



BOISSET
Collection

Wine Tasting Experience
Ambassador Training Guide

Key Tips for Guiding Your Tasting Experience:

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 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 don't forget to invite others to join you in the world of wine as an Ambassador.

Demonstrate the art of hospitality: Meet and mingle with guests. It's important to make the host feel very special and the guests welcome and comfortable. Have the wines chilled, opened, the food staged and your tasting ready when guests arrive.

Be Confident, casual and passionate: You will find that having passion and confidence is more important than being a wine expert. Our role is to share the wines, a few key points about each wine and then to add a few ah-ha moments for guests. Connect people to each other, the wines and you personally. Keeping the tasting interactive is key to making the experience fun.

Build Relationships & Follow Up: To grow your business you'll want to build great relationships. Everyone you meet is a potential ambassador, host, wine club member, customer or connector to one of those four.

Booking Tastings & Host Coaching Tips

Once you have booked a wine tasting you want to make sure it is successful. From the moment they book a tasting make sure to provide excellent service. 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 so that guests know they can order at the tasting!

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

- Make 1-2 recommendations of flights based on their budget and guest profile.
- A group of 12-15 is the perfect number for a tasting. Start by inviting up to 20 people. Tastings larger than 20 people can require one additional flight.
- Order wine 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.
- Invite guests electronically and use recommended language for invitations.

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

- If there are not enough RSVP's 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...use the cheese pairing guide for ideas. You or the host can provide the cheeses. 3-4 cheeses, crackers, chocolates, grapes, strawberries and light pairings are perfect for a tasting. Food pairings for a 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. Your 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.

Host Prep #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 joined, 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
- Discover Your Wine Style Tasting placemat for each guest
- Price List/Menu for each guest
- Order Request Form for each guest
- Small plates and items for food pairing demonstration
- Tasting Notes
- Catalogs, brochures
- List of Current Specials / Custom Label Flyer
- Pens & Calculator

Setup:

- Open red wines upon arrival to breathe
- 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 the order you will be tasting
- Setup or provide each guest with one tasting mat, wine 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

Overview: 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.

Greeting Guests: Allow 15-20 minutes for mingling. Meet guests and ask them about themselves: what wines they enjoy, how they know the host and their favorite wines or wineries.

Opening the Tasting:

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

- **Introduce Boisset Collection**
- **Introduce Yourself, how you know the host (personal story)**
- **The Tasting Experience**

Here are sample scripts for opening the tasting:

Introduce Boisset: 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 the Boisset Collection. The Boisset family started in Burgundy with one winery, which was also their home, in 1961. They would do tastings of their wines from their dining room table. As the years went on the Boisset family was able to acquire historic vineyards and earned a reputation for producing some of the best wines in Burgundy. They expanded into California with the purchase of DeLoach Vineyards and Buena Vista wineries in Sonoma as well as Raymond Vineyards in Napa Valley. Today the Boisset Collection has more than 25 wineries in both France and California in the most renowned wine regions of the world.

Your Personal Story: *I was introduced to Boisset myself at a tasting and became an Ambassador about a year ago. This experience has opened up a whole new world for me and I have been able to learn about wine, travel, and of course meet incredible people.*

Introduce The Experience: *Today we will be tasting (x) wines from our collection listed on your menu. These wines typically do not make it outside of our tasting rooms and are produced in very limited quantities. Like in our tasting rooms, I'll share a bit of the history/story of each wine and how it fits into our Spectrum of Style which really helps pair your personality and taste with the wines you like. As we taste each wine feel free to take notes on your tasting mat.*

Serving & Sharing the Wines:

As you pour each wine you would want to share the following:

- A few interesting facts about the wine/winery*
- Flavors, aromas, and other facts from the winemaker notes*
- Where it falls on the Spectrum of Style*

Tasting Mat: Use this to help guide the tasting and allow guests to take notes. Move the glass around with each new wine from 1-5.

Boisset Collection's 5 style-spectrum categories

Boisset wine tastings highlight style categories to help customers identify wine styles most likely to suit their personal tastes. These should be a focus during the tasting:

1. **VIVACIOUS – Fresh, Citrusy Wines**
Featuring all sparkling wines, all rosés and light, unoaked white wines
2. **VOLUPTUOUS – Rich, Toasty Whites**
Featuring barrel-fermented whites and late-harvest dessert wines
3. **ELEGANT – Delicate, Earthy Reds**
Featuring Pinot Noirs from Burgundy, or made in that classical style
4. **SENSUOUS – Silken, Woodsy Reds**
Featuring riper California Pinot Noirs and other midweight reds
5. **POWERFUL – Bold, Concentrated Reds**
Featuring Cabernet Sauvignon, Zinfandel and other 'big reds'

WINE #1 (Vivacious) - *Lively, bubbly, cheerful*

- Share the story of the winery/wine itself from the winemaker notes
- Explain the Vivacious style:
 - Lightest and brightest category on our style spectrum
 - Includes all Sparkling and Rosé wines, as well as the unoaked white wines in the collection such as Sauvignon Blanc and Pinot Gris
 - Typically cool climate region or have been deliberately harvested early

WINE #2 - (Voluptuous) - *sensuous, sensual, luxurious - Voluptuous means relating to or providing pleasure through gratification of the senses*

- Share the story of the winery/wine itself from the winemaker notes
- Explain the Voluptuous style:
 - Richer and often more intense in flavor than Vivacious wines
 - Almost always made with the Chardonnay grape with some barrel aging
 - Deeper in color and smell riper and toastier. Noticeably heavier in the mouth than Vivacious wines

WINE #3 - (Elegant) – *sophisticated, well-distinguished* **DEMONSTRATE FOOD Pairing with the Elegant wine**

- Share the story of the winery/wine itself from the winemaker notes
- Explain the Elegant style:
 - Lighter, paler and tangier than most reds. A distinctive earthy charm. Grapes usually develop in cool climates bring a low degree of ripeness
 - Almost always Burgundy Pinot Noir wines, or California wines made in the same traditional spirit
 - Engineered to be remarkable food partners when paired with traditional European-style cuisines driven by salt and fat, but are not as well suited for sweeter, spicier fare from Asia or the Americas

WINE & FOOD PAIRING DEMONSTRATION

Elegant wines can be a bit of an acquired taste, but French vintners have prized their distinctive style for centuries

- SALT Demonstration
 - *Take a pinch of salt and sprinkle it straight onto your tongue, as if we're getting ready for shots of tequila. Once the crystals dissolve, take a second sip of the Elegant wine, and notice how it suddenly seems softer and fruitier, less dry and far less acidic*

- *Salt blocks the receptor on your tongue that perceives acidity, which helps explain why Europe's food-oriented wines like Burgundy seem so aggressively dry and tart on first sip*
- *Elegant wines return the flavor and can make your food taste better than it possibly could alone*
- SUGAR Demonstration
 - *Elegant wines shine with salty food in the European and Mediterranean traditions, but they are not designed to handle sauces that are high in sugar or spicy heat, like those we see more in Asian and American cuisines*
 - *Take your spoon and taste the _____ (jam/jelly/honey), then re-tastes the same "Elegant" wine again afterwards. You'll see the effect is almost the opposite of the salt, and far less flattering*
 - *Instead of tasting softer and fruitier, the wine suddenly seems more harsh and bitter. Where the acidity was lowered with salt, it seems amplified by sugar, like lemon juice or vinegar*
 - *Tip: instead of thinking fish or meat when it comes to pairing wine, it's more useful to think salty or sweet*
 - *Sugar is a dry wine's worst enemy, and the sweeter the sauce, the more unfriendly it will be with classically styled wines*

WINE #4 (Sensuous) – opulent, rich, deep, intense

- Share the story of the winery/wine itself from the winemaker notes
- Explain the Sensuous style:
 - Almost all sensuous wines are made with Pinot Noir, Merlot or Malbec Mid-weight reds that are made with riper fruit in a more modern style
 - Softer and silkier than their "Elegant" cousins. Most are a little stronger and bolder too, and not quite as dry or as sharply acidic"
 - Pair well with the widest range of foods"
 - Ideal in restaurants, where everyone is eating something different

WINE #5 – (Powerful)

- Share the story of the winery/wine itself from the winemaker notes
- Explain the Powerful style:
 - Deepest, strongest red wines, made with grapes like Cabernet Sauvignon or Syrah
 - Fruit component is very intense, so winemakers need to give them a bigger oak-barrel flavor boost, just to measure up

- Heavy-weight texture and turbo-charged flavor intensity. Flavors of blackberry jam, blueberry pie, chocolate mocha or even root beer come to mind
- Can handle salt and fat with panache, and even small amounts of sugar, but their weakness is acidity, like that found in vinaigrettes or lemon juice

Wrapping Up the Tasting: What's Your Wine Style?:

Ask everyone to share their personal style starting with YOU and have fun with it. For instance you can say:

"I'm usually very vivacious but sometimes I'm in the mood to be elegant or powerful."

Other points to share while wrapping up:

- Wines are very limited production and sell out quickly.
 - Tip: Buy wines in threes: One to drink, one to share, and one for their collection.
 - Tip: Buy 6 wines for only \$15 shipping (explain shipping costs)
 - Tip: Buy 12 wines and receive an additional 10% off order and \$25 shipping
- Joining the Wine Club saves guests 20% on their order (requires a 3 bottle min order).
- You can use your iPad or laptop to have customers enter their orders online or use the order form. Give customers the yellow copy when using the order form.
- Write your name and contact info on all order forms and get E-mail addresses – it is required for all orders!
- Build up the excitement of all that Boisset offers: events, incredible wines and personalized service. Get their contact information and build a relationship.
- As you collect orders, ask guest individually if they are interested in hosting their own experience for a girl's night out, neighborhood get together or other occasion.

Post Tasting Follow-Up:

- Send an email to the host thanking them and each guest who attended.
- Make a personal phone call when their order arrives.
- Keep building your relationships and ask for referrals.
- Stay in touch. Call regularly to see if they are interested in re-ordering or when new wines are released.