

NETWEBMEDIA AI SERIES · 14 INDUSTRIES

AI and Wine & Agriculture

Boutique wineries, vineyards, spirits producers and farms selling direct: AI for the tasting room, the wine club, the field and the export desk.

WINERIES

VINEYARDS

SPIRITS

AGRITOURISM

DIRECT-TO-CONSUMER

First edition · September 2026

Book 10 of 14 · netwebmedia.com

Photo: Lukáš Kulla / Unsplash

About this series

Fourteen books, one question: what does AI actually change for a business like yours? Each book is written for one industry — its customers, its tools, its rules — so you can act on it this month, not someday. Buy one, or get all fourteen in the bundle.

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| 3. AI and Hospitality & Tourism | 10. AI and Wine & Agriculture — this book |
| 4. AI and Restaurants & Cafés | 11. AI and Beauty & Wellness |
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Every statistic in this book carries a numbered reference to a named, dated source in the Sources section. Benchmarks are medians or averages from other businesses as published by those sources — not predictions of your results.

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This book is for the people who actually run a wine or farm business that sells direct: the family winery with a tasting room, a 400-member club and three people in the office; the vineyard with a few hundred cases under its own label; the pisco or craft-spirits producer building a brand one festival at a time; the berry farm or farm stand that lives on weekend visitors; the agrotourism operator with harvest tours and two cabins. If you grow it, make it or pour it, and you sell some of it to the person in front of you or ordering from your website, this is written for you.

It is not a book about the future of AI. It is a book about the next thirty days. Every chapter ends in something you can do this week, and every number in it comes from a named, dated source you can check in the Sources section.

Here is what you get. Chapter 1 shows where the market and your peers actually are, with 2026 data from Silicon Valley Bank, Sovos ShipCompliant, the Wine Market Council and McKinsey. Chapter 2 explains, in plain English, the five jobs AI can do in a wine or agri business and the ones it cannot. Chapter 3 is about your customers: how buyers now ask ChatGPT "best Carmenère under \$30" or "pick-your-own farm near me" before they find you. Chapter 4 ranks the ten use cases that pay back fastest. Chapter 5 gives you a tool stack with real September 2026 prices, in three budgets. Chapter 6 covers the rules: TTB rules for AI imagery, the FTC's review rule, state shipping licences, Colorado's AI law, Chile's alcohol-advertising and data-protection laws. Chapter 7 is the 30-day plan. Chapter 8 is for readers in Chile and the rest of Latin America.

You can read it front to back in about forty minutes. If you are short on time, read Chapter 4 and Chapter 7 and come back for the rest.

● Wine, farms and AI in 2026 — four numbers to know

63%

of US consumers
have used AI for
product research
(49% a year earlier)

1 in 10

wine businesses has
AI on its website (chat,
recommendations)

+22%

DTC revenue growth
at top-quartile family
wineries; the median
was flat

-15%

DTC wine shipping
volume in 2025, the
worst year on record

Sources: eMarketer / Envision Horizons, 2026 (vendor survey); Wine Market Council via wein.plus, 2026; Silicon Valley Bank, 2026; Sovos ShipCompliant, 2026 (vendor report)

The pattern those four numbers describe is the whole story of this book. The market is shrinking, so the direct channel is the one you control. Buyers now research with AI, but almost no winery or farm has AI anywhere a customer can meet it. And the gap between the wineries growing and the wineries

declining is execution, not location. The producer who uses AI carefully — to answer faster, keep members longer and be named when a machine is asked for a recommendation — has an advantage that is getting bigger.

1. Why AI matters for wine and agriculture now

A shrinking market rewards the direct seller who executes

The US wine market is not doing you any favors. Volume in 2025 was about 329 million cases (335.9 million in 2024) and value about \$74.3 billion (\$75.5 billion in 2024), down 2.0% by cases and 1.6% by dollars; even the premium segment fell 1.2% in the first half. Tasting-room visits declined at smaller hospitality-focused wineries and average check sizes fell at most small, direct-to-consumer wineries. Silicon Valley Bank expects the decline to ease in 2026 and the market to bottom in 2027–2028.¹

Producers feel it. About one-third of wineries reported a positive 2025 and roughly half a negative one; 15% hold "extremely excessive" inventory and nearly 45% believe supply exceeds demand. Wine under \$12 is at its lowest production level in over a decade.²

The direct-to-consumer (DTC) shipping channel had its worst year on record: volume fell 15% (967,000 fewer cases) and value 6% (more than \$230 million), while the average bottle shipped rose 11% to \$56.78. California carried 62% of the value loss, and "rest of California" outside Napa lost 32% of its volume in one year and 47% since 2021.³ Regional averages tell you what your bottle competes against: Napa \$99.97, Oregon \$53.08, Sonoma \$38.48, rest of US \$26.13.⁴

Farms selling direct are a smaller world with the same shape. Of 1.9 million US farms, 1.5% report agritourism and 6% sell direct to consumers; agritourism income reached \$1.26 billion in 2022, up 12% from 2017. Most visitors live within 50 miles; 19% travel from further away and 15% stay overnight.⁵

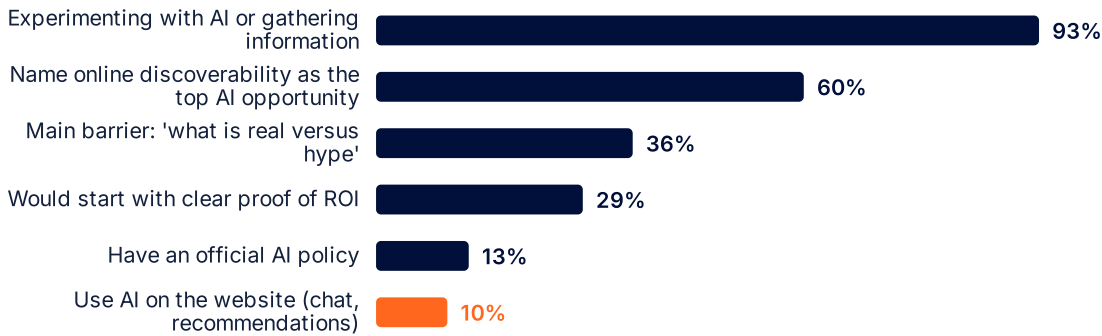
Key number: among 450 family wineries, the top quartile grew DTC revenue 22% in 2025, the median winery was flat and the bottom quartile fell 13%. Tasting room and wine club together are 72% of DTC performance, and SVB attributes the widening gap to execution, not market position.⁶ Execution is what AI is for.

Where your peers are

Wineries use AI for words, not wine. Almost two-thirds of US wine businesses now use ChatGPT or similar for text and correspondence and more than 60% for marketing campaigns; website content, social media, translation, CRM and data analysis all rose, while vineyard and cellar use barely moved since 2024.⁷ Only about one in ten uses AI on its website (chatbots, virtual assistants, AI wine recommendations) and only 13% has an official AI policy; expectations of significant cellar efficiency gains fell from 48% to 34%, and the barriers named are cost, integration complexity and training.⁷

Interest is high, action is thin. 93% of winery owners and marketing decision-makers are experimenting with AI or gathering information; 60% name online discoverability as the leading opportunity; 36% say the main barrier is uncertainty about what is real versus hype, and 29% say clear proof of ROI would trigger a first step.⁸

● **US wineries and AI: interest, use and policy, 2026**



Sources: The Drinks Business / Weinheimer Group, 2026 (vendor survey); Wine Market Council via wein.plus, 2026

Notice the last two bars. Nine in ten wineries are curious, but only one in ten has put AI where a customer can meet it, and almost none has written down the rules. That is the gap this book is built around.

Farmers: adopting fast, paying rarely, trusting little

On the growing side, generative AI is the fastest-adopted farm technology McKinsey has measured, but it is mostly free use. 17% of farmers use gen AI for farm tasks and only 4% pay for it; adoption is highest in Latin America and North America. Only 6% cite AI tools or AI search as a trusted source for decisions, while agronomists influence 56% of them.⁹ The same survey records a 24-percentage-point drop in farmers' spending intent this year; more than half of specialty-crop farmers, which includes grape growers, now use at least one biological input.¹⁰