

Wine Tasting Script

Guidelines & Words to Say



Review these suggested words to say as guidelines at your tasting, when booking, or when sponsoring. Notice how the word choices set you up for success!

A few key tips:

Make the words your own! Take 30 minutes to practice with your Sponsor, a friend, a spouse, or a team member. You might even record yourself on a computer and listen to it. With a little practice things will roll right off your tongue naturally. The important thing is to get out there and do your first few tastings! Mention the benefits of the wine club membership, hosting a tasting, and invite others to join you in the world of wine as an Ambassador.

Be Confident, casual and excited! Don't worry about knowing enough about wine. Wine is a personal experience, and all of our wines are of the highest quality. You will find that at tastings, most people are more interested in hearing stories about the wineries (page 8), and maybe a few facts, available on the winemaker notes. Simple stories makes all the difference in connecting people to the wines and you personally. Keeping it interactive is the key to making the experience fun. Solicit feedback, let them "rate" their personal favorites.

Share your business with everyone! Don't prejudice; talk to everyone. Ask yourself if everyone you meet is a potential ambassador, host, wine club member, customer or connector to one of those four. Be sure you OWN your business and you are proud to share it. Get out and about and bring your business cards and brochures with you!

Collect No's with pride! It typically takes 7-10 No's from a potential host before you get a YES. So if you don't have enough tastings booked, you simply haven't gotten enough NO's by asking enough people – every NO will get you closer to that YES!

CONTENTS:

Booking (& Sponsoring).....	2
Host Coaching.....	3
Checklist.....	4
The Tasting Experience.....	5
Words To Say: About Boisset.....	8

Booking Wine Tastings

Sample Script:

Susan (Ambassador): Hi Karen, its Susan! How are you? I sent you an email with a little update on what I am doing now with Boisset Wine Living, and since you love wine, it made me think of you. What do you think of our innovative concept of bringing the tasting room experience to the home, and maybe hosting a wine party?

Karen (social connection): I think it is very interesting! I saw your email and was curious how it worked.

Susan: Well it's actually very simple and fun to do – a new way to get your friends together and taste some really unique and exclusive wines from our award-winning wineries. I know you like to collect wines so you may be interested in one of our premium flights. It all depends on the people you want to invite. You'll also receive some special discounts for being the host.

Karen: Wow that sounds really interesting. I would love to do one, but my schedule is really packed and I'm not sure when I can do something.

Susan: What about a Friday night? It's a great way to unwind from the week. Those are my most popular days so maybe we can pencil something in.

Karen: Ok, sounds good maybe April 16th would work.

Susan: Perfect, I'll get it on my calendar and I can call you back next week so we can pick the perfect wines for your guests.

Karen: Great I'm excited!

Susan: Me too! Since the wines are exclusive, we even allow guests to order any of the wines we taste since they won't be able to find them in most stores – they will love that opportunity!

Voicemail:

Sometimes you'll get a voicemail. Don't worry, that's why you warm up more people than you'll book a tasting with. Remember, talk to 7-10 and book 1. The first time you get voicemail, simply hang up and call back at a different time. The second time tries saying something like this:

Susan (Ambassador): HI Steve, its Susan. I sent you an email about my new wine business. I thought of you because you love wine and with your business, I thought you might like some of our very unique client gifts too. I was thinking it may be fun to host a private tasting of our

wines. Give me a call – I have some wines right now that I think you may be interested in tasting. My number is xxx-xxx-xxxx.

Your 30 Second Commercial

This is great for someone you meet for the first time, or someone you already know. Always have your 30 second commercial ready, and be ready to open the door to booking, selling and sponsoring.

“I’m really excited because I’m partnering with Boisset Family Estates, one of the top family-owned wine companies in the world. They have a collection over 20 historic wineries, some you may have heard of such as Raymond Vineyards, DeLoach Vineyards, and Buena Vista Winery. They recently started a new division offering in-home tasting experiences. Instead of having to drive from tasting room to tasting room, we can bring that experience to you! It’s a great way to get friends together. I was even thinking...this may be something you would be interested in doing too.”

HOST COACHING

Once you have booked a wine tasting you want to make sure it is successful. It all comes down to properly coaching your host on 1) Inviting people who love wine 2) that it will be guided 3) setting up the Evite with the proper wording 4) guest know they can order at the tasting

Call #1: 2-3 weeks before to the tasting: Select the Flight & Invite Guests

- Generate excitement with the host.
- Make 1-2 recommendations of flights based on their budget and guest profile. The Classic Flight features wines \$25 and under and is a great option if they are budget conscious. If they collect fine wines, recommend a premium reserve flight. Check the website for current flight information.
- A group of 12 is the perfect number for a tasting. Start by inviting up to 20 people. Tastings larger than 20 people can require additional one additional flight (max is 2)
- If you have a large event, keep in mind that these are often NOT great opportunities to generate orders; however, you may be able to have the host pre-purchase cases of wines at retail. Work with your Sponsor if you have questions.
- Order your flight at least 10 business days prior. Keep at least one current flight on hand for emergencies, but always have the host ultimately purchase a flight.
- You can use our branded Evite or the postcard invitations to invite guests. Evites are easier to monitor.

Call#2: 1 week prior to the tasting: Review Guest List & Food

- If there are not enough RSVPS' don't panic or cancel the tasting. You can have a great tasting with a small, quality group of people who love wine.
- Tell your host to keep food very simple...3-4 cheeses, crackers, chocolates, grapes, strawberries and light pairings are perfect for a tasting. Food pairings for tasting can be found on your website.
- The focus should be on the wines. If the host wants to have a dinner party, ask them to serve after the wine tasting event, and upsell extra wine for dinner! Use the cheese pairing guide online or in the catalog for ideas. You host can purchase most of the recommended foods at a local store.
- Discuss where they want to do the tasting...inside around a table, living area, or outside. Just make sure the food is where the tasting will take place
- Track the flight & make sure it will arrive at least 2-3 days before. An adult signature must be able to sign for the wine so you can decide to have it shipped to the host or to you on behalf of the host.

Call #3: 1-2 days before the tasting: One final check-in

- Review final guest list
- Let the host know you will be coming 30 minutes early to help setup and open the wines
- Print any tasting notes, menus and specials flyers – see checklist below

WINE TASTING CHECKLIST:

Bring the following to your tastings. If you have recently join, please prepare a bit more by review (1) training videos (2) wine tasting notes (3) practice the script.

- ☐ Track flight to arrive at least 3-4 days before the event
- ☐ Riedel Wine Glasses
- ☐ Business Cards
- ☐ Wine opener
- ☐ Price List/Menu for each guest
- ☐ Order Request Form for each guest
- ☐ Tasting Notes
- ☐ Planner/calendar to book tastings
- ☐ Catalogs, Brochures
- ☐ Current Specials Flyer & Wine Club Welcome Letter
- ☐ Pens & Calculator

The Tasting Experience

Relax, have fun, and let the wine speak for itself! You don't have to be a wine expert to guide the tasting. Below is some sample scripting and words to say, but use your own style and personality.

Setup:

- Open reds upon arrival to breath
- Keep white wines chilled until you are ready to start
- Have the food near the area you will be tasting wines
- Display the tasting flight in order you will be tasting
- Setup or provide each guest with one glass, a tasting menu, and order form
- Display a few lifestyle accessories, wine gifts, and a sample 3-bottle wine club shipment
- If the host wants a dump bucket, use an opaque vase or anything similar

When to Start: Prepare to start the tasting about 15-20 minutes after the published start time. If people show up late, they can always catch up. Most people will who arrived on time will be ready to start the tasting!

Opening the Tasting:

Tip: Ask the host to get people seated for the tasting and introduce YOU to his/her guests.

Sample Script:

"Thank you ____ (host name) for putting together this wonderful group and hosting us! I am very excited to be able to share some exclusive wines today from Boisset Family Estates, one of the top family-owned wine companies in the world. Boisset owns a collection of iconic and historic wineries that you may be familiar with, such as Raymond Vineyards, Buena Vista Winery and DeLoach Vineyards. Proprietor **Jean-Charles Boisset** is quickly becoming one of the most iconic figures in the world of wine today. He has even been compared to the great Robert Modavi. *TIP: Show a quick video of him with your iPad.* Jean-Charles recently launched a new division, Wine Living at Home, allowing entrepreneurial people like me the opportunity to partner with their wineries. We can let you taste some of our most unique selections without having to drive to our tasting rooms to find them.

Today we will be tasting (x) wines from our collection. Because the wines are not available in most stores I usually get asked if they can be ordered through the wineries, and the answer is YES! I can show you how at the end. Why don't we get started and try our first wine. You can follow along and take notes on your tasting menu."

Optional: The Four S's:

Sometimes it is fun to do some basic wine education at the beginning of your tasting but this is optional. If you want to do the four S's do it with your first white still (non-sparkling) wine:

"One of the things that's fun to kick off the tasting is something known in the wine world as the S's of wine tasting. There are 4 primary ways we "experience" wine with our "S"enses:

- 1. See:** Have guests look at the wine and SEE the color and clarity: "You can tell a lot about a wine just by looking at it: White wines of lighter pale colors may be aged in stainless steel like a Sauvignon Blanc. If they are more golden they can pick up color from aging in wood barrels. Red wines get their color from longer contact with the skins. Wine is so interesting because it is always changing and evolving for years."
- 2. Swirl:** "Next SWIRL your wine to release all of those beautiful flavors and aromas, which will enhance your overall enjoyment of a wine."
- 3. Smell:** "Next you use your nose to SMELL and you'll immediately notice aromas: This is referred to as it's "nose". The typical aromas you might experience are similar to floral aromas, fruit aromas, oak, and earthy aromas."
- 4. Sip:** Finally take a big SIP of the wine...take a mouthful and notice as you taste sweetness on the top of your tongue and more of the tannins or tanginess on the sides. Look for ripe red berry and earthy flavor in reds, citric and white fruity characteristics in white wines. But of course wine should be a personal experience of enjoyment and also invoke emotions.

Sharing the Wines:

As you pour each wine you can share the following:

- ☐ A few interesting facts about the winery
- ☐ Flavors, aromas, and other facts from detailed wine notes
- ☐ Mention the Wine club, Hosting, Ambassador opportunity, Gifts

Words To Say: The Circle of Boisset Wine Club Membership:

"If you love wine, Boisset offers a unique wine club program that is extremely popular with our customers called the Circle of Boisset. You'll notice the members price on your menus. This VIP program give you 20% discount anytime you order wines, host a tasting, or visit our properties. As a member you'll receive a quarterly 3-bottle shipment from one of our award-winning wineries, which

often features limited, reserve, and library selections. If you are ordering at least three bottles of wine today, you should try the wine club – just for signing up you will receive an instant 20% discount on your initial order. “

There is no fee to enroll. Shipments are sent four times a year in Feb., May, Sept. and Nov. and average between \$80-\$120 depending on the selections featured. We ask members to receive one shipment before cancelling.

Words To Say: Hosting

“I am having so much fun with all of you! I am available to do a tasting in your home too, so please talk to me about hosting your own event. We have a great selection of wines right now and you can choose a totally different experience. Lots of options for any type of private get-together you have in mind.”

Words To Say: The Ambassador Opportunity:

“Boisset is expanding across the country so if you know anyone who may be interested in being a Wine Ambassador, let me know. This is a ground floor opportunity to partner with one of the leading wine companies in the world. It’s a wonderful lifestyle – we get to travel to our wineries, spend time with Jean-Charles, and learn from our winemakers.”

Words To Say: Wine Gifts, other Lifestyle Accessories

Start building a pipeline of corporate gift clients and repeat customers by mentioning our corporate gift and lifestyle accessories. It is best if you have a few gift items on display during the tasting.

“We also have unique gifts at all price points for client gifts, holidays, weddings, and more. I would love to help you with any of your wine needs.”

Shipping & Other Customer Specials:

Make sure to mention our shipping special - \$10 flat rate shipping on each 6 bottle box and check the current specials flyer for current host specials, discounted wines, and more! (*specials subject to change*)

Closing Tips:

- Be a confident closer – you just gave them a great experience!
- Have guests “revisit” their favorite wines for ordering
- Encourage mixing a case or ½ case order –wines often sell out within a few months
- Ask anyone ordering to join the Wine Club and save 20% on their order (requires a 3 bottle minimum order)
- Give new Members the Wine Club Brochure (*available April 2013*) so they know the membership terms and benefits.

- In addition to writing down orders, you can use your iPad or laptop to have customers enter their orders online. They will see your website which encourages repeat orders!
- Write your name and contact info on all order forms and get E-mail addresses – it is required for all orders.
- Date of Birth is *required* in some states such as GA, KS, LA, and WI
- Give the customer the “yellow” copy of their order form as a receipt. You keep the white copy to enter your orders.
- Help the host place their orders and remind them of our current host special

Customer Follow-Up & Connection

- Call all of your customers within 2 weeks to thank them for attending and make sure they received their order.
- This is a great opportunity to build a relationship and ask them to host a tasting, join the club, or even become an Ambassador.
- Stay in touch. Call regularly to see if they are interested in re-ordering or when new wines are released

Words To Say: About Boisset & The Wineries

As Ambassadors we are story tellers. They connect people emotionally to you, the company, and the wines

Boisset Family Estates:

Boisset Family Estates is one of the world’s leading, luxury family-owned wine companies, with over 20 wineries spanning across California, France, Canada, and Italy. The portfolio includes a collection of historical and unique wineries, with wines of superior quality and varietal distinction true to their individual locations. Boisset Family Estates remains dedicated to the principles of organic and Biodynamic farming, and has converted all of its estate vineyards into this more holistic approach to grape growing, winning awards for being an industry innovator.

Buena Vista:

Buena Vista Winery, which is the first premium winery in California. Buena vista is in the Carneros region of Sonoma and is a very magical, historical place that you must visit if you get the opportunity. Since purchasing the winery a few years ago, Jean-Charles Boisset has been carefully restoring the winery including a re-opening of the “Champagne Caves” which were badly damaged in the last big earthquake in 1989.

Raymond Vineyards:

Raymond is considered a true Napa Valley icon, founded by the Raymond family in 1970's. Raymond has undergone a renaissance since the purchase by Boisset in 2009, and is regarded as one of the wine world's most dynamic destinations. Raymond's estate spans across 300 acres in the Napa Valley, and was certified organic and Biodynamic in early 2013. The winemaking team of Stephanie Putnam (previously with Far Niente) and consultant Philippe Melka create elegant wines that are increasing in popularity and rankings. Awarded "Winery of the Year" by *Wine Enthusiast* in January 2013 and named "Best Winery Experience" by *Sunset*.

DeLoach Vineyards:

DeLoach Vineyards is a Russian River pioneer in the Sonoma region. Winemaker Brian Maloney uses typical Burgundian winemaking techniques, bringing a French twist to the Chardonnay and Pinot Noir wines specifically. The estate vineyard was certified Biodynamic in 2011 and DeLoach has been successful in converting many of the grower partners' vineyards into organic and Biodynamic farms. Awarded "Winery of the Year" by Wine & Spirits for the 12th time in 2012.

Lyeth Estate:

Lyeth Estate is considered a pioneer in producing Meritage wines in the US, and was one of the founding members of the Meritage (*sounds like heritage*) Alliance. Winemaker Bill Arbios creates wines that are true to the history of the brand by blending Bordeaux varietals, such as Cabernet Sauvignon, Merlot, Malbec, Petit Verdot, and Cabernet Franc.

JCB by Jean-Charles Boisset:

JCB wines are an exclusive collection of Jean-Charles' favorite wines within the Boisset portfolio, that are limited in production. Each wine has a number associated with it that is significant to Jean-Charles' life, as well as three words that describe the style of the wine in the bottle. Recently some of the exclusive JCB wines have been awarded high ratings by Wine Enthusiast and Wine Spectator.

Lockwood Vineyard:

Lockwood Vineyard is an awe-inspiring 1,850 acre vineyard in the southern part of Monterey County. The distinctive Lockwood Shaly Loam soil coupled with the dramatic daily changes in temperature help to define Lockwood wines. Winemaker Darin Kinzie creates unique wines that have great acidity, minerality, purity and freshness. Lockwood wines are a great value – excellent wines at a very reasonable price.

Frenchie Winery:

Frenchie Winery is the world's first dog-only winery located at Raymond Vineyards, where pet owners can enjoy a tasting inside the Raymond tasting room while their dogs frolic outside in the Napa Valley. Frenchie is Jean-Charles' beloved bulldog that he bought for his wife as a wedding present. The wine labels include Frenchie dressed as important Franco-American historical figures.