery?**

Get in touch today



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Being user-centric, we strongly believe it's people's unique ways of using technology that shape technology itself. We are well versed in the integration, implementation, and adoption of the most advanced technological solutions. We place our clients on the digital transformation path, facilitating the creation of new value, and contributing to growth acceleration.

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