

HOSTING A BOISSET TASTING EXPERIENCE



BOISSET
Collection

INDEPENDENT AMBASSADOR

THE REWARDS OF HOSTING

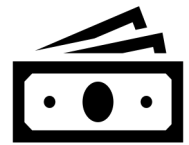
“THANK YOU”
GIFT BOTTLE
FOR THE HOST
TO KEEP
OFFERED FOR
JUST \$1



+



+



PRODUCT CREDIT
FOR THE HOST
TO SPEND ON
OUR WINES,
ACCESSORIES
& MORE!

DEEPLY DISCOUNTED
FIVE-BOTTLE “FLIGHT”
TO SAMPLE WITH GUESTS
(SERVES UP TO 15 PEOPLE)

REDEEM YOUR HOST REWARDS

The product credit you earn for hosting a tasting experience with a Boisset Ambassador can be applied toward any purchase through our ecommerce website, including enrollment in our Wine Society & JCB Collector memberships.

Limit of 2 Tasting Experiences per Event. | No additional discounts apply to Tasting Experiences.

*Host product credits can be applied to your next purchase - valid for up to 60 days.

The \$1 cost of “Thank You” bottles is required for compliance with federal alcohol regulations.



TIPS FOR HOSTS

BUILD A SOLID INVITATION LIST

As with any other group gathering, you can expect 30% of the people you invite to be able to attend. Be sure to use the thought-joggers in this planner to build your list and check out the sample invitation that you can personalize and send to your guests.

PERSONAL REMINDERS

Text or call your guests a day or two before your Tasting to remind them of the event - this lets people know you're excited to see them and really increases attendance.

SEATING

It's ideal to have all guests seated together at a table in one location - this can be inside our outside - weather permitting.

PREPARATION

Boisset tasting experiences are easy, relaxed, and fun because once you pick your deeply discounted flight, the drinks are taken care of! Your Ambassador will arrive 30 minutes early to set up and will guide the tasting. Afterwards, they will leave any remaining open wine with you and your guests to enjoy at your own pace.

We recommend serving water and simple foods that complement your wine flight to be sure your guests have the ultimate wine tasting experience, such as:

- One sharp aged cheddar - round up as this will be the most popular
- One soft, creamy cheese like Brie, Boursin, Camembert, Burrata...
- One hard cheese like Aged Gouda, Parmigiano Reggiano, aged Asiago...
- Plain crackers and/or sliced crusty bread, such as baguette
- Fresh berries (blueberries, grapes, apples, strawberries)
- Nuts or other crunchy salted snacks



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THOUGHT-JOGGERS

The following thought-joggers are meant to help **jump-start** your guest list!

START YOUR LIST WITH...

- Friends
- Family
- Neighbors
- Co-Workers
- Spouse's Friends
- Scroll through the address book in your phone
- Go through your social media sites like Facebook, LinkedIn, Twitter, and Instagram to be reminded of just how many people you have in your network to invite.

IDEAS FOR MORE PEOPLE YOU MAY WANT TO INVITE...

- Spouse's Co-Workers
- Business Owners
- Spouse's Relatives
- Hair Stylist
- Community Contacts
- Gym/Yoga/Fitness Friends
- Golf Club/Country Club Members
- Church Community
- Realtor
- Insurance Broker
- Interior Designer
- Kid's Teachers & School Office Staff
- Book Club Members
- Travelers Club Friends
- Alumni Associates
- Networking Contacts
- Rotary Members
- PTA Members



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SAMPLE INVITATION

Hi everyone,

I'd love to have you join me/us for a guided wine tasting experience, featuring 5 exclusive wines from the award-winning wineries of the Boisset Collection on [Date] at [Time]!

We will be tasting wines that are typically not available outside world-famous tasting rooms such as Raymond Vineyards in Napa Valley, Buena Vista Winery in Sonoma, and DeLoach Vineyards in Russian River Valley.

For a preview you can check out **My.BoissetCollection.com**.

If you like the wines, you will be able to order and have them shipped to your home or office within 1-2 days.

Please RSVP so I can reserve your glass!

We recommend sending a personalized invitation from one of the following websites along with a group Facebook post.

- Evite.com
- Paperlesspost.com



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