

BUENA VISTA WINERY
RAYMOND VINEYARDS
DELOACH VINEYARDS
LYETH ESTATE
JCB BY JEAN-CHARLES BOISSET
LOCKWOOD VINEYARD



FRENCHIE WINERY
DOMAINE DE LA VOUGERAIE
JEAN-CLAUDE BOISSET
BOUCHARD AÎNÉ & FILS
LOUIS BOUILLOT
JCB BY JEAN-CHARLES BOISSET

Founding Ambassador
Business Opportunity

The company makes no guarantee as to the amount of income participating Ambassadors will generate, results vary by Ambassador

Boisset (Bwa-say) Family Estates is one of the world's most respected family-owned wine companies with a collection of more than 20 historic and unique wineries. In mid-2012 we launched a new division, Boisset Wine Living at Home, focused on bringing an exclusive collection of our fine wines and accessories directly to consumers through a network of entrepreneurs.



BOISSET
Wine Living
at HOME

Partnering with entrepreneurs to
revolutionize the wine industry
and provide a business opportunity with
substantial income potential

This ground-floor business opportunity is the first of it's kind in the wine industry, and poised for explosive growth. We are partnering with motivated entrepreneurs, through our Founding Ambassador program, to revolutionize the wine industry.



First, the US Wine Industry is the largest in the world, and growing rapidly. However wine is still intimidating for consumers to purchase. Direct-to-consumer wine sales is the fastest growing segment of the wine industry, increasing 10% in 2012 to \$1.35B.

Second, legislation to allow direct shipping from wineries in many states now allows consumers to have more choices to purchase wines directly from wineries.

Also, the impact of social media, online shopping and lower cost e-commerce solutions is empowering both consumers as well as creating a new generation of entrepreneurs.

We believe there will be a major shift in the way consumers buy wine in the future! By partnering with entrepreneurs, our Ambassadors, we will not only reach a new generation of consumers but instead of paying traditional retail channels, Boisset can offer generous commissions to our network of Ambassadors.

The PERFECT Blend: Best Model, Right Time



Our Collection



Offering an exclusive collection of wines from our award winning estate wineries spanning the most famous wine regions in the world

Innovative Leadership

One of the world's largest family owned wine companies, led by Jean-Charles Boisset, an innovative leader who is transforming the wine industry



Support and training to build a successful business from home



Programs & Support

Revolutionizing the direct selling model - Low cost of entry, and high profit potential with an established global company



Unprecedented Opportunity

With recognized brands in our collection of fine wines, innovative leadership, and a platform of programs and support to make you successful, this is an unprecedented opportunity to join a leading force in the wine industry.



Our Collection



Let's first review the wines and the collection you get to represent as a BWL Ambassador

A Unique Collection of Historic Estates Spanning the World's Most Alluring Terroirs



*Each boasts a unique story, yet all are united in the pursuit of
superior quality wines*



With over 20 wineries worldwide, Boisset is a recognized leader and one of the top 10 family-owned wine companies in the world. Our wineries include some of the finest estate wineries in California:

- Buena Vista Winery, California's first premium winery located in the famous Carneros region of Sonoma, CA in 1857.
- Raymond Vineyards in the heart of Napa Valley named Wine Enthusiast's Winery of the Year in 2012. Known for bold cabernet sauvignon, full-bodied chardonnays and unique experiences including the luxurious Red Room, and the elegant Crystal Cellar tasting room.
- DeLoach Vineyards, the Russian River's original, is a certified organic winery, and has won many awards for its world-famous pinot noirs, chardonnays and zinfandels and in 2012 was named Wine & Spirits Winery of the Year 2012.
- Lyeth Estate in Sonoma was originally founded by Chip Lyeth, one of the founders of California Meritage wines (Bordeaux blends)
- Lockwood Vineyard in Monterey, CA is one of the largest vineyards in the central coast region with unique *terroir* - producing crisp sauvignon blanc, rich chardonnay, wonderful cabernet sauvignon, pinot noir and merlot.
- The JCB by Jean-Charles Boisset is a limited collection of wines reflecting a new way of thinking about wine, and a new way of exploring taste and style. Each wine is a limited edition and "named" with a number signifying an important idea, emotions and moments in his life and wine career.

EXCLUSIVE Tastings & Wine Selections



- ❖ Consumers purchase private **wine tasting** experiences (starting at \$79 for up to 15 people)
- ❖ Featuring **exclusive** wines with **limited** availability
- ❖ Extend **consumer reach** beyond the tasting rooms into the living rooms
- ❖ Independent Ambassadors offer **Personalized** services
- ❖ **New wine releases** every 4-6 months



We are offering a new way to entertain by bringing the tasting room experience to the home. As an Ambassador, you can offer innovative tasting experiences featuring a selection of exclusive wines from our diverse collection, all in a single experience. Priced from \$79 and up for groups of 8-15 people, wines featured at tastings are not typically available in stores and made in very limited quantities.

Unique Lifestyle Accessories



Offer a selection of the finest luxury brands in the world through your partnership with Boisset



<p>Baccarat</p> <p>Baccarat, the world's premier hand-cut crystal brand, is a renowned French crystal house that, since its foundation in 1765, has been synonymous with a unique savoir-faire and has come to epitomize an incomparable French Art de Vivre.</p> <p>Mille Vains The discoverer of an exquisite glass that showcases both the purity of clear crystal and the magic of Baccarat's expert craftsmanship. #BACC10101 \$720.00</p> <p>Flora & Paradise Ring Baccarat's refined and timeless Flora and Paradise collection is inspired by the natural world. Specialty ring in 18K white gold. #BACC10101 \$220.00/Pair (2 per)</p> <p>Golden Pendant Elegant pendant in white and rose tones from one line to the world of flowers and the richness of shapes. Pendant (1.5 x 1.5) in 18K white gold. #BACC10101 \$150.00/Pair (2 per)</p> <p>Tip Top Stopper Baccarat's geometric, geometric stoppers are still a presence for those who have been using every bottle with a touch of elegance. A. 18K white gold #BACC10101 B. 18K white gold #BACC10101 C. 18K white gold #BACC10101 \$150.00</p> <p>Poplin Butterfly Broomstick Elegant broomstick, the Baccarat poplin butterfly glass vibrantly with light and color. #BACC10101 \$100.00/Pair (2 per)</p> <p>www.baccarat.com</p>	<p>PERFECT STEMWARE</p> <p>The enjoyment of wine calls for great stemware, from elegant crystal to casual entertaining. We have selected it for families for your home.</p> <p>Chateau Reserve Red This revolutionary Baccarat Crystal wine glass brings the complexity, balance and nobility of wine. #BACC10101 \$170.00/cup of 8</p> <p>Chateau Reserve White This white wine glass has a subtle texture and a contemporary design that captures the essence and finesse. #BACC10101 \$170.00/cup of 8</p> <p>Chateau Pinot This is a real Champagne glass that highlights the elegance and nobility of your favorite sparkling wine. #BACC10101 \$170.00/cup of 8</p> <p>Heidel Reserve One of the premier makers of crystal, Heide Reserve is a red wine glass that is made of clear crystal. #BACC10101 \$170.00/cup of 8</p> <p>Heidel Reserve Chardonnay One of the premier makers of crystal, Heide Reserve is a white wine glass that is made of clear crystal. #BACC10101 \$180.00/cup of 8</p> <p>Heidel Reserve Chateau Pinot One of the premier makers of crystal, Heide Reserve is a red wine glass that is made of clear crystal. #BACC10101 \$180.00/cup of 8</p> <p>www.baccarat.com</p>	<p>Christofle</p> <p>Since 1845, Christofle has played a prominent role in the history of the art of silver. With a passion to create the most beautiful, Christofle is a reference in luxury savoir-faire, offering the finest in cutlery, home accessories, and jewelry in silver.</p> <p>S.T. Drip Ring Add elegance to your wine table with this beautiful performance drip ring. #CHR10101 \$110.00</p> <p>Christofle Vintage Wine Coaster A contemporary piece for the table, featuring the finest of French design. #CHR10101 \$100.00</p> <p>Fidèle Barbe Coaster Made of world renowned Christofle silver. #CHR10101 \$220.00</p> <p>Key Chain From the 18th collection, this elegant key chain is made of silver. #CHR10101 \$40.00</p> <p>Unit Christofle Business Card Holder Elegant and practical, this card holder is made of silver. #CHR10101 \$40.00</p> <p>America Money Clip Christofle's contemporary design is made of silver. #CHR10101 \$40.00</p> <p>www.christofle.com</p>
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And because wine is a lifestyle, in addition to an exclusive wine portfolio our Ambassadors can also market a limited collection of fine wine accessories from Baccarat Crystal, Riedel stemware and Christofle fine silver, as well as unique finds from the wine country.



Innovative Leadership



Jean-Charles Boisset, President of Boisset Family Estates is passionate about sharing the wine lifestyle with others and learned early on from his own parents the importance of developing a personal connection with customers. Growing up on the a vineyard in Burgundy, France, Jean-Charles and his sister worked around the winery and watched as his mother would hand write thank you notes to each person that visited. Over time those connections helped them grow from a single village in Burgundy to one of the largest producers in France, and eventually here to the United States.

Our Commitment to Preserving Nature



“The natural and sustainable resources around us are universal assets, but not unlimited. Our air, water and land form a natural capital that we are borrowing from future generations. Environmental protection is critical to our future. It is a symbol of progress, a tangible proof of freedom and a new way of thinking.”



We have undertaken this challenge and really believe that tradition cannot be separated from innovation, nor nature from creation.”

- Jean-Charles Boisset

After attending UCLA graduate school, Jean-Charles fell in love with California and decided to bring the family’s passion for winemaking here. In 2003 they purchased DeLoach Winery in Sonoma, replanting all of the vineyards to become a certified organic winery. The Boisset family later acquired Raymond Vineyard in 2009 because of its deep history of superior winemaking in Napa Valley. Raymond (pictured above) is currently undergoing a transformation with new vineyards and organic farms. In 2011 the Boisset family had the opportunity to purchase the historic Buena Vista Winery. Founded in 1857 Buena Vista was first premium winery in California. In 2012, Lockwood Vineyard in Monterey joined Boisset’s “family of families” – expanding the collection of wineries with deep family roots.



Boisset’s winemaking team includes Stephanie Putnam and Brian Maloney. As one of the top female winemakers in the world, Stephanie was with Far Niente for ten years, one of Napa’s most celebrated cabernet producers. Brian Maloney has won many awards for his wines and oversees both DeLoach and Buena Vista using old world techniques such as open top barrel fermenters.

Mass market appeal and press recognition



Jean-Charles Boisset's captivating persona and genuine commitment to producing wines of incredible quality has been the subject of many recent awards, articles, radio and TV appearances, including Wine Enthusiast's Innovator of the Year and Napa Valley's Most Intriguing issue.



Unprecedented Opportunity



Why is Wine Living an unprecedented business opportunity?



Boisset is the first name brand wine company in the United States offering a ground floor network business opportunity for entrepreneurs. Typically the wine industry presents very high barriers to entry requiring significant capital and years of expertise. Boisset has developed a platform that is low risk and low cost. As an Ambassador you are the sales and marketing engine of your business. Ambassadors do not manage inventory (somewhat similar to an Amazon merchant), Boisset processes and fulfills all customer orders. Our Ambassadors also receive a generous discount of 30% off their own personal purchases.

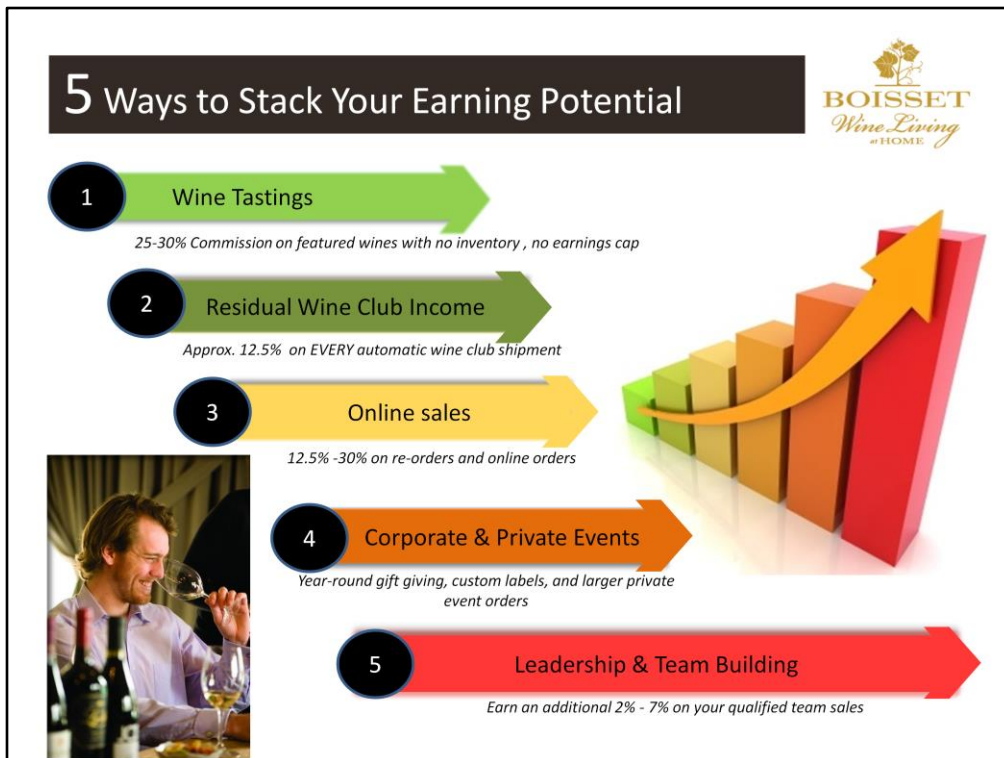
Ultimately there is incredible income potential for motivated people. Right now, you can begin your business immediately and be the FIRST TO MARKET, your opportunities are endless.

Monetize The Power of Your Network



- Create **generations** of connections to drive incremental opportunities
- Leverage **technology** for increased networking and speed to market
- 5 ways to **earn income** from your network

Networking and prospecting is your key to success. With Facebook, Twitter, email, and other tools you can spread the word about your wine business more quickly.



Specifically how you chose to approach the business is up to you, but there are 5 primary ways to market with Boisset Wine Living. As long as you work inside of the policy framework of the program, the platform is flexible enough to allow entrepreneurs to use their creativity and strengths to develop a business that suits individual lifestyle and goals.

The 5 primary ways to earn are

1. From wine tasting events
2. Residual wine club program.
3. Online sales via your Boisset Ambassador site
4. Corporate and other private event opportunities*
5. Leadership & Team Building

1

Earnings: Private Wine Tastings



- Fun, easy and affordable
- Starting at only \$79 for up to 15 people
- All inclusive flights
- 50% discount for hosts



Earnings Example*

25-30% Commissions

Earn \$250-\$300 for every \$1000 in orders

(6) Tastings/mo = **\$1,800**

(8) Tastings/mo = **\$2,400**

(10) Tastings/mo = **\$3,000**

* This is not a guarantee of earnings and results differ by event and Ambassador

One of the primary opportunities to earn right away is through wine tastings. First, start with your own business launch! Because they are so fun, others will want to host one in their own home with friends. Tasting experiences can meet any budget and start at only \$79 for up to 15 people. Boisset also offers higher-end tastings featuring rare reserve, library and estate wines. Current tasting menus are available at Boissetwineliving.com or ask your local Wine Ambassador. Ambassadors receive a minimum 25% commission on featured wines. For example, by conducting 6-10 wine tastings per month with average sales of \$1,000 per tasting, the commissions would be \$1,800 - \$3,000.

Actual results and sales vary by event and Ambassador. This is not a guarantee of earnings. Commission example assumes 30% commission rate achieved when sales reach \$1,200 in a calendar month of featured wines.

Circle of Boisset Wine Club



Member Benefits

- **20%** year-round member discount
- **30%** off re-orders within 45 days
- Quarterly member-only shipments
- Rotates through four different wineries
- Choose mixed or all red varietals
- Member benefits at all sister wineries
- Free tastings at all Boisset wineries
- Invitations to member-only events

Residual Income Example

\$12.50 quarterly residual per shipment

Example: Enroll 30 new members per month:

1st Quarter residual = \$ 1,125

2nd quarter residual = \$ 2,250

3rd quarter residual = \$ 3,375

4th quarter residual = \$ 4,500

First year residual = \$11,250

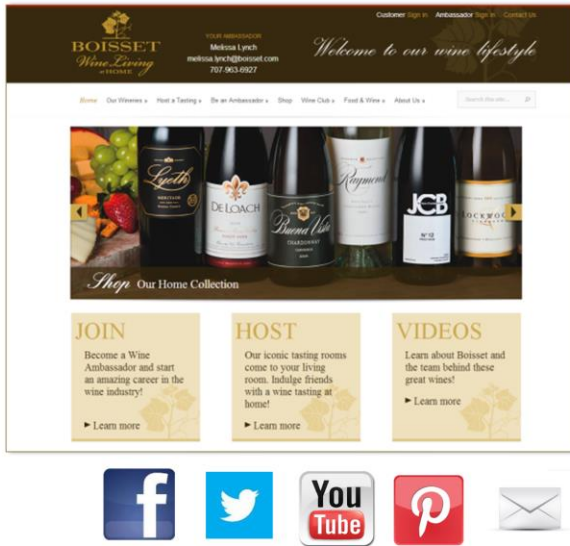
Estimates are for example purposes only and not a guarantee of earnings. Example assumes a \$100 commissionable shipment @12.5% commission. Shipments vary from \$80-\$120. Earnings estimate does not account for membership cancellations. Commissions paid quarterly.

Another powerful way to build a long-term income is by marketing the Circle of Boisset wine club member program. For people who love wine, this is a really unique program. Not only do members receive 20% discount on their purchases and tastings, but they also receive a quarterly shipment from one of four award-winning estate wineries (Raymond in February, DeLoach in May, Buena Vista in September and the JCB Collection in November). Ambassadors receive a residual on EVERY quarterly shipment that ships.

For example, if you personally enrolled 30 new members per month, by the end of year one you could be earning an extra \$11,250.

3

Earnings: Online Sales *Anywhere, Anytime*



- E-Commerce website offers 24x7 online storefront
- Leverage Facebook, Twitter and other social media
- Login to access your *Ambassador Lounge* and manage your business anywhere & anytime

The third way to earn income is by generating online sales. When you enroll as an Ambassador your site is created immediately, providing you and your customers a convenient way to shop for wines anytime. Through your website, Ambassadors have private access to a repository of online tools, training videos, and information to help manage your business and stay connected with the home office.

4

Earnings: Corporate Sales & Private Events



Private Events

- Potential for large single orders
- Partnering with event planners and caterers
- Corporations and small businesses
- Weddings & anniversaries



Premium Wine Gifts



Custom Label Wines



The fourth way to earn income is by working with local businesses, event planners, and caterers in your area who may have customers that need fine wines for privately hosted events. We also offer unique gift selections for holidays and personalized wines by the case which can significantly increase earnings during the holiday season.

**Please note that Ambassadors may not pour wines in public venues or at public events.*

5

Earnings: Leadership & Team Building



Participate in the long-term residual benefits of becoming a Founding Leader



Earn 2-7% coaching commissions:

- Your team's retail orders
- Your team's wine club shipment volume
- Your team's personal purchases

* Leaders must achieve QUALIFIED status by submitting a minimum PCV in order to receive monthly coaching commissions. Limitations and commission rates on team vary.

The fifth and most powerful way to earn income is by helping us build our Ambassador network across the country*. Many people like you are interested in finding out about this special opportunity to join us in the world of wine, so why not benefit from helping others succeed? Our Ambassadors earn 2-7% commission on their team member's sales and personal purchases. Downline coaching commissions can be your largest source of income over time, as long as you lead by example – conducting tastings, enrolling members, and being a great coach. A balanced business is the key to success!

**The Boisset Wine Living At Home program is available in 29 states in the United States only. Please see the www.boissetwineliving.com/states-of-operation for a list of our current states. To receive monthly downline commissions on your team, you must submit minimum personal sales volume as outlined in the commission plan.*



Programs, Incentives & Support



Boisset Wine Living offers a wonderful lifestyle, incentive programs and a network of support.

Customer Support & Training for your business



Support	Training
<ul style="list-style-type: none">○ Dedicated Wine Living staff○ Sponsor training○ Email and phone through our toll free number○ Support M-F 9am-5p○ Creating a culture of cross-team support	<ul style="list-style-type: none">○ Wine education○ Business building education○ Weekly conference calls○ Training Videos○ Document Library

A circular diagram consisting of eight arrows of different colors (blue, purple, green, red, orange, yellow, light green, dark blue) arranged in a circle, pointing clockwise, symbolizing a continuous cycle or process.

With a dedicated staff providing support to our Ambassadors, along with tools and training provided by your sponsor, you will be in business FOR yourself but NOT by yourself. Online training videos, weekly calls, and a toll free number provide on-going support to our growing team across the country.



March 2013 | Wine Specials | Events | Recipes | In the News



In the Know with JCB



Raymond Vineyards, Winery of the Year

New Releases & Last Calls

Current wine and Current wine specials and limited time offers. Current wine specials and limited time offers. Current wine and Current wine specials and limited time offers. Current wine specials and Current wine specials and limited time offers. Current wine specials and wine specials and limited time offers. time offers. [Shop Now.](#)



 <p>Featured Recipe From Chef Michou Camu</p>	 <p><i>Host a Wine Tasting Experience</i></p> <p>Click here to find about current specials for hosting a wine tasting.</p>	 <p>Join the Wine Club Current wine specials and limited time offers.</p>
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<p>Jane Doe Your Ambassador jane@boissetwineliving.com 707.123.1234</p> <p>Vivamus pretium felis eu ante adipiscing varius. Curabitur venenatis portitor massa at dapibus. Suspendisse tellus purus, tempus bibendum scelerisque a, vulputate ac nisi. Phasellus accumsan rhoncus odio eget portitor.</p> <p>Host a Party Join My Team Visit My Store</p>	
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Estimated Launch: May 2013

Monthly Customer e-Newsletter

- Featuring video clips with JCB, winemakers
- Events/awards from our wineries
- Lifestyle content – recipes, etc.
- Designed to significantly increase your business & earning potential
- Stay in touch with your customers & prospects
- Receive timely, detail reports
- Ambassador cost: \$7/mo.
- Final launch date TBA

A Business Opportunity for Entrepreneurs
with Diverse Backgrounds



Stay-At-Home Mom | Real Estate Broker | Sommelier | Teacher | Stay-
at-Home Dad | Public Relations | Web Designer | Mortgage Broker |
Entrepreneur | Former High-Tech Executive | Caterer | Event Planner |
Jewelry Sales | Interior Designer | Construction Manager | Wholesale
Wine Sales | Administrative Assistant | Military Officer



No Formal Wine Experience Required

Our program attracts entrepreneurs of all genders, backgrounds, and experience levels. Whether you are already in the wine industry, looking to gain experience, or want to build a substantial income, there is no better opportunity in the wine industry today.

Become A FOUNDING Ambassador TODAY



For A Limited Time Only

\$199 Founding Ambassador Business Kit:



Reidel Stemware

Reidel, one of the most respected leaders in stemware created a glass that safeguards and clarifies and works with both red and white wines.

Set of 12



Wine Living at Home Catalogs

Match more than just a setting. It's a lifestyle for supporters of the wine country. Includes one for four women, how to host a wine tasting, lifestyle accessories, and information about joining the wine club and becoming an Ambassador.

Set of 22



Wine Tasting Invitations

An elegant way to your best 50 wine guests to their wine tasting. You can also make an exclusive DVD using our custom template from your Ambassador website.

Set of 50



CLASSIC Five Bottle Tasting Flight

Be your first host! Schedule your own tasting at home with friends and family to launch your new wine business. Shipped in a separate box.

1 Tasting Flight



Ambassador Tasting Guide

For added, new ideas and advice on success you discover with your Ambassador guide. Includes valuable worksheets and planners. Keep your host in style and easily engaged.

1 Ambassador Guide



Wine Accessories

Use your professional delivery of all backlogs to measure the perfect amount of wine and reduce drinking. Measures a full pour of wine. Wine Away is the best at removing red wine from clothing and furniture. The Booser ring necklace is made in Italy and a favor for the back is for cutter and ease of use.

Customer Order Request Forms

From Order 2 and forward of your business. You keep one for submitting the orders and one for your website. Your customers keep one for their records.

Set of 50



Personalized E-Commerce Website

Once established your website is created automatically for you and is business light weight. Includes a complete how back office and all the Ambassador content you'll be responsible for managing your business. Includes an integrated Customer Information, front members, our web suite, inventory, and updates from the company.

Only Minutes to Get Started

Simply Complete the online or printed application



IMMEDIATE...

- Creation of Your Website
- Access to Business Tools

Business Kit Valued at over \$550

Our Founding Ambassador program is available join for a limited time in 2013 for only \$199. Founding Ambassadors receive their very own Boisset Wine Living website, a flight of five wines for your business launch, catalogs, catalogs, brochures, wine accessories, and elegant Reidel wine glasses. You can enroll online through you Sponsor's website and when you do, your website and access to the business will be immediate. This program will end soon so join today. We would be honored to have you on our team!

JOIN our lifestyle and travel the Wine Country



Our Annual Convention is held every year in Napa or Sonoma and has included weekend events at our estate guest houses, private winemaker tastings, time with Jean-Charles Boisset, and gourmet dinners from our on-site chefs. Ambassadors may visit our wineries anytime and receive two free tastings, 30% discounts on purchases at our properties, and opportunities for travel!



Being part of the wine lifestyle is one of the key benefits of becoming a Wine Ambassador. Each year we invite our Ambassadors to our annual retreat in the wine country, provide incentive trips and prizes for our highest achievers, and on-going or Sonoma. As a 1099 contractor, many of our Ambassadors also receive tax benefits (please check with your tax advisor)

90 Day JUMP START PROGRAM

Submit \$2,500 in commissionable sales volume in your first 90 days
and receive a **\$350 BONUS** (online credit)

- ✓ Program begins 90 days from join date
- ✓ Must submit the Jump Start Achievement Form found on your Ambassador Lounge to receive your award
- ✓ Bonus will be applied to your account online and can be applied at checkout. Please note the credits cannot be used for Circle of Boisset wine club shipments.



New Ambassadors who quickly get out and start getting results are much more likely to become leaders and have a long-term successful business. We want you to get immediate results from your new business so we've created the Jump Start Program to help you set some initial goals!. We reward you with a \$350 bonus credit if you submit \$2,500 in commissionable sales volume. This can usually be accomplished with 3-6 tastings during your first 90 day period!

Leadership Track
iJump Incentive
to EXECUTIVE Ambassador



When you achieve
iJump you are on
your way to the
earning the first
ever **Senior
Executive Luxury
Trip** in Spring 2014

Win an iPad!

March 1- July 31st

- ✓ **Promote to Executive Ambassador by June 30th 2013**
- ✓ **Maintain rank through July 2013**

**In August receive
your new iPad**

To qualify you must achieve the rank of Executive Wine Ambassador by June 30th 2013 and maintain your rank in July 2013. Winners receive an iPad 2 16G Wifi in Black. Other terms and conditions may apply.



Senior Executive Ambassador Luxury Trip

Save the Date: Spring 2014



- Ultimate luxury in Napa Wine Country
- Winners earn trip for (2)
- Roundtrip Airfare/Transportation
- Luxury Hotel Accommodations for 5 days/4 nights
- Hot Air Balloon/Spa Day
- Gourmet Cooking Class at Raymond with Chef Michel Cornu
- Private reception with Jean-Charles Boisset

Further details to be announced
Earn Rank of Sr. Executive Ambassador
by December 31, 2013
(and re-qualify in either January or February 2013)

We will take our first ever LUXURY incentive trip in 2014 so make a commitment to be there! Earn the rank of Senior Executive Ambassador by the end of the year and then re-qualify as a Sr. Wine Ambassador in January or February, and win a trip for you and a guest which includes luxury hotel accommodations, roundtrip transportation, spa day or hot air balloon ride, and gourmet cooking classes and more. Full details will be announced prior to June 30th 2013.



Career Plan at a Glance

BOISSET Wine Living -HOME-		CAREER PLAN						
WINE AMBASSADOR CAREER LEVELS								
COMMISSIONS	Wine Ambassador	Associate Wine Ambassador	Senior Wine Ambassador	Team Ambassador	Executive Ambassador	Senior Executive Ambassador	Crystal Ambassador	
Retail Commissions Earned on commissionable customer orders submitted by you through your website								
Monthly Base Commission	25%	25%	25%	25%	25%	25%	25%	
Bonus (Submit 1200+ CV)	5%	5%	5%	5%	5%	5%	5%	
Team / Downline Commissions Earned on your downline team members with rank of Wine Ambassador up to Team Leader								
1st Line		2%	3%	4%	5%	5%	6%	
2nd Line			2%	3%	3%	3%	4%	
3rd Line				2%	2%	2%	3%	
4th Line					1%	2%	2%	
5th Line & Below						1%	1%	
Generations Commissions Paid on your promoted-out Executive Ambassador Teams								
1st Generation					3%	4%	5%	
2nd Generation						3%	4%	
3rd Generation							3%	
Promotion Bonuses One-time bonuses when you promote to a new career rank								
Wine/Merchandise Credit		\$50	\$100	\$150	\$500	\$1,000	\$2,500	
Christofle Silver & Baccarat Crystal	Exquisite jewelry and wine accessories pieces awarded to leaders at our annual Wine Living event							
Career Requirements Monthly requirements To Earn Rank and Downline Commissions (All must be met)								
Minimum Customer or Personal Orders	None Required	\$500	\$500	\$500	\$500	\$500	\$500	
Minimum Group CV		\$500	\$2,500	\$5,000	\$10,000	\$30,000	\$70,000	
Minimum # 1st Line Qualified Ambassadors (Qualified = \$500 or more PCV)		1	2	3	4	6	8	
Min # 1st Line Qualified Team Ambassadors					1	2	4	
Min # 1st Line Qualified Exec Ambassadors						1	2	
To remain an ACTIVE in the Wine Living program and receive benefits as a Wine Ambassador, including retail commissions and product discounts, you must submit a minimum volume of \$500 PCV annually (from all sources)								
See Reverse Side for At-A-Glance Plan Definitions. Refer to the Wine Ambassador Commission Plan & Policies Document for details. Subject to change at anytime.								

This is the Ambassador Career Plan at a Glance. The career plan is simple and shows the retail commission you can earn on personally submitted orders and also what you can earn on your team's order volume. The Career Requirements sections shows the basic requirements to earn your downline coaching commission and promotions. Currently our leaders are required to maintain \$500 PCV per month to receive downline commissions to create a culture of active leaders. Personal purchases and wine club Living volume count towards your minimum qualifications.

See Career Plan and Policies document for a more full details.