

LATEST EDITION: GLASS HALF FULL

THE RISE OF THE WINE FLUENCER

How to Craft Authentic Brand Partnerships for Sales Success.

Influencers aren't just part of the drinks conversation – they're often leading it.



From Aldi's viral wine moments to TikTok sommeliers with cult followings, social creators now stand on par with traditional media, driving wine lovers to grab bottles straight off the shelves.

We spoke to four of the UK's top wine influencers – Affordable Wine Hunter, Elizabeth Wine Girl, Manny Does Wine, and Partner in Wine – to uncover what makes partnerships work, what kills engagement, and how brands can win big.

WINEFLUENCERS
SIX TOP TIPS FOR

BRAND PARTNERSHIP SUCCESS

1. GIVE THEM THE MIC

(AND TRUST THEM TO USE IT)

Overly prescriptive briefs?
They kill results.

The best outcomes emerge when
brands share the goal, not the script.

Think flexible, multi-post
campaigns over time – not one-
off, brand-heavy pushes.

“Social is going
to take over TV
eventually - it's
the future.”

– Elizabeth Wine Girl



CASE STUDY:

IWSC – THE GOLD STANDARD, BUILT ON RIGOUR & INFLUENCE

To elevate IWSC as the undisputed 'Gold Standard' awarding body for wines and spirits brands, standing out from competitor competitions, our strategy was clear: establish IWSC awards as genuinely trustworthy by transparently showcasing its rigorous judging process amongst both trade and consumers. We enlisted credible 'Winefluencers' Affordable Wine Hunter and The Wine Wally as IWSC Ambassadors to achieve this.

THE EXECUTION:

Rigour Revealed: As guest judges, they provided exclusive, behind-the-scenes content, demystifying the meticulous judging. This highlighted the intense process behind every IWSC medal.

Trust Forged: Their authentic narratives positioned the IWSC award as the definitive 'Gold Standard' consumers could trust, directly due to this proven rigour, in turn, encouraging more Wines and Spirits brands to enter.

THE IMPACT:

Beyond generating significant engagement on the Winefluencers' own channels, we leveraged their compelling content within a strategic earned media campaign. This combined approach generated an impressive **392 pieces of coverage** (95M reach), powerfully cementing IWSC's benchmark status and proving authentic and strategic 'winefluencer' collaborations can drive substantial awareness and market impact.

2. KNOW THEIR AUDIENCE SWEET SPOT

Each influencer cultivates a niche that fuels engagement:

Affordable Wine Hunter:

Price-driven finds, supermarket accessibility, lesser-known grapes.

Elizabeth Wine Girl:

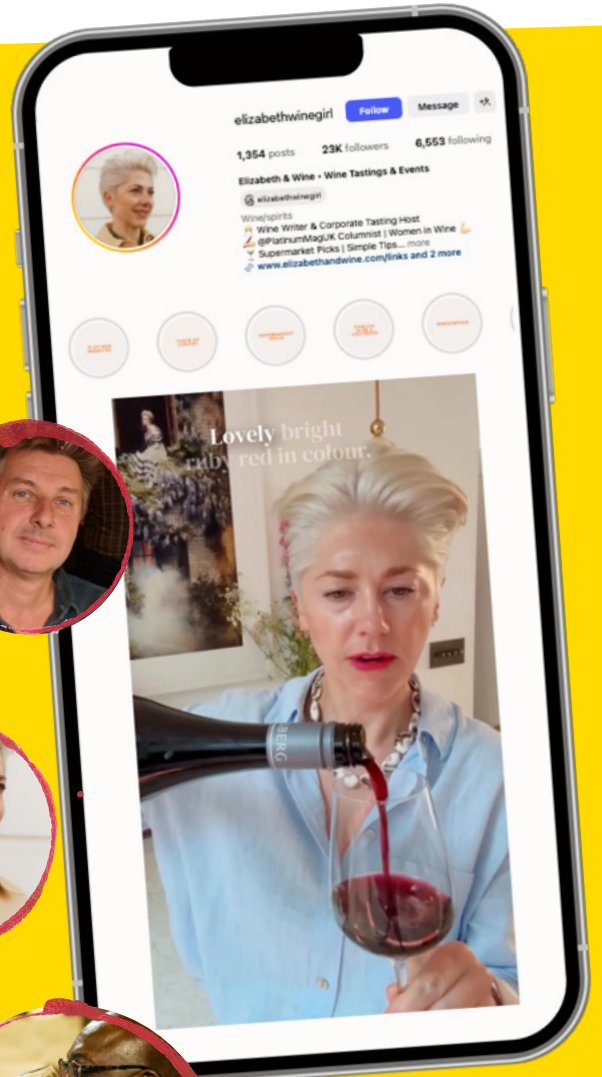
Educational deep-dives, sparkling wine obsession, no/low alcohol, taste tests.

Manny Does Wine:

Relatable, conversational reviews, wines his followers genuinely want to drink.

Partner in Wine:

Lifestyle-led wine content, strong Instagram aesthetic, entrepreneurial mindset, making wine culture aspirational yet accessible.



“Relatable, honest reviews win every time.”

– Manny Does Wine



Brand takeaway:

Don't push premium Champagne to a bargain-hunting audience. Match your product to their community's genuine cravings for maximum impact.



3. PLAY THE LONG GAME

One-off campaigns are forgettable.

Long-term partnerships build credibility, consistency, and cumulative sales impact. Brands should focus on identifying influencers who already have a genuine passion for their products – and invest in nurturing those relationships over time. **This means consistent engagement, shared storytelling, and creating space for the influencer's authentic voice to shine, because followers instantly spot the real thing.**



4. SALES SPIKES ARE REAL – BUT IT'S NOT JUST ABOUT VIEWS

Yes, viral posts can cause huge sell-outs. But even content with fewer views can move the needle significantly if the audience is deeply engaged and trusts the recommendation.

It's about quality of connection, not just quantity of eyeballs.



5. BE PLATFORM-SAVVY

Instagram: Generally friendlier for alcohol content.

TikTok: Trickier. Younger audiences and stricter moderation often suppress alcohol content – even when compliant – making a tailored strategy is essential.

Algorithms change constantly – so patience and flexibility are key to sustained visibility.

“Even small-view posts can have a big sales impact if the audience is engaged.”

– Affordable Wine Hunter

6. RESPECT THE RULES

Alcohol marketing already faces strict age-gating and CAP Code compliance – and HFSS rules could tighten the net further.

While the focus has been on food, paid influencer promotions for alcohol could face similar scrutiny, especially on youth-skewed platforms.

The smartest brands are already building compliance-first influencer strategies – ensuring content avoids under age exposure, is platform-appropriate, and stands up to future regulation.

COMMON PITFALLS TO AVOID

1. Over-controlling the message.
2. Ignoring audience fit.
3. Expecting TikTok virality without a bespoke platform strategy.
4. Treating influencers like ad space instead of creative partners.



CLARION'S CLEVER TIP

Brief for outcomes, not execution. When you empower influencers to do what they do best, you get content that feels native, not forced – and that's what truly sells.

WANT TO KNOW MORE OR HAVE A PROJECT IN MIND?

We don't just know the drinks space; we master it. We understand its shapers and, crucially, how to connect your brand for measurable results – be it traditional PR or influencer marketing.

Our WSET trained BWS team blends deep industry expertise with unparalleled audience insights, news-generation skills, and trade engagement know-how. This powerful combination is proven to change perceptions, drive sales, and win awards. Our influencer strategies are insight-fuelled, compliance-safe, and relentlessly sales-focused. We've helped leading brands like Aldi, Berkmann Wine Cellars and Bread & Butter Wines turn buzz into bottom-line results.

Ready to achieve yours? Get in touch!



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