



BECOME A **BOISSET AMBASSADOR**

AN UNPARALLELED **BUSINESS OPPORTUNITY**
THAT INVITES YOU TO JOIN US IN THE WORLD OF WINE



A GREAT TIME TO B.Y.O.B: **BE YOUR OWN** *Boss*

As a Boisset Ambassador, you can:

- Earn generous commissions of up to 35% representing our exceptional portfolio of wines.
- Access the training and marketing tools necessary to become a trusted wine influencer.
- Revel in rewards such as cash bonuses and luxury wine vacations to France - not to mention savings on your own wine purchases!



WHAT YOU CAN **EXPECT TO** *Learn*

- Background on Our Company
- Ways to Earn as an Ambassador
- Exceptional Training & Support
- Next Steps for Getting Started





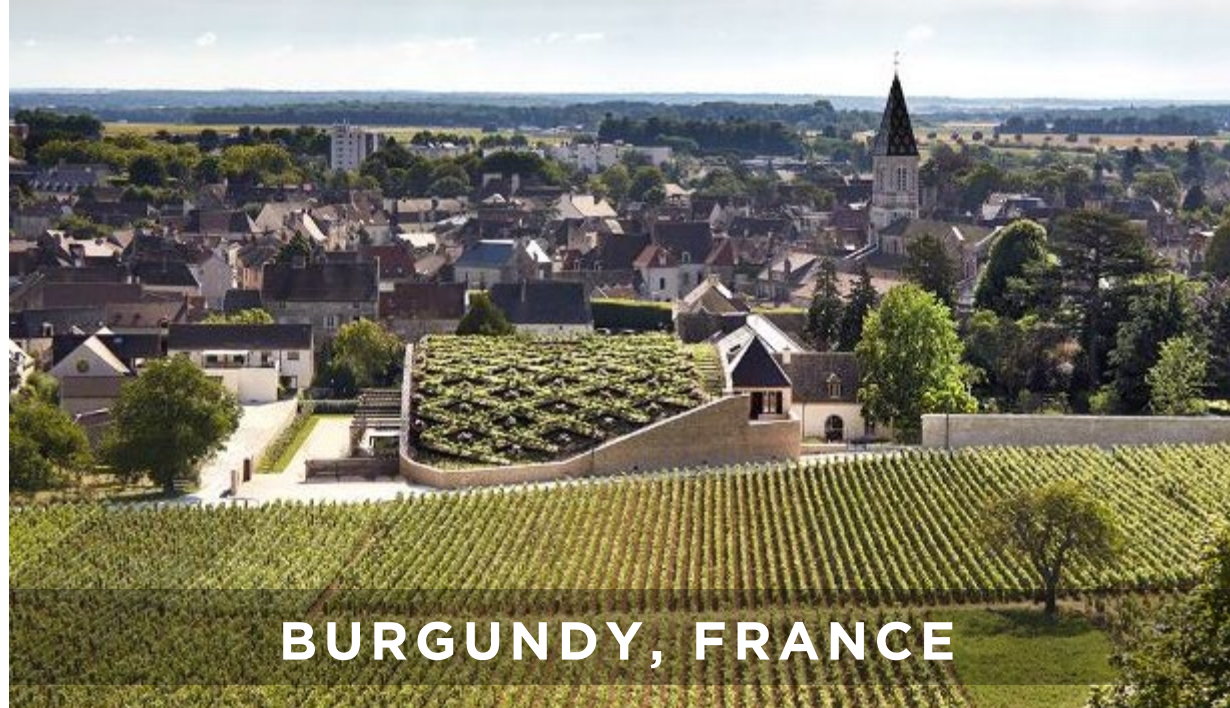
COMPANY BACKGROUND





Who **WE ARE**

BOISSET COLLECTION IS
ONE OF THE WORLD'S
**MOST HIGHLY AWARDED &
SUSTAINABLE FAMILY-OWNED
WINE COMPANIES**
BASED IN BURGUNDY
& NAPA VALLEY



COMPANY

History

1961 Jean Claude and Claudine Boisset founded their family winery **in 1961 in Burgundy, France.**

2021 Today, the company is run by the next generation of the Boisset family: **Jean-Charles Boisset** and his sister **Nathalie Boisset.**





1881
NAPA

BOUCHARD AÎNÉ & FILS
FONDEUR EN 1750

Buena Vista Winery

DE LOACH
VINEYARDS

DOMAINE
DE LA
VOUGERAIE
FRANCE

FOREVERNESS

FRENCHIE WINERY

Haute Couture
FRENCH BUBBLES

JCB
by Jean-Charles Boisset

B
JEAN-CLAUDE BOISSET

LOCKWOOD
VINEYARD

LOUIS BOUILLOT
Imaginer et produire de Crémant de Bourgogne depuis 1877
Nuits-Saint-Georges, France

25 ICONIC WINERIES & WINE DESTINATIONS

LVE

Lyeth

BOUACHON

WVW
WATTLE CREEK
WINERY

Raymond

Secret
Indulgence

CFE
CHARLES DE FÈRE

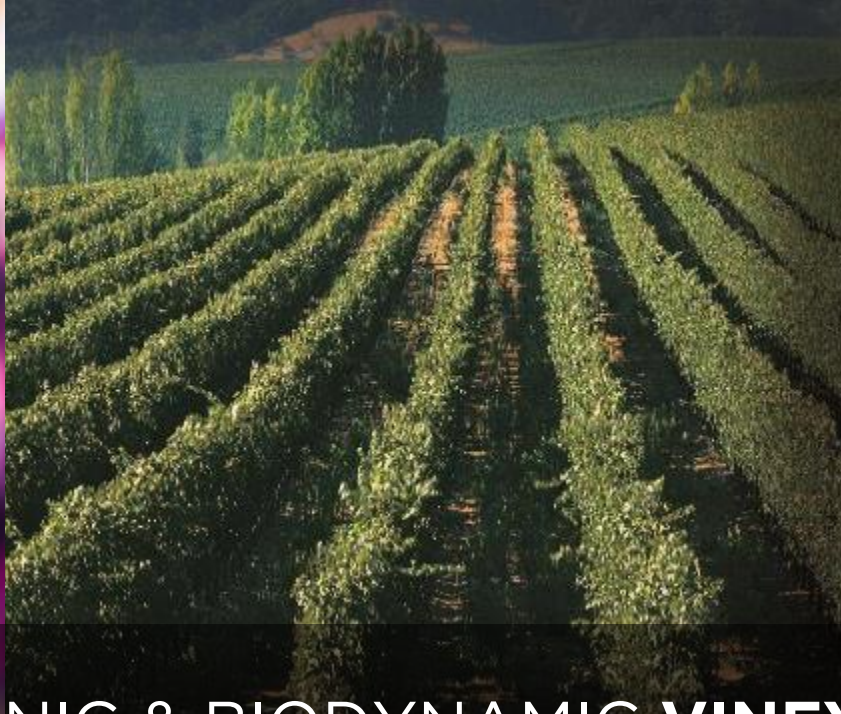
DURANT
& BOOTH

LOUIS BERNARD
VIGNOBLES DE LA VALLÉE DU RHÔNE

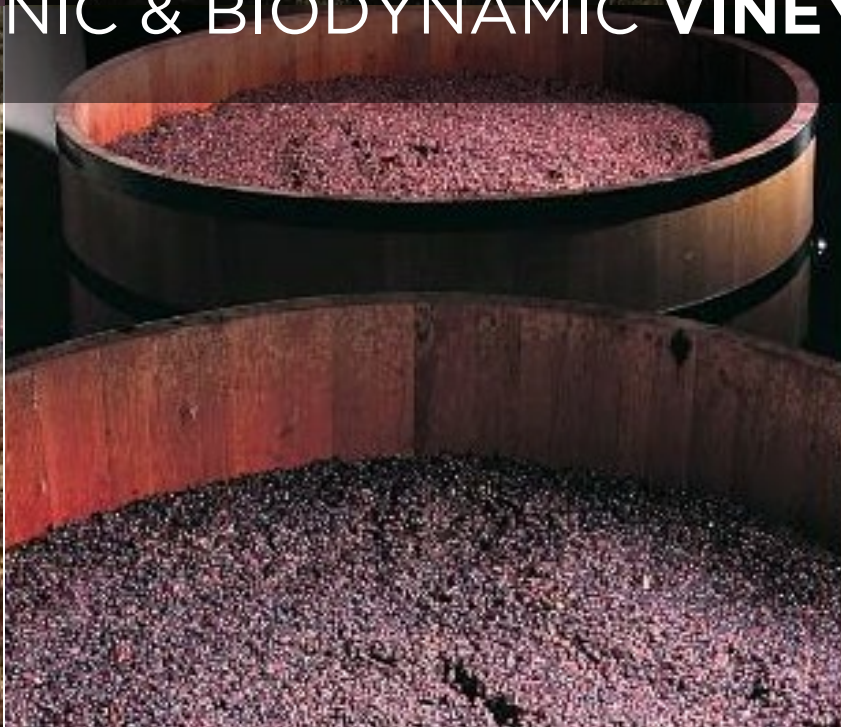
J. MOREAU & FILS
MAISON FONDÉE EN 1814

1865
MOMMESSIN
FONDÉE EN 1865

OAKVILLE
GROCERY
CALIFORNIA EST. 1881



ORGANIC & BIODYNAMIC VINEYARDS



CALIFORNIA PORTFOLIO

ICONIC WINERIES & EXCITING DESTINATIONS IN BOTH NAPA VALLEY & SONOMA



Raymond Vineyards is a Napa Valley pioneer and a dynamic destination for exploration, creativity, and inspiring its guests' passion for exceptionally fine wine.

ST. HELENA, CA



Founded in 1857, Buena Vista is California's first premium winery and a California Historical Landmark. Today it is home to our Winery, Tasting Room, and Visitor's Center.

SONOMA, CA



DeLoach Vineyards produces increasingly exceptional wines that spotlight the unique terroir of the Russian River Valley in a socially responsible, environmentally sensitive way.

SANTA ROSA, CA



The JCB Wine Bar & Lounge is the perfect destination to delight and reflect upon the magic and beauty that is Napa Valley. Let us host you for your next private event.

YOUNTVILLE, CA



Amid views of iconic vineyards, the Oakville Wine Merchant at 1881 Napa is a destination to enjoy wines by the glass from Napa's finest producers in a comfortable lounge setting.

OAKVILLE, CA

FRENCH PORTFOLIO

HISTORIC WINERIES IN BURGUNDY, THE RHÔNE VALLEY,
PROVENCE AND THE SOUTH OF FRANCE



FORTANT



Haute Couture
FRENCH BUBBLES



CHÂTEAU DE
PIERREUX

CHARLES DE FÈRE
MOUSSEUX PREMIUM
FRANCE



BOISSET

————— *Ambassadors*

Inspired by his family's love of sharing wine through personal connections, **Jean-Charles Boisset** created the **Ambassador Program** to bring the winery tasting room experience into homes and offices across the nation.





OUR VISION IS TO CREATE THE
**MOST PASSIONATE, INSPIRING, AND INCLUSIVE
WINE COMMUNITY IN THE WORLD!**

#WineUnitesUs



A LEADER IN **DIRECT TO CONSUMER** *Sales*

FASTEST GROWING **WINE DISTRIBUTION CHANNEL**

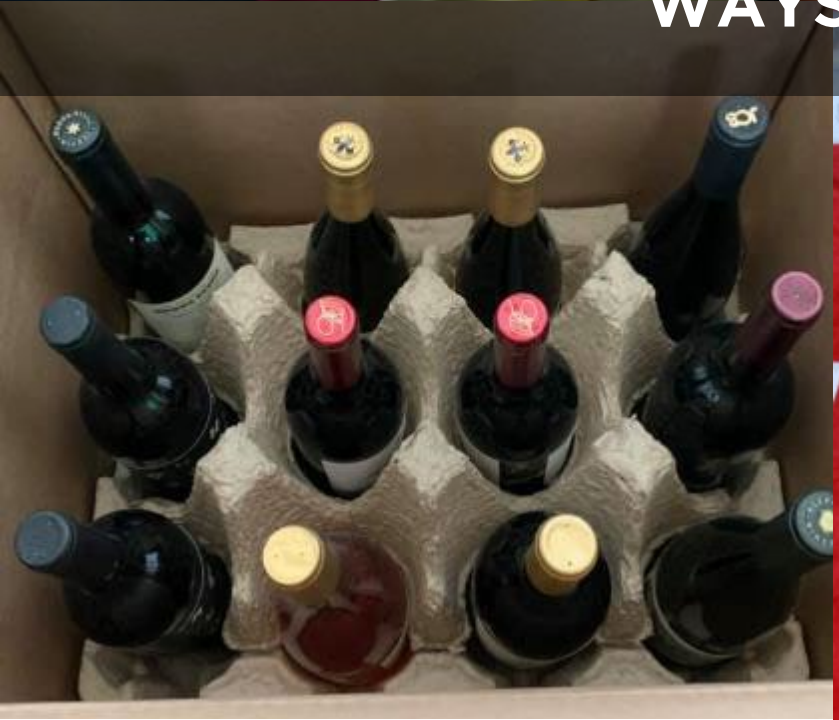
- The Wine World's Hottest Trend:
Purchasing Directly From Wineries
- **In 2020, Over \$3.7 Billion In Wine Was Shipped Direct To Consumer -**
A Record 27% Increase Over 2019!



* SOURCE: 2021 DIRECT TO CONSUMER WINE SHIPPING REPORT:
SOVOS SHIPCOMPLIANT & WINES & VINES ANALYTICS



WAYS TO EARN AS AN AMBASSADOR



HOW DO
AMBASSADORS
EARN *Commissions?*

BY HELPING PEOPLE
EXPERIENCE OUR WINERIES
WITHOUT VISITING IN PERSON

- Ambassadors Are Paid For Introducing Our Wines To New People in Various Ways
- **Generous Commissions of Up To 35%** Are Earned on Total Sales Volume Achieved Each Month



SIX WAYS TO EARN



Online Wine Sales



**Wine Tastings -
Online or In Person**



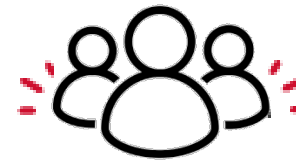
Wine Club Memberships



Corporate Gifting



Social Media Marketing



**Leadership:
Building a Team**

SIX WAYS TO EARN



Online Wine Sales



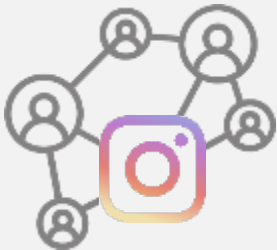
**Wine Tastings –
Online or In Person**



**Wine Club
Memberships**



**Corporate
Gifting**



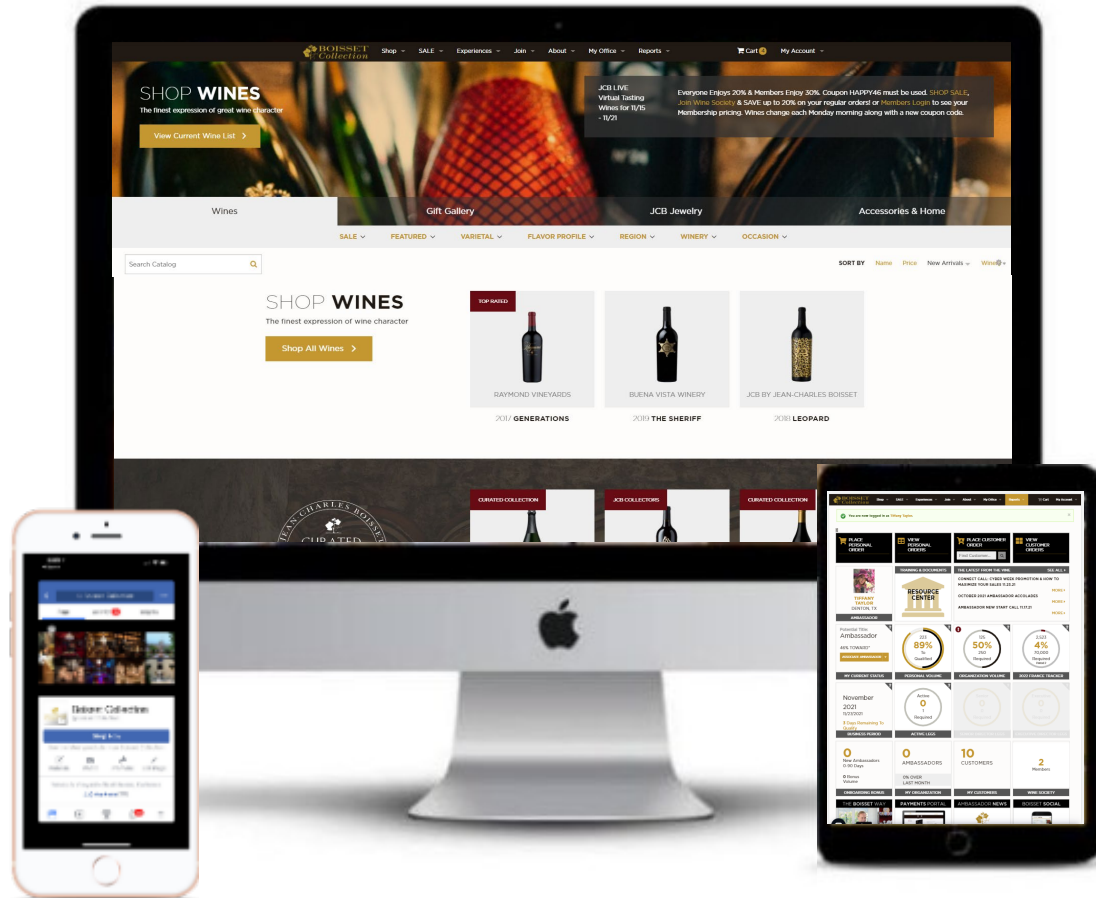
**Social Media
Marketing**



**Leadership:
Building a Team**

YOUR CELLAR SUITE

Subscription



- **Personalized Ecommerce Website**
That Is Mobile-Optimized
- **First 90 Days Included**
In Your One-time Enrollment Fee
- **Real-Time Reporting**
& Built-in Training Tools
- **Intuitive Dashboard**
For Tracking Key Metrics



YOUR PORTAL FOR **ONLINE WINE** *Sales*

EARN INCOME
FROM DAY ONE

- Open Your Own Online Store Offering an Extensive, Curated Selection of Our Finest Limited-Production Wines
- 100% of Order Fulfillment is Handled By Boisset Collection, So There Is **No Inventory Required**

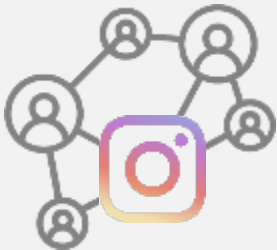
SIX WAYS TO EARN



**Online Wine
Sales**



**Wine Club
Memberships**



**Social Media
Marketing**



**Private
Wine Tastings**



**Corporate
Gifting**



**Leadership:
Building a Team**



PRIVATE WINE *Tastings*

IDEAL FOR **HOME ENTERTAINING,
CORPORATE EVENTS
& FUNDRAISERS**

- Turn-Key Tastings Come With Easy-To-Follow Tasting Notes, Scripts & Slide Presentations
- Each Tasting Experience Features Its Own Engaging Theme And Branded Support Materials



IN-PERSON TASTINGS



ONLINE VIRTUAL TASTINGS

SIX WAYS TO EARN



Online Wine Sales



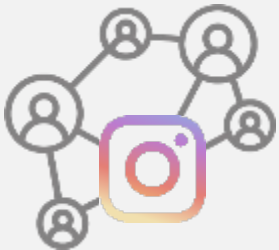
Wine Tastings – Online or In Person



Wine Club Memberships



Corporate Gifting



Social Media Marketing



Leadership: Building a Team



BOISSET WINE SOCIETY



JCB COLLECTORS

MEMBERSHIP

Programs

BUILD A RELIABLE RECURRING REVENUE STREAM

- **BOISSET WINE SOCIETY**
A Fully Customizable Wine Club with Incredible Benefits, Including Year-Round Member Savings, Shipping Discounts & Perks at Our California Wineries
- **JCB COLLECTORS**
Guarantees first access to our most-allocated JCB wines as well as our new endeavors, unique creations and exclusive events with Jean-Charles himself.

SIX WAYS TO EARN



Online Wine Sales



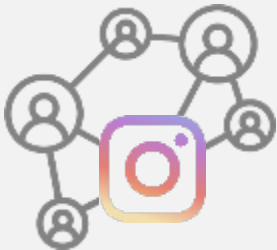
**Wine Tastings –
Online or In Person**



**Wine Club
Memberships**



**Corporate
Gifting**



**Social Media
Marketing**



**Leadership:
Building a Team**



CORPORATE GIFTING & CUSTOM LABEL Wines

FULL SERVICE GIFTING SOLUTIONS

- Broad Range of Custom Label Wines & Customizable Wine Accessories in Addition to Our Extensive Catalog of Ship-Ready Gift Sets
- Corporate Concierge Team for Large Orders and Special Savings for High Volume Customers



SIX WAYS TO EARN



Online Wine Sales



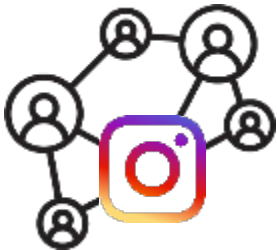
**Wine Tastings –
Online or In Person**



**Wine Club
Memberships**



**Corporate
Gifting**



**Social Media
Marketing**



**Leadership:
Building a Team**

Content Library

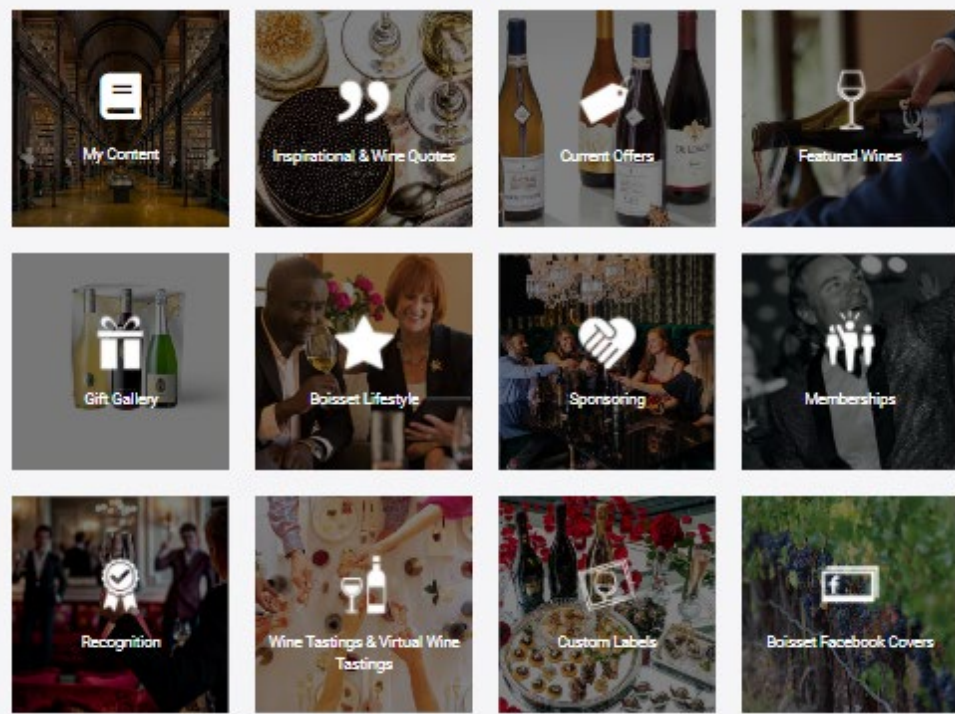
Search...

We have selected some content for you this week.



SET UP YOUR WEEK

BOISSET



MASTER SOCIAL *Media*

BECOME A WINE INFLUENCER

- Access Hundreds of Wine Marketing Resources Through Our Cutting-Edge **Boisset Social** Platform, Included in Your Cellar Suite Subscription
- On-Demand Training On How To Leverage Social Media, Including “Set It & Forget It” Scheduling Tools

SIX WAYS TO EARN



Online Wine Sales



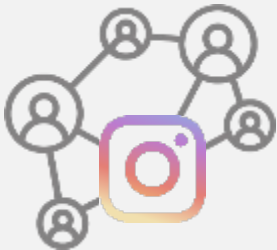
Wine Tastings – Online or In Person



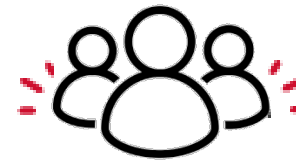
Wine Club Memberships



Corporate Gifting



Social Media Marketing



**Leadership:
Building a Team**

LEADERSHIP & BUILDING A *Team*

SHARE THE
LUXURY LIFESTYLE,
**CREATE YOUR
WINE COMMUNITY**

- Sponsor New Boisset Ambassadors To Qualify for Additional Bonuses On Team Performance
- Share Your Success by Mentoring Others





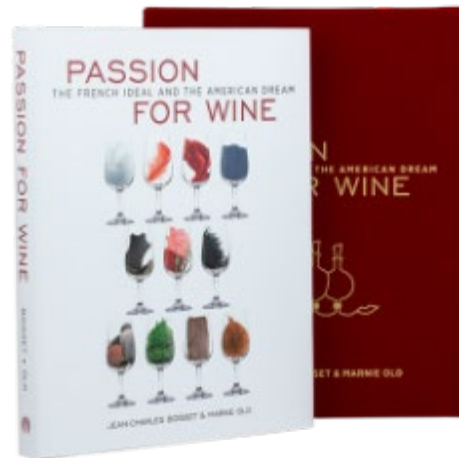
AMBASSADOR TRAINING & SUPPORT



LEARN FROM **WORLD-CLASS** *Experts*

TASTE & PAIR WINE **LIKE A PRO**

- Intuitive Wine Trainings Based On **Passion for Wine, by Jean-Charles Boisset & Sommelier Marnie Old.**
- Meet & Engage with Our Team of Talented Winemakers at Training Events

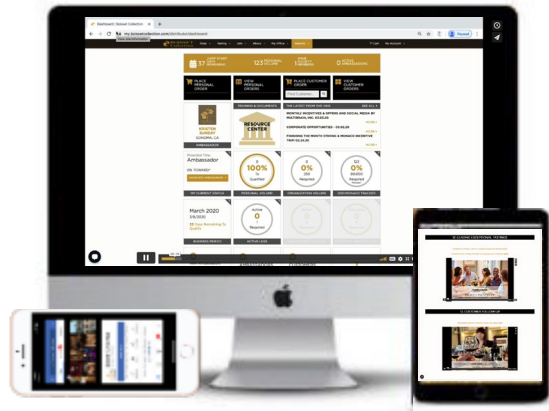




BUSINESS

Training

EARN AS YOU LEARN



- Get Started At Your Own Speed Using Our On-Demand **Ambassador Academy Tutorials**
- Learn More As You Grow with **Weekly Webinars** That Share Tips & Success Stories as well as **Ongoing Monthly Trainings** on Key Topics
- Up for More Inspiration, Motivation & Education? Attend Our Semi-Annual Training Events: **Ambassador Retreat & Summer Wine Camp**



REVEL IN *Rewards*

INDULGE IN THE LUXURY WINE LIFESTYLE

- **Significant Cash Bonuses** Offered For Hitting Performance Milestones Including in Your **First 90 Days through our JumpStart Program**
- Qualify for Amazing Incentives Like a **Backstage Pass To Meet John Legend**
- Top Ambassadors Can Even Earn a **Luxury Vacation in France To Tour Our French Wineries** with Jean-Charles Boisset





CUSTOMER CARE

Services

RELY ON OUR AMBASSADOR SUPPORT TEAM

- Customer Care Available To Customers and Ambassadors **7 Days a Week** Via Email, Phone & Online Chat
- Automated Order Notifications & Tracking
- Direct Contacts for Supporting Wine Club Memberships & Corporate Sales



BUILT-IN DASHBOARD & REPORTING *Tools*

YOUR PORTAL FOR **BUSINESS INTELLIGENCE**

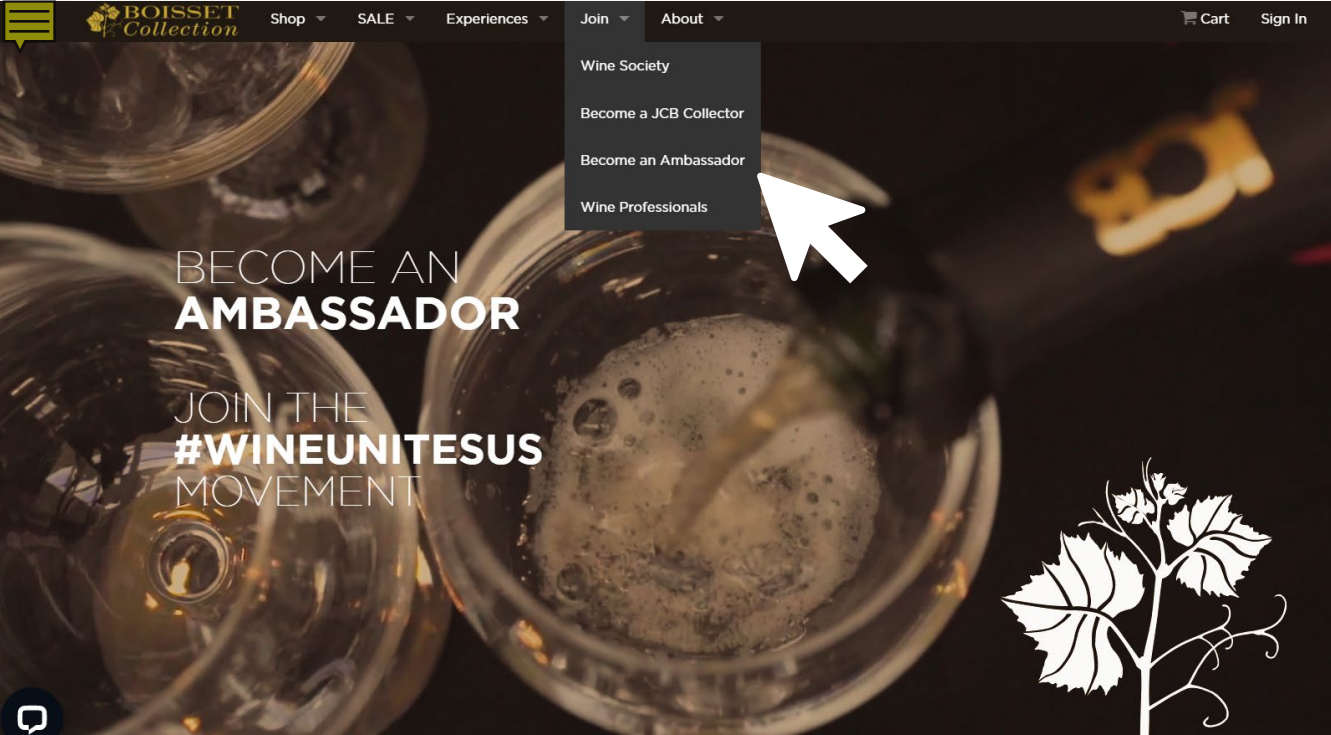
- Track Progress Toward Your Goals at a Glance with **Intuitive Real-Time Widgets for Key Business Metrics**
- Managing Your Business Is a Breeze with **Access to Detailed Reports Through Your Online “Back Office”**

The dashboard features a top navigation bar with four main sections: 'PLACE PERSONAL ORDER', 'VIEW PERSONAL ORDERS', 'PLACE CUSTOMER ORDER' (with a search bar for 'Find Customer...'), and 'VIEW CUSTOMER ORDERS'. Below this is a user profile for Tiffany Taylor, an Ambassador from Denton, TX, and a 'RESOURCE CENTER' icon. A news section titled 'THE LATEST FROM THE VINE' includes articles like 'CONNECT CALL: DIVERSITY & INCLUSION COMMITTEE'S VIRTUAL HOLIDAY CELEBRATION 12.14.21' and 'LEARN WITH MARNIE: BOISSET STORYTELLING 12.9.21'. The main dashboard area contains several widgets: 'Potential Title: Director' (93% toward Senior Director), 'PERSONAL VOLUME' (3,651 qualified, 100% progress), 'ORGANIZATION VOLUME' (5,724 required, 82% progress), '2022 FRANCE TRACKER' (39,984 required, 57% progress), 'BUSINESS PERIOD' (December 2021, 8 days remaining to qualify), 'ACTIVE LEGS' (4 active, 4 required), 'SENIOR DIRECTOR LEGS' (0 required), 'EXECUTIVE DIRECTOR LEGS' (0 required), 'ONBOARDING BONUS' (1 new ambassadors, 0 bonus volume), 'MY ORGANIZATION' (27 ambassadors, -7% over last month), 'MY CUSTOMERS' (200 customers), 'WINE SOCIETY' (35 members), 'THE BOISSET WAY' (video player), 'PAYMENTS PORTAL' (BOISSET PAY logo), 'AMBASSADOR NEWS' (BOISSET Collection logo), and 'BOISSET SOCIAL' (mobile app icon).



WE INVITE YOU TO BECOME A BOISSET AMBASSADOR





READY TO TAKE THE NEXT STEP IN LAUNCHING YOUR WINE *Career?*

THE WINE WORLD IS CALLING

Bonjour! I invite you to join me and become a Boisset Ambassador and experience a rewarding career in the world of wine. Represent our exceptional collection of wines, wine-inspired jewelry, and luxury accessories for the home. You will enjoy access to our exclusive events, opulent venues and experience the joys of membership in a community that shares your passion for wine. Santé!

Jean-Charles

[Join Now >](#)



- Visit: **My.BoissetCollection.com**
- Under the **Join Menu**, Select **Become an Ambassador**
- Click On **Join Now** and Choose your Preferred Enrollment Kit!





Wines



Gift Gallery



JCB Jewelry



Accessories & Home

YOUR VERY OWN WEBSITE WILL GO LIVE IMMEDIATELY!

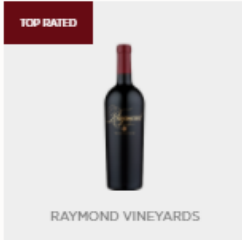
Search Catalog



SHOP WINES

The finest expression of wine character

Shop All Wines >



RAYMOND VINEYARDS

2017 GENERATIONS



BUENA VISTA WINERY

2019 THE SHERIFF



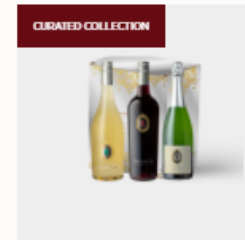
JCB BY JEAN-CHARLES BOISSET

2018 LEOPARD

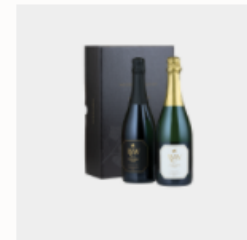
SHOP ALL GIFTS

Something for everyone

Shop Gifts >



THE FAMILY OF JEWELS



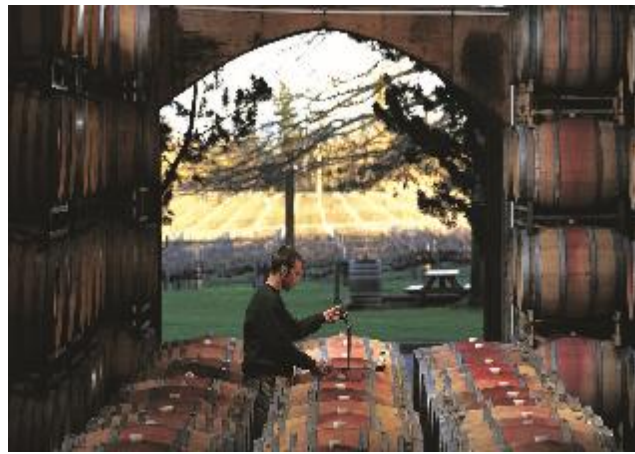
BLACK TIE



BACCARAT PASSION
CHAMPAGNE DECANTER



HAVE
— Questions?



- Contact the Boisset Ambassador who invited you to watch this video
- Contact our friendly **Ambassador Support team** at **(855) 233-5155 ext. 2**





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