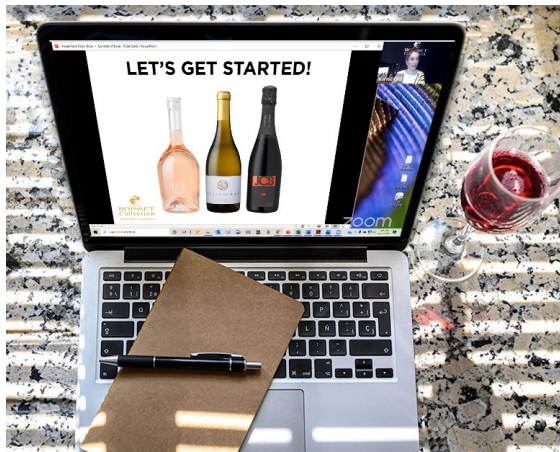


# VIRTUAL TASTING PLANNER



## HOSTING AN ONLINE TASTING EXPERIENCE

# REVEL IN THE REWARDS OF HOSTING

## RECEIVE PRODUCT CREDITS FOR YOUR NEXT PURCHASE ON ALL BOISSET TASTING EXPERIENCES!

Purchasing any Boisset Tasting Experience will earn you a product credit toward your next purchase of wine and more through our website! Product credit values vary for each Experience and are automatically applied to qualifying orders of at least twice their value (calculated on the subtotal before tax and shipping). These credits remain valid for 60 days after the initial flight purchase.



## PLUS LARGER 6-BOTTLE EXPERIENCES ALSO INCLUDE A SPECIAL GIFT BOTTLE FOR JUST \$1!

Our larger 6-bottle experiences can also be adapted to virtual tasting experiences format. These larger flights include a special “Thank You” bottle for you to enjoy for just one dollar.\* These wines are examples of our Custom Label option, which is available on select Boisset wines when ordered by the case, and each is also available for individual purchase.

### FLAT RATE SHIPPING: \$10 PER TASTING EXPERIENCE

Additional Orders:

1-6 Bottles: \$20

7-12 Bottles: \$25

Every Add'l 1-6 Bottles: \$10

Prices are for UPS Ground  
Additional Options Available  
Adult Signature Required Upon Delivery  
Temperature-Control  
Upgrades Available

### BOISSET COLLECTION STATES OF OPERATION

Boisset Collection Ambassadors is a division of Boisset Family Estates in Napa, CA. Currently our licensed wineries can ship wine to individuals in the following states:

AK, AL, AZ, CA, CO, DC, FL, GA, HI, IA, ID, IL, IN, KS, LA, MA, MD, ME, MI, MN, MO, MT, NC, ND, NE, NH, NM, NV, NY, OR, PA, SC, SD, TN, TX, VA, VT, WA, WI, WV, WY.

State-level legal restrictions prohibit the shipment of Tasting Experiences that include imported wines to the following states:

GA, IA, IL, IN, LA, MI, ME, MO, MT, VA, WV.

We apologize for any inconvenience this may cause.

FOR MORE DETAILS, VISIT OUR WEBSITE AT [MY.BOISSETCOLLECTION.COM](http://MY.BOISSETCOLLECTION.COM)

To book a Tasting Experience contact your Ambassador, call 855.233.5155 or email [fielddevelopment@boisset.com](mailto:fielddevelopment@boisset.com).

Limit of 2 Tasting Experiences per order.



# TIPS FOR HOSTS

## **BUILD A SOLID INVITATION LIST**

Virtual Tasting Experiences are so much fun, you'll want to invite all your friends! Choose your date 2-3 weeks in advance to allow time for shipping.

When deciding who to invite, the great part of hosting a wine tasting online is that you aren't limited to inviting people who live nearby. As long as an individual can receive their wines in one of Boisset's States of Operation (listed on previous page), they can join in the fun!

Every virtual event is different, but on average, you can expect roughly 10% to 20% of the people you invite to be able to attend your virtual tasting, since some people will have other plans on that day. To pull together a great invitation list, you can use the thought-joggers in this planner, as well as the sample invitation that you can personalize and send to your guests.

## **PREPARATION**

Boisset Virtual Tasting Experiences are easy, relaxed, and fun because once you pick your flight of wines, both the drinks for the whole group and the entertainment for your event are taken care of!

Your Ambassador will provide everything you need for your group to come together to connect, learn and laugh online. This will include:

- Confirmation emails with links to purchase wine flights, to connect with the online meeting platform. These will describe how to set up for and participate in your virtual tasting, and even recommend what types of snacks to have on hand for the best pairing experience.
- Personalized service in coordinating wine orders and making sure they arrive in time and in great condition for your event. Having a Boisset Ambassador is like having a personal shopper, event planner and expert speaker for your wine tasting event - all rolled into one!



**BOISSET**  
*Collection*

INDEPENDENT AMBASSADOR



# 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



**BOISSET**  
*Collection*

INDEPENDENT AMBASSADOR





# SAMPLE INVITATION

Hi everyone,

I'd love to have you join me/us for a guided "virtual" wine tasting experience, featuring a flight of 3 exceptional wines from the award-winning wineries of the Boisset Collection on [Date] at [Time]!

We will be coming together online to connect over glasses of the same wines, to learn a little and have a lot of fun! Our Boisset Ambassador [Ambassador's name] will be leading our guided tasting, giving us a taste of the wine country tasting room experience from the comfort of home! I'm excited to try these exclusive wines, that are normally only available for sampling at the wineries!

The flight we've chosen for our gathering is:  
[link to your flight provided by your Ambassador]

If you have any questions about the wines, how to participate or about shipping, feel free to reach out directly to our Ambassador [Ambassador's name] who can be reached at [Ambassador's contact info].

Please RSVP so we can get you your wines ASAP!

**We recommend sending a personalized email, or creating an electronic invitation from one of the following websites along with a group Facebook post.**

- Evite.com
- Paperlesspost.com



**BOISSET**  
*Collection*

INDEPENDENT AMBASSADOR