



BOISSET *Collection*

INDEPENDENT AMBASSADOR
GUIDE TO LEADING
EXCEPTIONAL TASTINGS



YOUR GUIDE TO **LEADING EXCEPTIONAL TASTINGS**

The templates in this guide are designed to help you lead fun, relaxed wine tasting experiences. Be sure to incorporate your own style and personality. Remember, you don't have to be a wine expert to guide a tasting because our incredible wines sell themselves!

This guide is built around Boisset Collection's most popular Tasting Experience, the "Wine Country Experience" because this is the first flight that every new Ambassador should learn to present. If you will be leading a different Tasting Experience, there are supplemental "cheat sheets" for each of the other Tasting Experiences posted online, located in the Menu Archive section of the Resource Center (accessed via your Ambassador Dashboard).





TASTING EXPERIENCE

OVERVIEW & *Timeline*

Every Tasting Experience is different, but you can expect most to last 1.5 to 2 hours once guests arrive.

BEFORE GUESTS ARRIVE – 30 min to 1 hour:

- Arrive at least 30 minutes, no more than 1 hour before start time.
- Follow the Set Up instructions found in this Guide to get ready.

WELCOME RECEPTION– 20 to 30 min:

- Assist the host in greeting guests and pour them samples of the first wine.
- Circulate and socialize!
- Aim to begin the guided tasting roughly 20-30 min after start time.

GUIDED TASTING EXPERIENCE – 30 min to 1 hour:

- Introduce yourself as a Boisset Ambassador and thank the host.
- Tell people a little about the first wine they tasted and pour the next one.
- Continue pouring each wine and talking about them in sequence.
- Aim to spend at least 5 minutes, but no more than 10 minutes on each one.
- People will chat while you pour. Ask them questions–do they like the wine?
- Use your own words throughout to keep things real, but for ideas of what to say and helpful sales tips, review the suggestions in this Guide. .

FINAL ANNOUNCEMENTS & WRAP UP – 20 to 30 min:

- When you finish the last wine, present the “Thank You” bottle to the host.
- Thank them for their hospitality and leave the open wine bottles with them.
- Check in with each guest/couple afterwards to gauge their interest in our wines and our programs using the suggestions in this Guide.
- Take orders for wine and get contact info for those interested in hosting their own guided tasting or the Ambassador opportunity.
- Pack up your display materials you need to take with you and sign off with the host before you leave.

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STEP BY STEP GUIDE: BEFORE GUESTS *Arrive*

PREPARATION & SET UP:

- **Plan to arrive at least 30 minutes before start time to allow enough time to set up, but no more than 1 hour before guests will arrive.** It's nice to have extra lead time, but take your cue on how early to arrive from the host as well as on where to park when you arrive.
- **When you arrive, have the host show you what goes where.**

Ask the host which spaces they have in mind for:

- The seated area with place settings for the guided tasting
- A reception area where guests can meet and mingle before sitting

NOTE - If you think there is a better location than the one the host has chosen, speak up and make your suggestion, but remember that we are guests in their home and must respect their choices.

- **Confirm that any sparkling, white or rosé wines are chilled.** If not, they will chill faster on ice than in a refrigerator.
- **Open and sample all of the wines you plan to serve (meaning all except the “Thank You” gift bottle).** Pour yourself a TINY splash of each wine and taste it. If it tastes like wine, you're good to go! But if any bottle tastes spoiled (think mildewed or moldy), **don't serve it!!!**

Unfortunately, if this happens, you'll have to proceed without that wine, but you can contact Customer Care after the tasting to have the faulty bottle replaced to the host. (This is an unavoidable risk for any bottle sealed with real cork, but only about 1% of bottles are affected.)

- **Line up the red wines and gift bottle near the guided tasting area.** White, sparkling and rosé wines can be kept refrigerated or in an ice bucket.
- **Create a display by arranging other Boisset materials around the bottles.** This can include your Wine List and Current Experiences documents, plus any brochures, branded items, or sample products that you brought.
- **Set place settings for the guided tasting with a Tasting Menu and a pen.** You can also include recommended items from the Wine Tasting Checklist, such as a tasting mat, your business card, a brochure, etc... Add a plate, fork and napkin if food trays will be within reach.
- **Set up your glassware near where the first wine is being chilled.** Guests will keep this glass and bring it with them to the table for the guided tasting.
- **Make sure that you have a Tasting Menu for yourself, as well as a Tasting Mat to refer to.** (Tasting mat only needed for flights which include one.)

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STEP BY STEP GUIDE:

THE WELCOME *Reception*

GREETING GUESTS:

- **Welcome each guest individually as they walk in with a 1oz pour of Wine #1 from the Tasting Experience.** You can keep the bottle cold in an ice bucket or in a refrigerator.
- **Introduce yourself and be pro-active by mingling with the guests.** Build individual connections by asking rapport-building questions like:
 - “How do you know [the host]?”
 - “Do you live nearby?”
 - “What types of wines do you normally like best?”
- **Pour a 2nd taste for those guests who have had been empty for a while.** Try to save a sample for any guests who have not yet arrived, if possible.
- **20-30 minutes after start time, ask the host to help get people seated.** Show guests into the area for the guided tasting.

NOTE - Hosts are often reluctant to start the guided tasting if any of their guests are running late and have not yet arrived. However, it's important to be fair to those who arrived on time and are standing around waiting for the next wine. Recommend to the host that the best plan is to proceed as planned. Any latecomers can join in as they arrive, and you can save them samples of wines they miss.



STEPS & SAMPLE SCRIPTS: **THE GUIDED** *Tasting*

WHAT TO DO:

Pour 1oz. Samples of Wine #2, raise a glass to the host and introduce yourself.

EXAMPLE OF WHAT TO SAY:

“Thank you [host name] for bringing us together for a fun, guided tour through California wine country! Let’s all raise a glass - cheers to [host name]!”

My name is [your name] and I’m an independent Ambassador with Boisset Collection. I get to run guided tastings like this for different groups all the time and share my passion for wine with people.”

Introduce Boisset Collection.

“In case you’re not familiar with Boisset Collection, our proprietor, Jean-Charles Boisset was born in Burgundy, France, where his parents founded their first winery in 1961. At the age of 11, he visited California with his family and fell in love with Napa and Sonoma Valley.

Once Jean-Charles began to lead the Boisset family business, he acquired some of the most iconic wineries in California Wine Country such as, DeLoach Vineyards in the Russian River Valley, Buena Vista Winery in Sonoma, and Raymond Vineyards in Napa Valley. We now have over 25 wineries in our portfolio and Boisset has earned a reputation for making premium, world-class wines in both France and California.

Jean-Charles also created our Ambassador program to allow people across the U.S. to share a wine country tasting experience in the personal atmosphere of their home with friends and family, like his parents did when he was growing up. It also allows people like me to have a ton of fun with my own flexible business because I get to sip and socialize with different groups of great people like you!”

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STEPS & SAMPLE SCRIPTS: THE GUIDED *Tasting*

WHAT TO DO:

Set expectations and introduce the Tasting Menu & Order Form.

EXAMPLE OF WHAT TO SAY:

“This guided tasting is really all about you having a good time! **I’ll be taking you on a virtual tour of our Napa and Sonoma wineries by pouring you five special wines which are offered exclusively through our Wine Ambassadors and tasting rooms.***”

Tonight’s wines are all listed on your menu (hold up Tasting Menu). As we taste, I’ll share some fun stories and insights into each of them. If you turn your menu over (hold up Order Form), you’ll see an order form that you can fill out if you’d like to purchase any of our wines during the tasting.

This menu makes my job easy because it tells us almost everything we need to know about each wine! It lists which types of grapes are used and where they’re grown. Below that there are descriptions and food pairing ideas. And at the bottom of the menu, you’ll see Boisset’s helpful color-coding system which organizes our wines by how they taste. It’s called the Spectrum of Style and it makes finding wines you’ll love really simple.”

***NOTE - This Guide is written around our “Wine Country Experience”. If you will lead a different Tasting Experience, there are “cheat sheets” for each of them posted online which suggest **alternate language for anything in bold gold text**.** These are located in the Menu Archive section of the Resource Center (access via your Ambassador Dashboard).

Talk about Wine #1 using info from the Tasting Menu and the Tasting Mat.

“The first wine you tasted when you arrived was [Wine #1], listed at the top of your menu. This was a [wine type from menu] from [region of origin] made by [winery]. Our sommelier calls it [read the three descriptors from menu] and says it’s [read the food pairing advice from menu].”

Let me tell you a little about what it’s like to visit the [winery name] tasting room. [Read the description of Wine #1’s winery from the Tasting Mat.]

So what did you think about that first wine? Are you excited to taste the next one?”

***KEY TIP -** If someone asks a technical question, don’t let that throw you off track. Just pass them the Tech Notes document for that specific wine and continue.

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STEPS & SAMPLE SCRIPTS: **THE GUIDED** *Tasting*

WHAT TO DO:

As you pour and present each new wine, add mentions of our offerings.

We recommend following the same format used for Wine #1 when you introduce each new wine, drawing the information from the Tasting Menu and the Tasting Mat.

As you do, you'll also want to tell guests about all the great offers and programs Boisset has available. This is most effective if you space them out, one at a time with each new wine. Here is the suggested language:

WINE #2

- Pour 1 ounce for each guest and share wine information as you **introduce the Boisset Wine Society.**

(If you have them, pass around a Boisset Wine Society Postcard or have guests open the Guest Brochure to page 7)

“Our Wine Society membership is unique because you can customize your shipments if you want to. You’ll save 20% on every order and we only require a minimum of 3 bottles every 3 months – that breaks down to just 1 bottle of wine a month! I’m guessing everyone here drinks at least 1 bottle of wine a month, so why not save 20%?”

WINE #3

- Pour 1 ounce for each guest and share wine information as you **introduce the Custom Label program.**

(Show the custom-labeled “Thank You” bottle from the host’s flight. If you have them, pass around a Custom Label flyer.)

“Some of you might really enjoy our Custom Label program. It’s a fun and easy way to customize your bottles of wine because you can choose from our ready-made custom templates or upload your own artwork to our website. This is perfect for weddings and special occasions, as well as for businesses that do entertaining and corporate gifting.”

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STEPS & SAMPLE SCRIPTS: **THE GUIDED** *Tasting*

WHAT TO DO:

As you pour and present each new wine, add mentions of our offerings.

WINE #4

- Pour 1 ounce for each guest, share wine information and **introduce the idea of hosting a Tasting Experience.**

(Pass around the Current Experiences document. If you have it, pass around a Host a Tasting Postcard.

“Isn’t this tasting fun? You may want to think about having one of these events at your home or office. People really enjoy them for birthdays, fundraisers, and at the office for team happy hours or client events to have something engaging for the guests.

Just for having your own event like [host’s name], you’ll get up to a 40% discount on a flight of our quality wines like the one you’re sampling and all drinks will be taken care of! You’ll also get a free product credit to spend on anything from our website.

If you like the idea, you can simply mark the box on the back of your wine menu that says, “I am interested in hosting a future wine tasting experience.”

WINE #5

- Pour 1 ounce for each guest and share wine information as you **introduce the Ambassador program.**

(If you have them, pass around an Opportunity Brochure or a Guest Brochure open to final page.)

“You can probably see how much fun I have meeting new people as an Ambassador with Boisset. **(Share your personal story about “why” you joined.)** If you or anyone you know in any state might enjoy what I do, please let me know because I love talking with people about how they can join Boisset and be part of this incredible industry filled with wine and fun!”

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STEPS & SAMPLE SCRIPTS: WRAP-UP & *Announcements*

WHAT TO DO:

Finish the Guided Tasting and present the “Thank You” bottle to the host.

EXAMPLE OF WHAT TO SAY:

“This is the end of our guided tasting and I had a great time with all of you! Before we go, I want to present this bottle to [host’s name] as a “thank you” from Boisset Collection for inviting us into your home. I’m leaving the remaining wines with [host’s name] so you can continue to enjoy them after I’m gone.

One last thing I want to remind you of is the back of your wine menu (hold up Order Form). Please take a minute to fill this out if you’re placing an order and I’ll be walking around to answer any questions and collect your forms.”

Collect and review individual Order Forms.

- **Thank each person for their order and answer any questions.** Be sure to give your business card to anyone placing an order.
- **Review billing and shipping information and explain that an adult signature is required for delivery.** Suggest changing shipping address to a business address if possible.
- **Be sure that you can read all information clearly, especially credit card numbers and addresses.** If birthdates are missing let customers know it’s a requirement for shipping alcohol.
- **Snap a photo of the form with your phone for your records.** Let the guest keep the original for reference on what they ordered.
- **Talk about next steps if they ticked any boxes expressing interest in hosting a tasting or becoming an Ambassador.** Find out how they prefer to be contacted for follow-up – phone, email, text?

Follow up with each guest.

- **Day After Tasting** - Reach out to the host and all guests to thank them, confirm that you have placed their orders, provide them with tracking details, and remind them that an adult signature is required for delivery.
- **Once Orders are Delivered** - Review Ambassador Academy Video titled, “Customer Follow-Up” through this link: <https://vimeo.com/393823651> for what to say when reaching out.

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