



THE **BOISSET** AMBASSADOR

AN UNPARALLELED **BUSINESS OPPORTUNITY**
INTO THE WORLD OF WINE



THE BOISSET STORY

OUR WINES & LUXURY COLLECTION

BECOME A WINE AMBASSADOR

THE WINE WORLD IS CALLING

Bonjour!

I invite you to join me as an Ambassador for the Boisset Collection and experience a flexible, 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 experiences and a community that shares your passion for wine. Santé!

Jean Charles Boisset



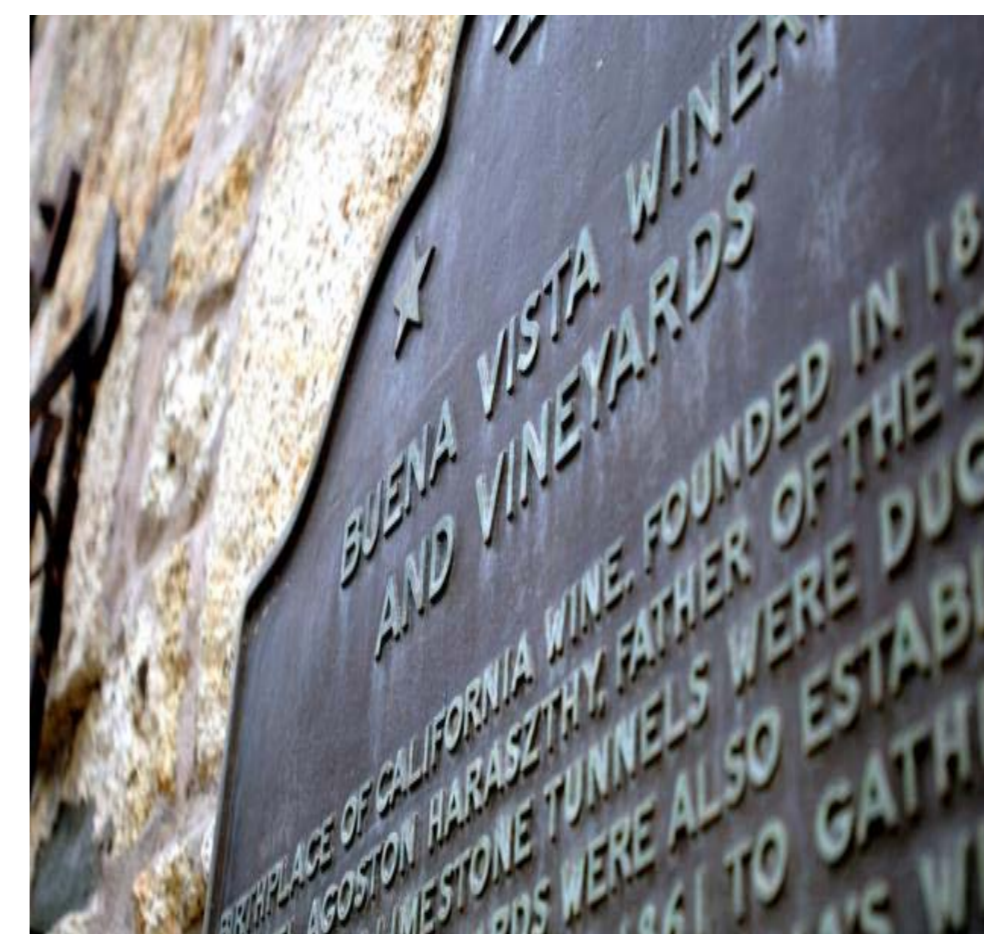


The Boisset family
Jean-Claude, Natalie, Jean-Charles, and Claudine Boisset

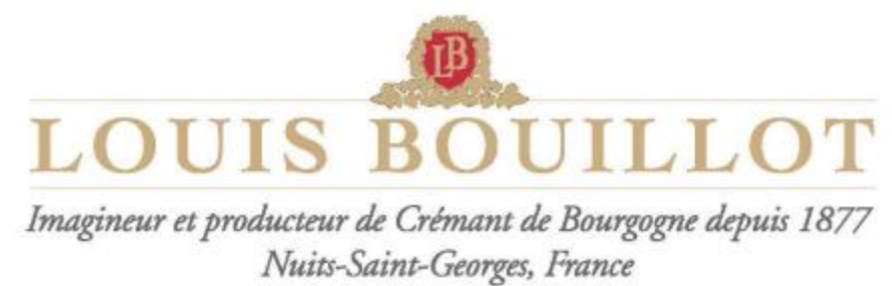
A FAMILY OF *families*

ONE OF THE WORLD'S LEADING
FAMILY-OWNED LUXURY
FINE WINE COMPANIES

- ❖ Boisset Family Estates was founded in 1961 in Burgundy
- ❖ Starting with a single vineyard, they grew one winery at a time
- ❖ In 2003 DeLoach Vineyards in Sonoma's Russian River was acquired & replanted
- ❖ Raymond Vineyards, a Napa Valley icon joined the family of wineries in 2009
- ❖ Buena Vista Winery founded in 1857 was acquired in 2011 and renovated
- ❖ In 2012 the Ambassador program was launched
- ❖ 2016 marked the addition of Wattle Creek Winery, JCB Jewelry, JCB Salons



The WINE PORTFOLIO



AWARDS

A few of our recent 90pt and above scores

Wine Spectator

Robert Parker
WINE ADVOCATE

Wine & Spirits

 **WINE
ENTHUSIAST**

JEB DUNNUCK

2015 Surrealist – 100 pts, Jeb Dunnuck

2015 Raymond Vineyards Cabernet Sauvignon Generations – 98 pts, Wine Advocate

2014 Raymond Vineyards District Collection Rutherford Cabernet Sauvignon, 94 pts

2015 DeLoach Vineyards Russian River Valley Chardonnay, 92 pts

2015 DeLoach OFS Pinot Noir – 92 pts, Wine & Spirits

2015 LVE: Legend Vineyard Exclusive Chardonnay, 93 pts Wine Enthusiast

2014 LVE: Legend Vineyards Exclusive Red Blend, 90 pts Wine Enthusiast

2015 Buena Vista Winery Natalia's Selection Chardonnay, 92 pts Wine & Spirits

2015 JCB by Jean-Charles Boisset No. 22 Pinot Noir, 92 pts Wine & Spirits

2014 JCB by Jean-Charles Boisset, No. 1 Cabernet Sauvignon, 96 pts Wine Advocate

2014 JCB by Jean-Charles Boisset, Leopard, 91 pts Wine Enthusiast



MEET OUR TALENTED WINE TEAM



STEPHANIE PUTNAM
Director of Winemaking,
Raymond Vineyards



BRIAN MALONEY
Director of Winemaking,
Buena Vista Winery
& DeLoach Vineyards



KATIE CARTER
Winemaker,
DeLoach Vineyards,
Lyeth Vineyards & Wattle Creek



MARNIE OLD
Boisset Sommelier
& Award Winning Author

BOISSET COLLECTION *wineries*



WINE INDUSTRY *Trends*



OVER
\$40 BILLION
 2017 US WINE SALES
 2% annual growth



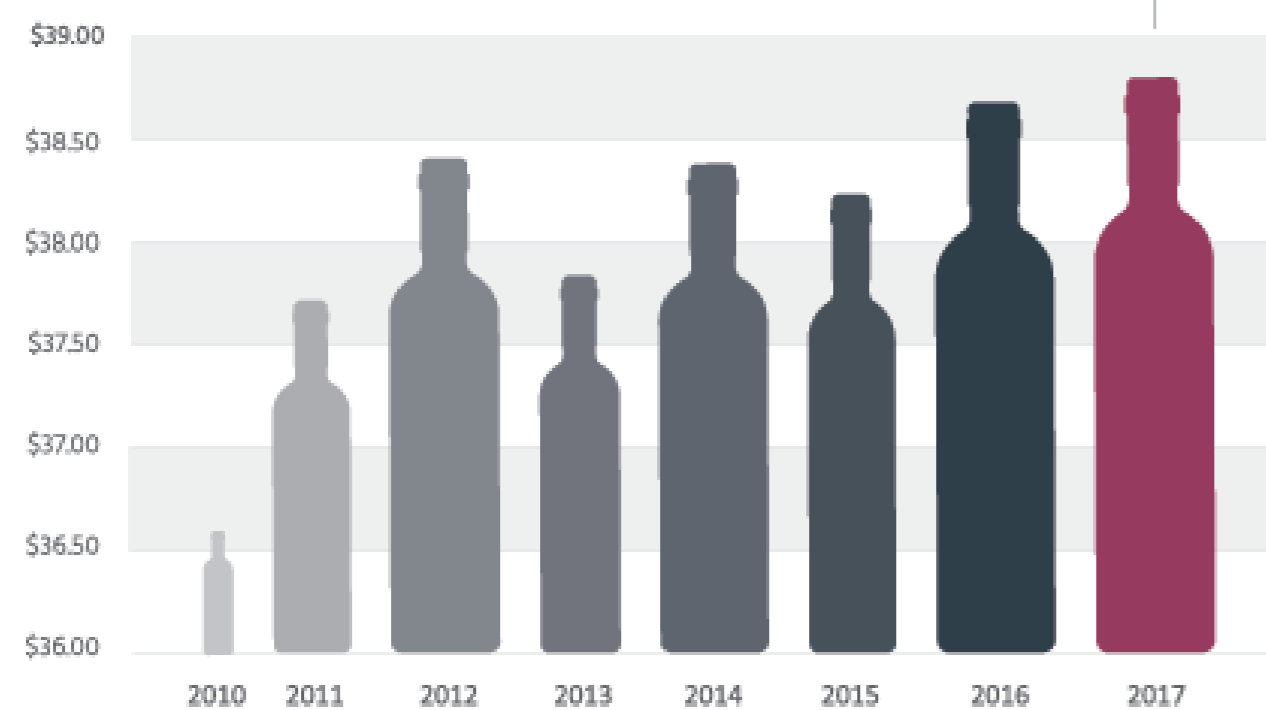
IN 2017, CONSUMERS SPENT
\$2.69 BILLION
 ON DTC WINE SHIPMENTS
 reflecting 15.5% annual growth



OVER
5.78 MILLION
 CASES SHIPPED
 reflecting 15.3% annual growth

\$38.75

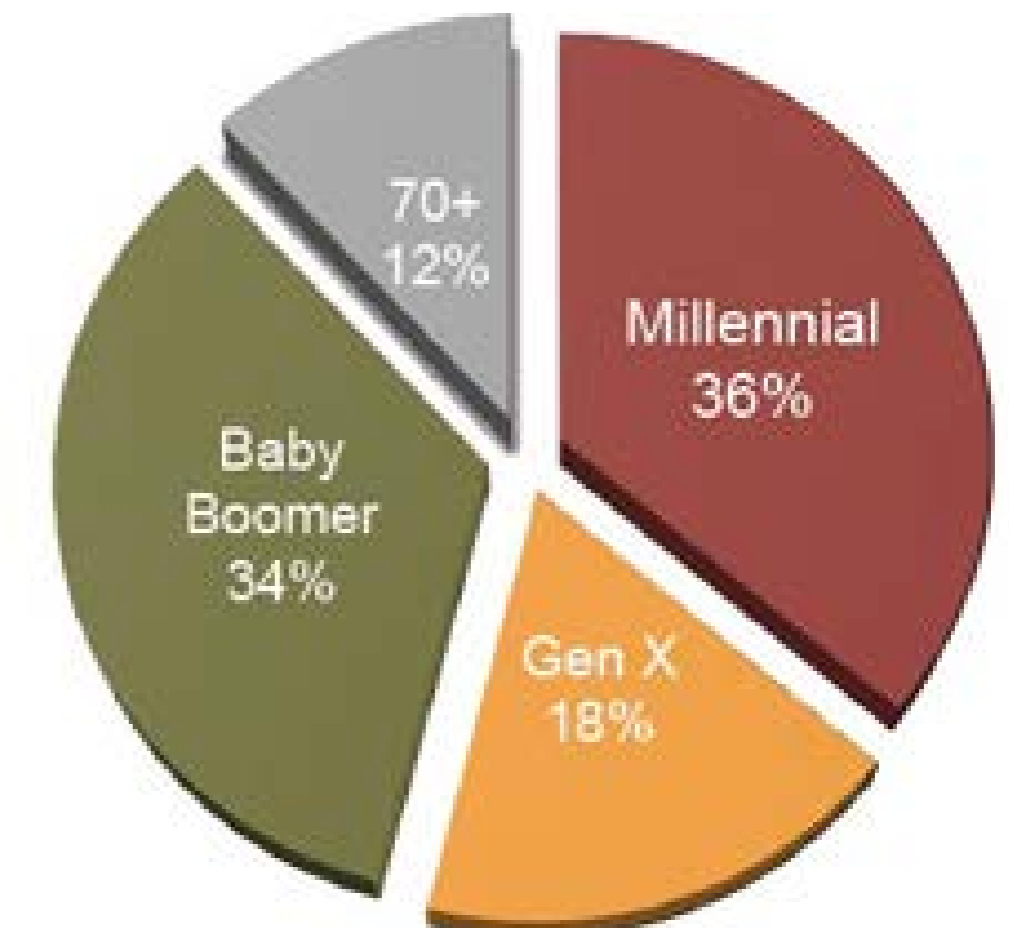
Average Bottle Price of Wine Shipped



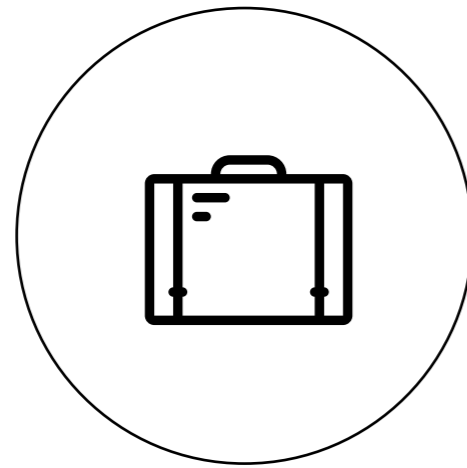
THE CHANGING WINE WORLD

From Wholesale To Direct Sales

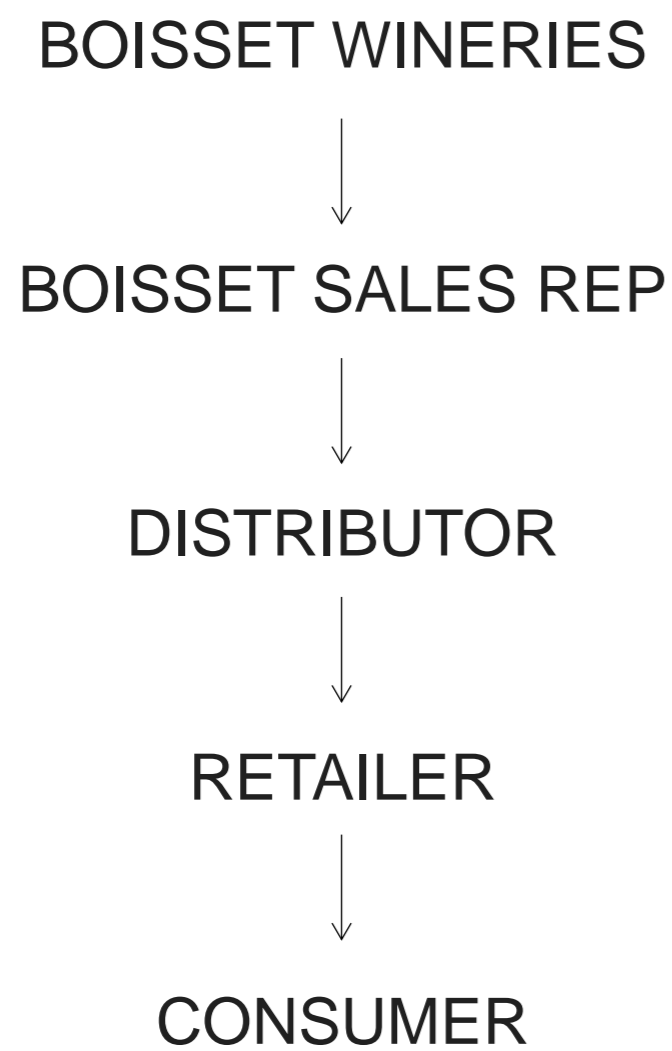
Rapid consolidation of grocery, retail and wholesalers will create a narrower path to market, especially for small wineries and limited production wines. The future opportunity for fine wine producers is to sell direct from the winery to consumer (DtC).



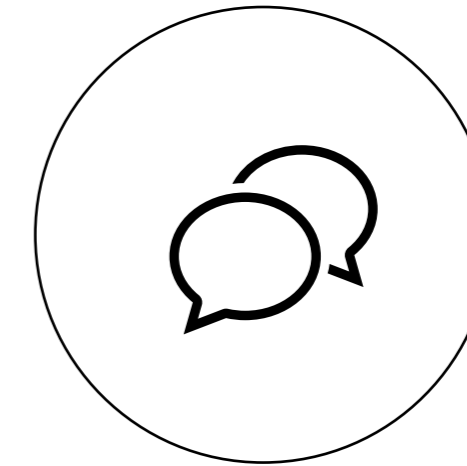
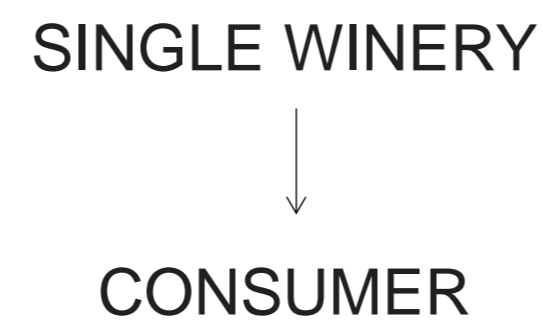
OUR MULTI-CHANNEL *business model*



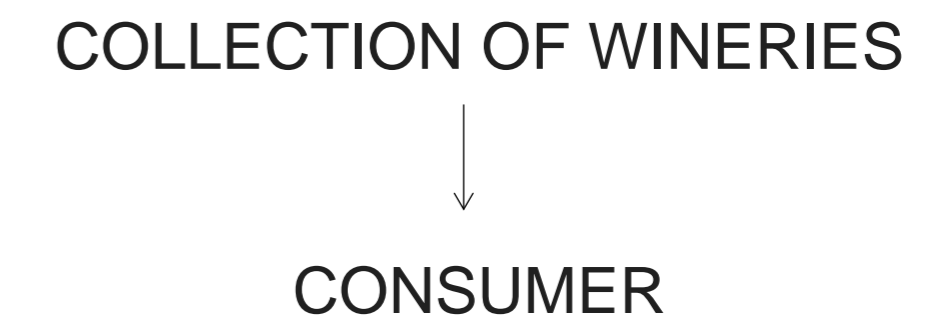
TRADITIONAL



TASTING ROOMS

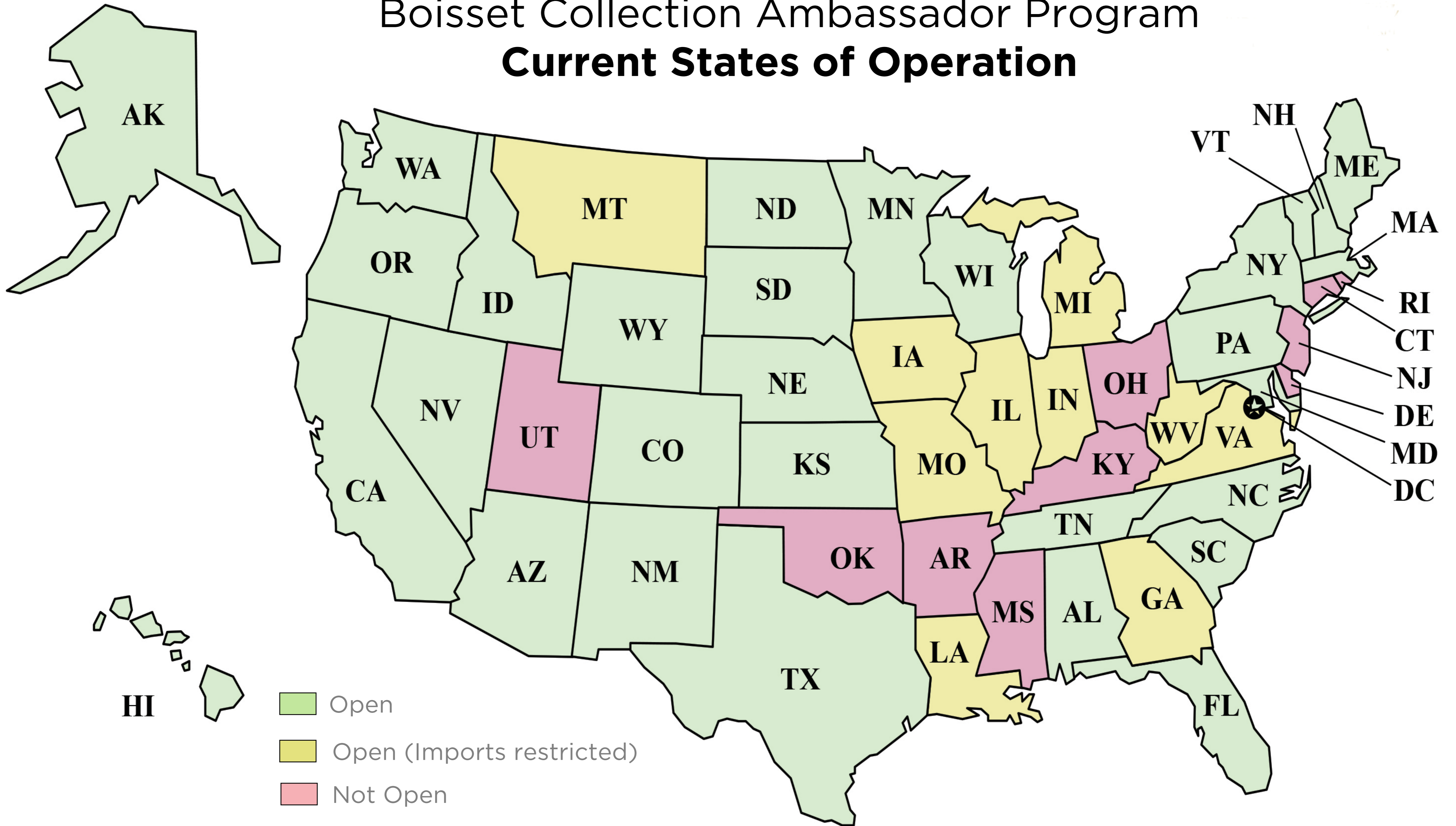


AMBASSADORS



Boisset Collection Ambassador Program

Current States of Operation



THE **BOISSET** **AMBASSADOR**

B.Y.O.B. - BE YOUR **OWN BOSS**

CULTIVATE Customer Relationships

- Earn Up to 35% personal commission
- No Inventory Required

CURATE Award Winning Wines

- Share Wines At Tastings & Beyond
- Tools & Training Provided
- Discover Your Favorites to Recommend

CELEBRATE Your Success

- Industry Perks
- Monthly Incentives
- Earn Luxury Trips To France

CULTIVATE. CURATE. CELEBRATE.



Ways To Earn



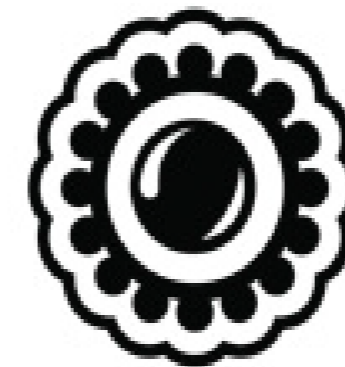
Wine Tasting Experiences



Online Sales



Wine Society Memberships



Jewelry & Accessories



Corporate Sales + Custom Labels

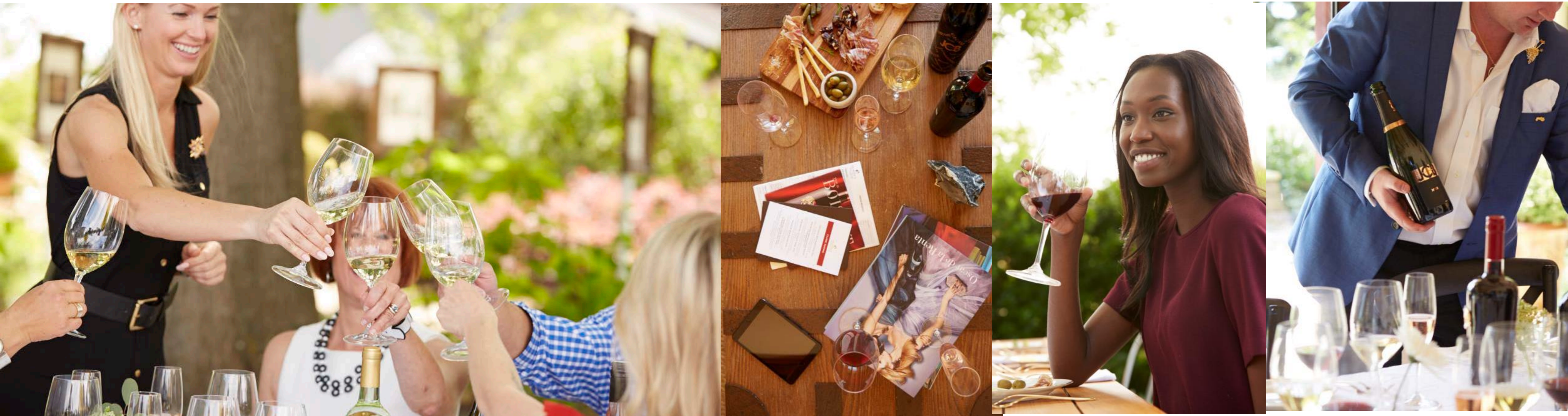


Growing A Team

THE TASTING *Experience*



CREATE MEMORABLE **SOCIAL GATHERINGS**



LAUGH. LEARN. TASTE. SHOP.



the **BOISSET WINE SOCIETY**

BUILD A **RECURRING INCOME STREAM**

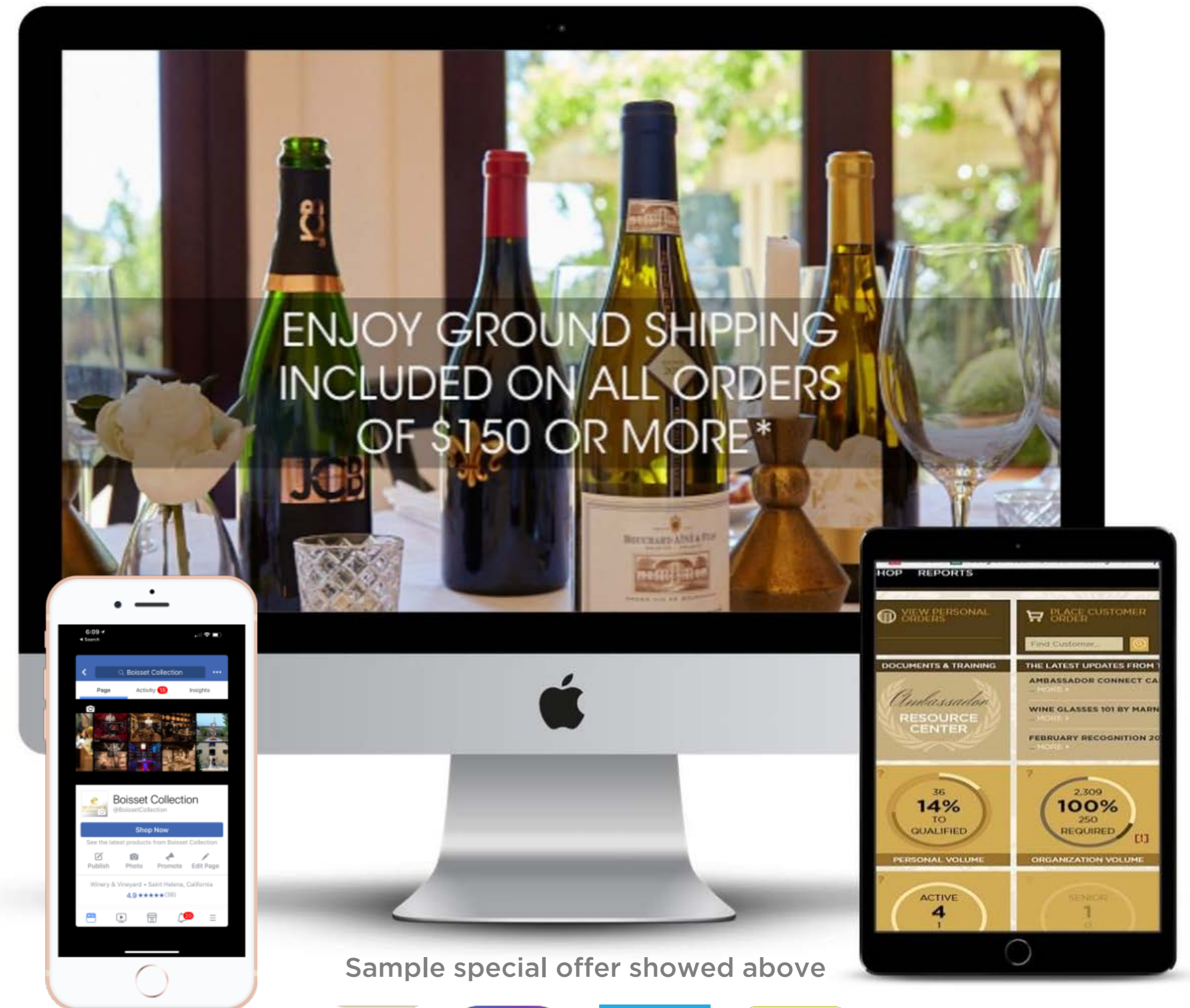
A customizable, flexible wine club with the most diverse collection of over 100 wines. Members receive:

- Automatic wine deliveries of their choice
- Year-round 20% savings
- Dedicated Wine Ambassador (YOU!)
- Curated wines selections to pair with the season
- Ability to customize shipments
- Complimentary tastings at Boisset wineries
- Private member events
- Member-only special offers
- 30% re-order discount on standard shipments

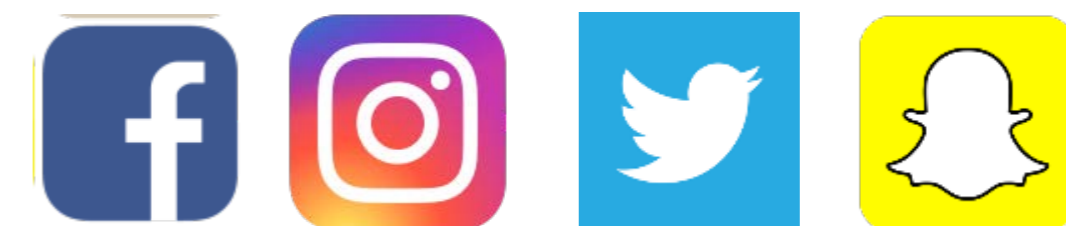
ONLINE SALES + *social media*

BE A **WINE INFLUENCER**

- Powerful Online Platform
- Social Media Marketing Tools
- Special Offers To Boost Sales
- Mobile Optimized Technology
- Sell Anytime, Anywhere
- Customer Tracking & Order Notifications



Sample special offer showed above



CORPORATE GIFTS & CUSTOM *labels*

TAKE YOUR BUSINESS FROM THE **LIVING ROOM** TO THE **BOARD ROOM**

- Custom Label Wines
- Corporate Gifts
- Special Occasions
- Custom Etching
- Fundraisers
- Holiday Parties & Events



Jewelry BY JEAN-CHARLES BOISSET

BE A **STYLE INFLUENCER**



With the JCB Collection, jewelry is much more than a simple object - it is a treasure trove full of stories. Jewelry encapsulates a taste for life's pleasures inspired by the ultimate elixir - the gift of the gods to mankind - wine

JCB

- Designed by JCB
- Elevate Your Tastings
- Wear & Share
- Leverage Non-Wine Sales

GROW AND MENTOR A *team*

BE AN INSPIRATION

- Support Old and New Friends
- Inspire & Coach
- Earn Additional Perks & Bonuses
- Build An Incredible Community



REVEL IN *Rewards*

INDULGE IN THE **LUXURY LIFESTYLE**

- Earn luxury trips to France with Jean-Charles Boisset
- Attend Boisset's Annual Ambassador Retreat in the heart of wine country
- Visit our wineries and receive complimentary tastings
- Enjoy other incentives and industry perks as a Boisset Ambassador
- Join a global wine company with luxury estates, properties, and lifestyle





JUMPSTART REWARDS

UNCORK YOUR POTENTIAL

- Accelerate your business with our Jump Start Program
- Earn generous FREE PRODUCT CREDITS in first 90 days
- Get rewarded for sales, new Wine Society members & new team members

Cheers!

LET'S **GET STARTED**



STEP 1. Enroll Online

Choose a Business Kit that's right for you and subscribe to the Ambassador Cellar Suite technology platform to power your business

STEP 2. Host Your Launch Tasting

Launch your new business online and then host your first tasting once you receive your kit. Start sharing the wines at social gatherings and have wines on hand for yourself to enjoy with others.

STEP 3. Grow Your Business

We will be there to support you every step of the way. The Jumpstart Program will help you earn FREE product and credit in your first 90 Days.



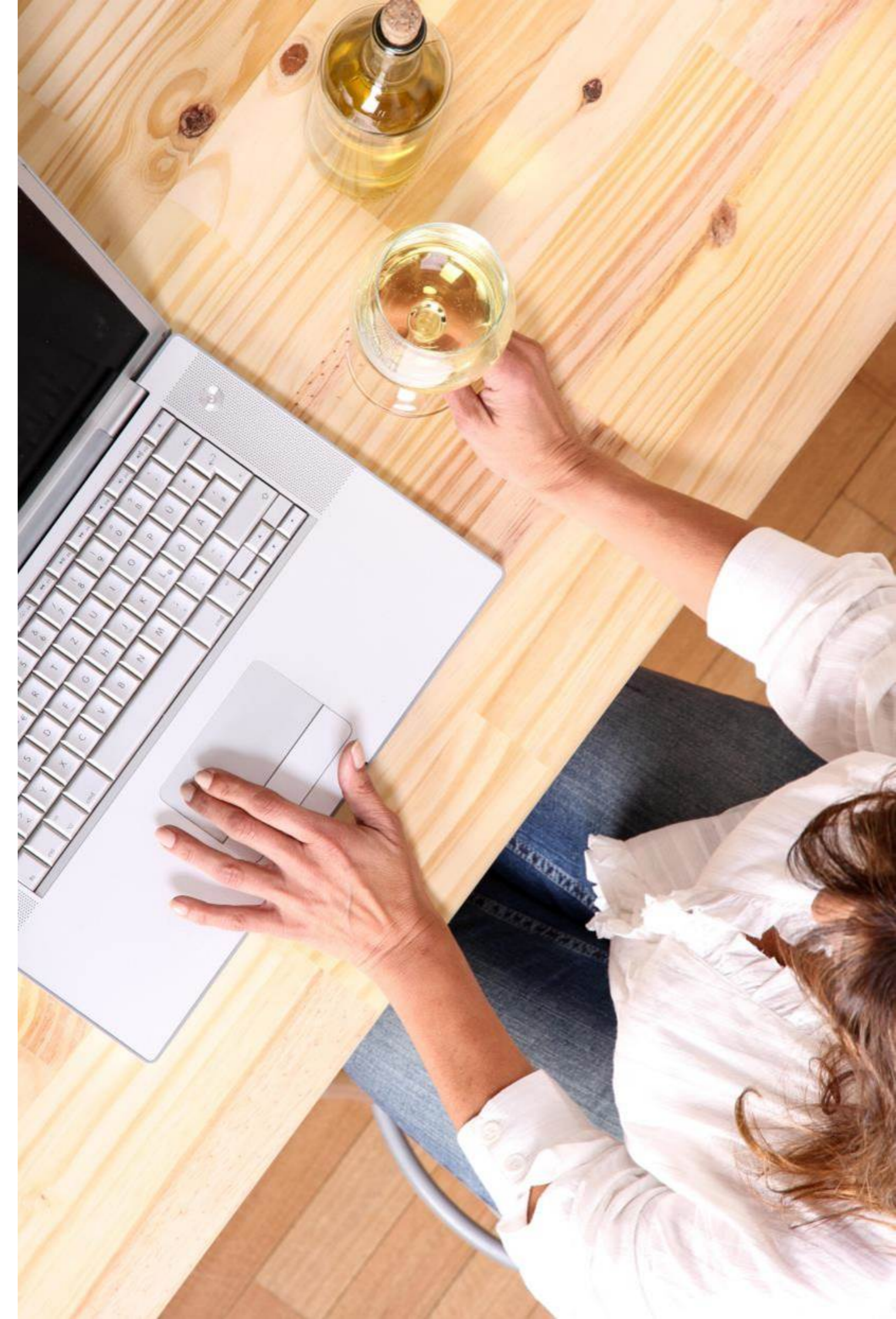
CELLAR SUITE

A TECHNOLOGY SUITE **POWERING YOUR BUSINESS**

- Personalized Website & Online Store
- Branded Debit Card & Commission Reports
- Automated Email & Order Notifications
- Real-Time Sales Tracking
- Back Office & Customer Reporting
- On-Demand Training & Tools
- Marketing Support
- **First 90 Days included with enrollment**

\$14 per month or \$120 Annually*

**Cellar Suite subscription is required for all Ambassadors*



AMBASSADOR BUSINESS KITS

THE SOCIAL-LITE

This basic a-la-carte kit with branded marketing materials, three wines, and Cellar Suite access will get you started. This Social-LITE kit does not include stemware and accessories for wine tastings.

YOUR COST: \$149 (a \$199 value) SAVE \$50

Cellar Suite membership is free for the first 90 days, then \$14 per month or \$120 per year.



THE ENTHUSIAST

If you want to hit the ground running, the Enthusiast includes wines for your launch tasting, branded marketing materials, Cellar Suite, plus stemware and accessories at a great value.

YOUR COST: \$349 (\$600 value) SAVE \$250

Cellar Suite membership is free for the first 90 days, then \$14 per month or \$120 per year



THE ASPIRING SOMM

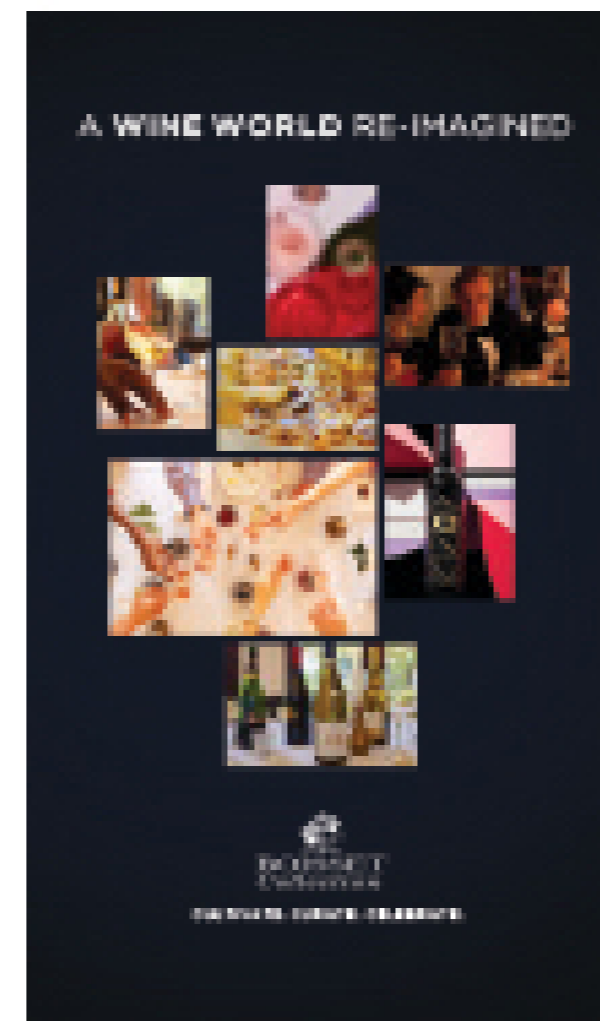
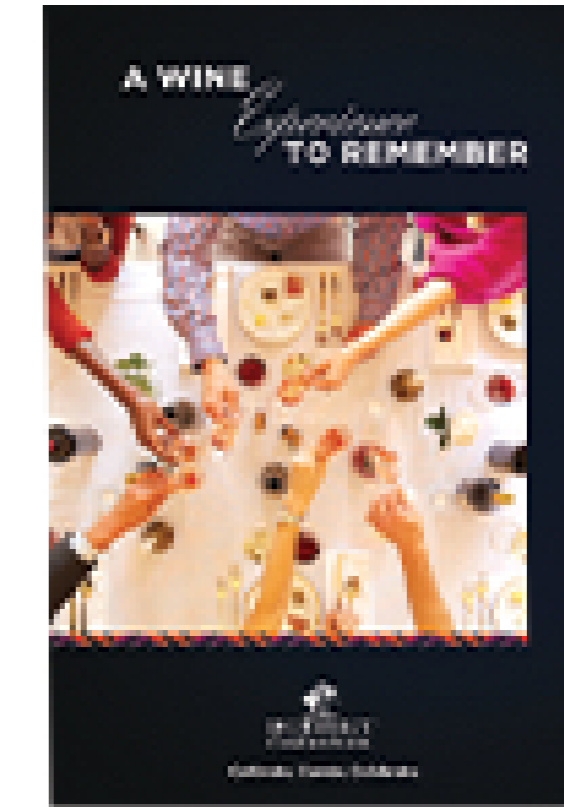
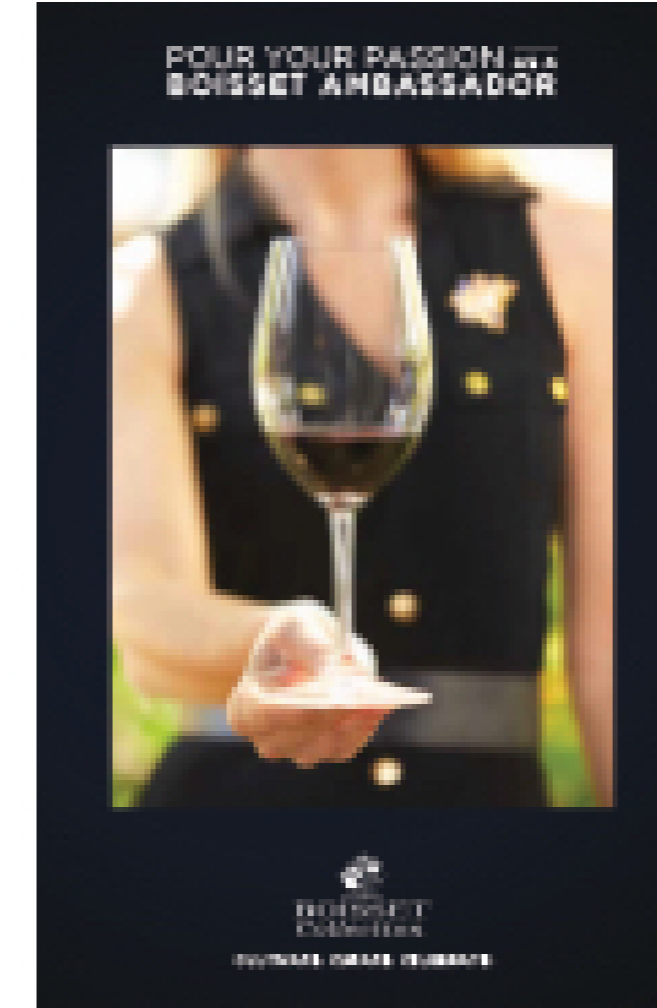
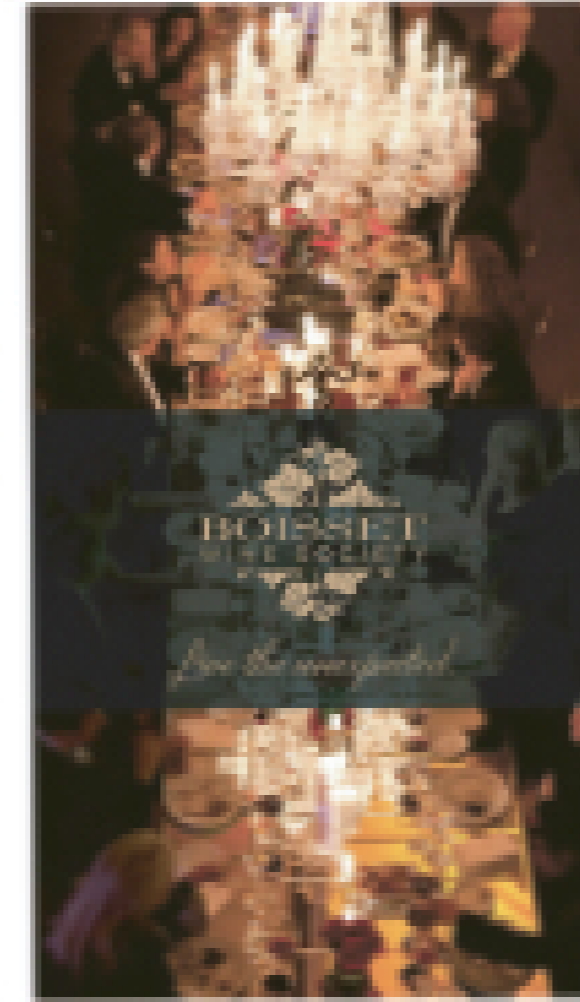
For the aspiring wine professional, this kit includes wines for two tastings, an insulated 12-bottle wine carrier, branded marketing materials, stemware, professional tools & accessories.

YOUR COST: \$549 (a \$1,100 value) SAVE \$550

Cellar Suite membership is free for the first 90 days, then \$14 per month or \$120 per year



THE SOCIAL-LITE *Business Kit*



ORDER REQUEST

| | |
|-------------------|--------------|
| NAME | |
| Mr/Ms/Ms/Ms/Ms/Ms | Company Name |
| ADDRESS | |
| CITY | |
| STATE | |
| ZIP | |
| COUNTRY | |
| TELEPHONE | |
| FAX | |
| E-MAIL | |
| WEBSITE | |

I would like to receive more information about your products and services.
 I would like to receive more information about your company.
 I would like to receive more information about your services.

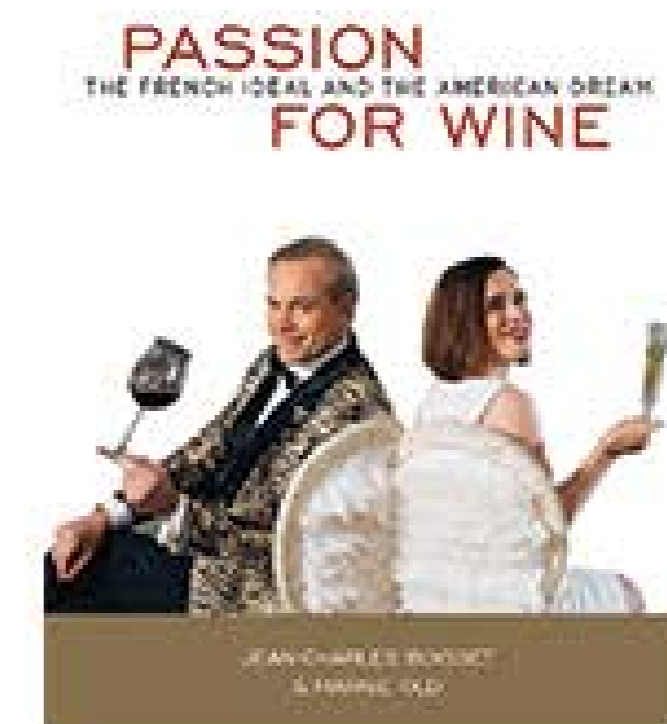
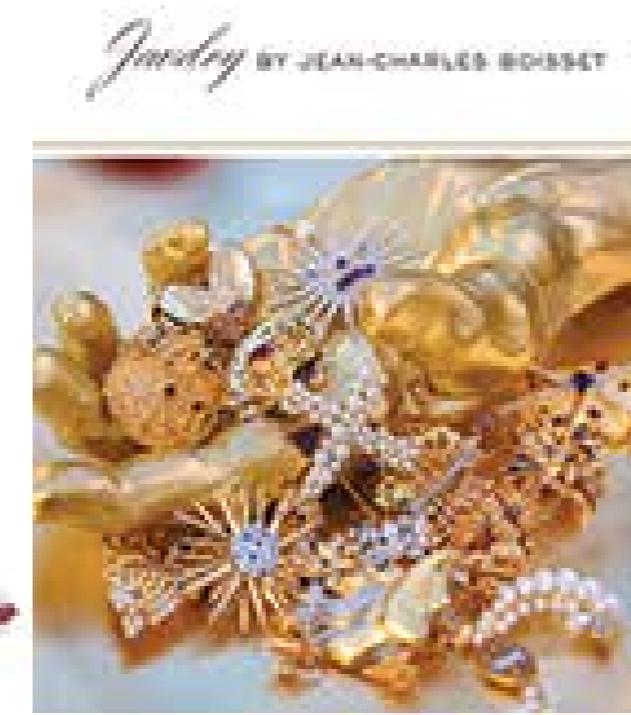
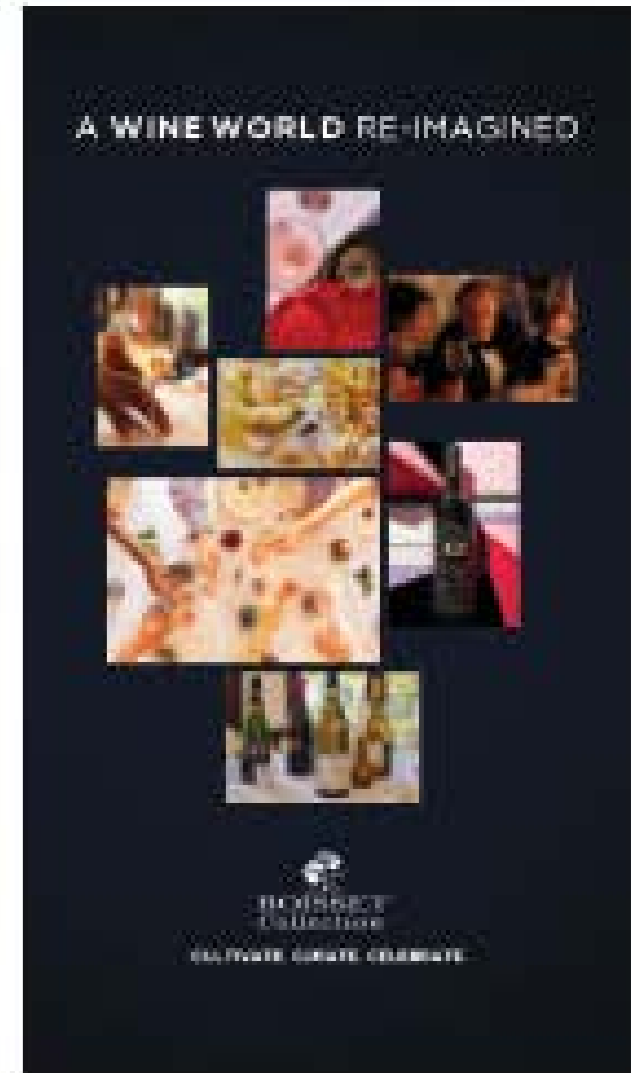
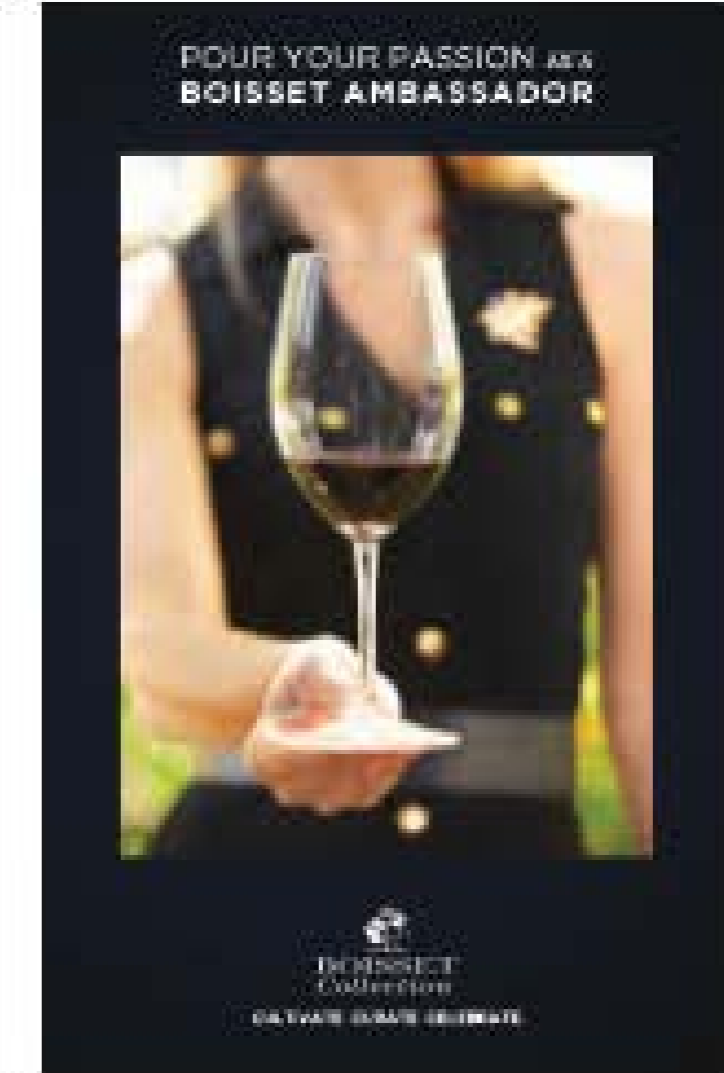
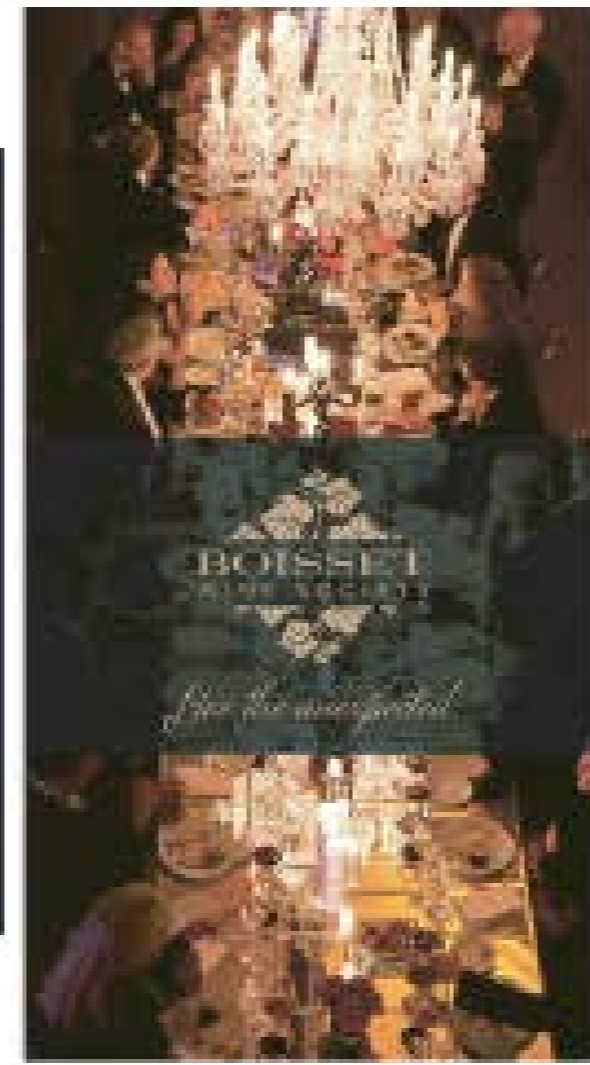
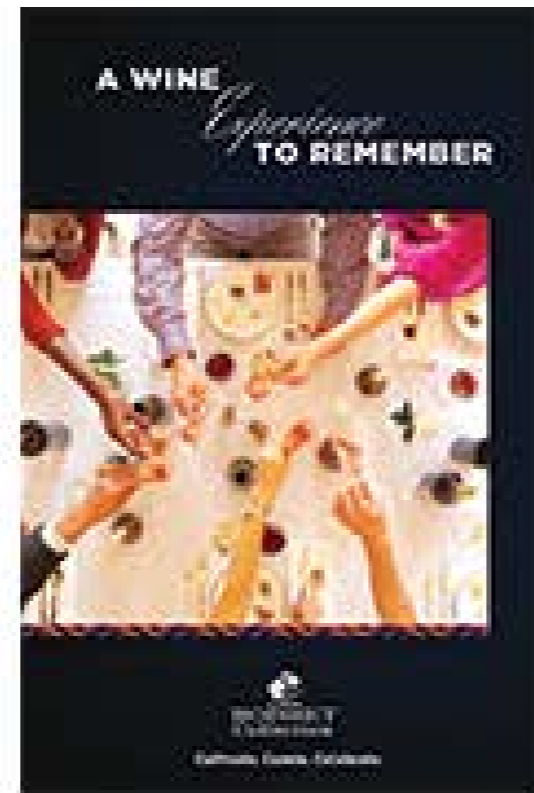
| ITEM | QTY | DESCRIPTION | PRICE | TOTAL PRICE | REMARKS |
|------|-----|-------------|-------|-------------|---------|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

I am interested in your company.
 I am interested in your products and services.
 I am interested in your services.

DATE OF ORDER: _____
BY: _____
FOR: _____
CITY: _____ STATE: _____ ZIP: _____
COUNTRY: _____
TELEPHONE: _____ FAX: _____
E-MAIL: _____ WEBSITE: _____

Due to limited production of our wines, selections shown above are not guaranteed and may change seasonally

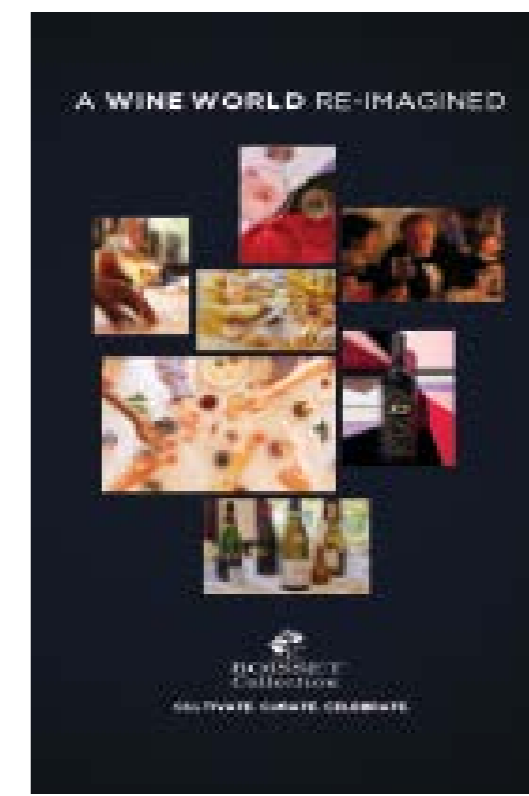
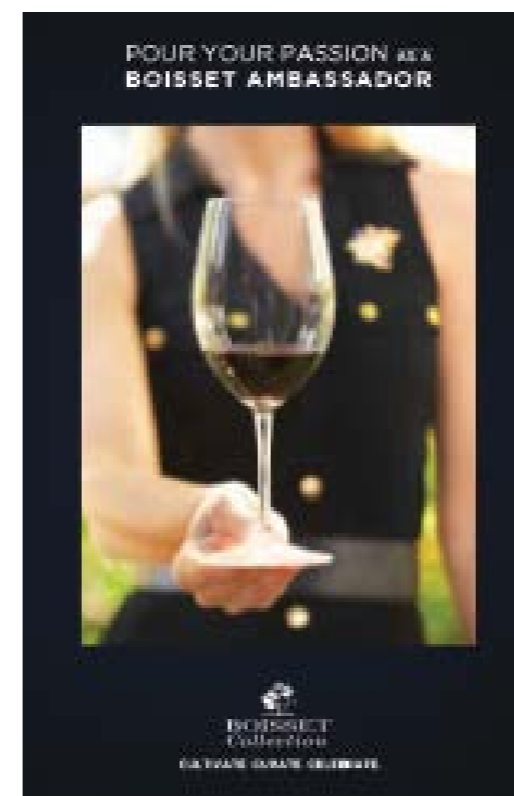
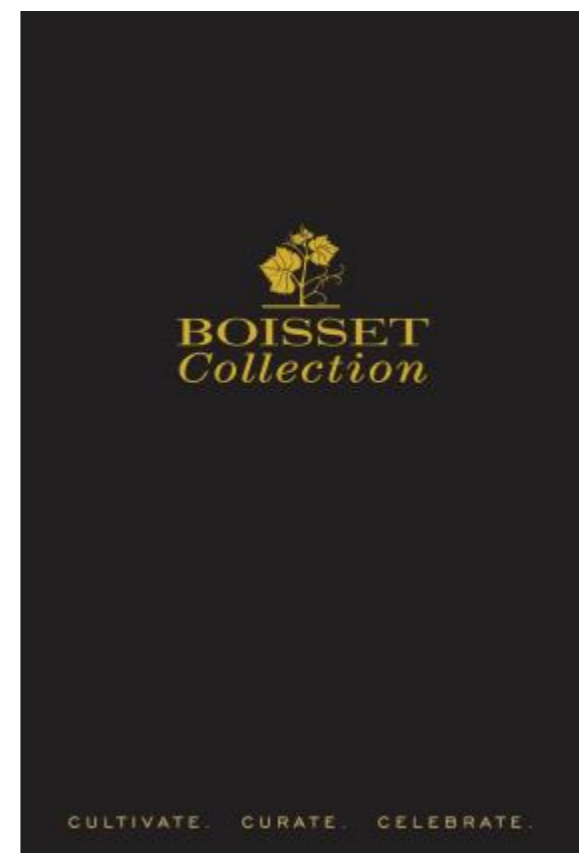
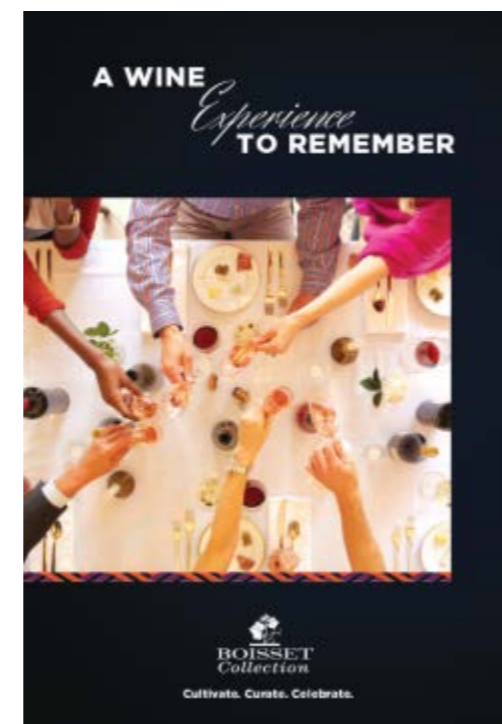
THE ENTHUSIAST *Business Kit*



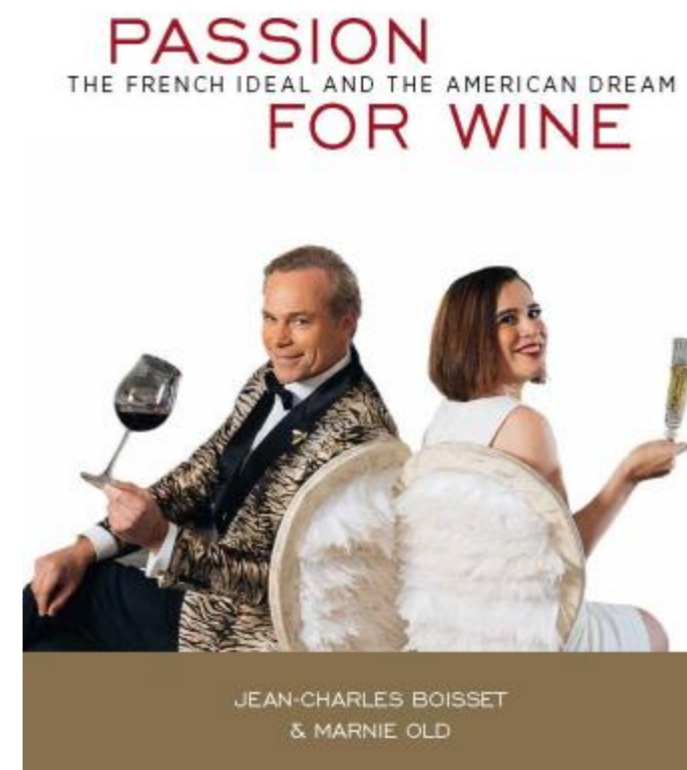
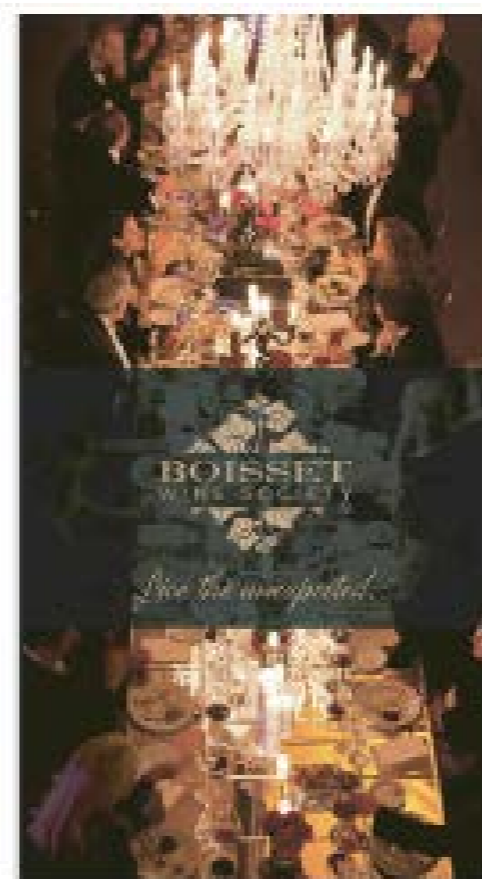
An order form for Boisset wine. It includes a header with the Boisset logo and "ORDER FORM". Below is a section for "NAME" and "ADDRESS". There are checkboxes for "I would like to receive information about Boisset wine" and "I would like to receive information about Boisset wine". There is a table for "QUANTITY" and "PRICE". At the bottom, there is a section for "TOTAL" and "TERMS & CONDITIONS".

Due to limited production of our wines, selections shown above are not guaranteed and may change seasonally

THE ASPIRING SOMM *Business Kit*



| BOISSET COLLECTION | | ORDER REQUEST | |
|--|---|---|--|
| <input type="checkbox"/> Bill of Sale <input type="checkbox"/> Invoice <input type="checkbox"/> Order Confirmation | | <input type="checkbox"/> Order Request <input type="checkbox"/> Order Confirmation | |
| Name: _____ Address: _____ City: _____ State: _____ Zip: _____ Phone: _____ | Email: _____ Website: _____ Order Number: _____ | Date: _____ Time: _____ Location: _____ | Order Type: _____ Order Status: _____ Order Reference: _____ |
| Quantity: _____ Description: _____ Price: _____ | Quantity: _____ Description: _____ Price: _____ | Quantity: _____ Description: _____ Price: _____ | Quantity: _____ Description: _____ Price: _____ |



Due to limited production of our wines, selections shown above are not guaranteed and may change seasonally



JOIN OUR **FAMILY** TODAY

santé!



BOISSET
Collection

INDEPENDENT AMBASSADOR