



BOISSET AMBASSADOR WINE TASTING CHECKLIST

ESSENTIAL MUST HAVES – These are needed for every tasting:

General:

- Wine glasses** (Enough for 1 per guest, including yourself)
- Pens** (Enough for 1 per guest for completing order forms)
- Wine opener** (1 per tasting)
- Your Boisset Ambassador Business Cards** (1 per guest)
- Confirmation that the necessary wines were delivered** and that sparkling, white and rosé wines are being chilled

Self-Printed Documents:

- Tasting Experience Menu/Order Form** (Enough for 1 per guest)
- Tasting Mat** (Where applicable – at least 1 per tasting)
- Tech Notes for Each Wine*** (1 for each wine, so min. 6 per tasting)
- Current Wine List** (At least 1 per tasting to show range, check prices)
- Current Experiences** (At least 1 per tasting to tempt potential hosts)

SUGGESTED OPTIONAL ADDITIONS - We recommend adding some of these where feasible, since they can do wonders to enhance your tasting and boost your credibility through the power of Boisset's beautiful branding:

Optional upgrades and additions to general items:

- Riedel wine glasses**
- Boisset branded pens**
- Boisset branded wine opener**
- Boisset branded mini presentation folders** (for menus, brochures...)
- Measured pourers** (for precision in pouring 1oz portions)

Self-Printed Documents:

- Custom Label Flyer** (sheet summarizing benefits of this great program)

Professionally Printed Documents:

- Guest Brochure** (booklet highlighting all Boisset has to offer)
- Gift Gallery** (gorgeous catalog showcasing gift ideas)
- Opportunity Brochure** (booklet summarizing Ambassador opportunity)
- Host a Tasting Postcard** (promotes hosting a tasting experience)
- Wine Society Postcard** (promotes the benefits of membership)

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BOISSET AMBASSADOR WINE TASTING DOCUMENTS

WHERE TO FIND THEM & HOW TO PRINT THEM:

Please note that you must first be signed into My.BoissetCollection.com in order to access some of the links below. Since many of these documents must be updated frequently, we recommend printing only enough for one event at a time.

SELF-PRINTED DOCUMENTS:

- **Tasting Experience Menu/Order Form**

Where to find it: Go to https://my.boissetcollection.com/products/catalogs/wine_flights

Select the appropriate Experience and click the “Tasting Menu” link found on that page.

NOTE - These links are up to date for the Tasting Experiences currently being offered in a given month. To access a previous month’s menus, log in and go to your Ambassador Dashboard, then click Resource Center and find them saved by date under “Menu Archive”.

How to print them: Print this 2-page document double-sided in color on standard 8.5x11” letter size paper and then slice in half using a paper slicer to yield two 5.5x8.5” menus per sheet of paper. Using heavier paper or light card stock is recommended, and affordable paper slicers are available online. (NOTE - You may need to specify “flip page along short edge” in print settings to ensure both sides print right-side up, so print a test page first.)

- **Tasting Mat** (for select Experiences only)

Where to find it: From the same Experience page selected above, click the “Tasting Mat” link found on that page. (NOTE - For our core flights only - Transatlantic and Custom Label Experiences will not have a “Tasting Mat” button or document.)

How to print them: These should be printed single-sided in color on 8.5x14” legal size paper. If you’d like to pass them around to guests, we suggest heavier paper or light card stock.

- **Tech Notes for Each Wine**

Where to find them: From the same Experience page selected above, click the link for each individual wine in turn. Once on the wine’s page, select the “Tech Notes” tab to find the printable pdf link near the bottom of that tab for each one.

How to print them: These can be printed in color on plain letter size paper.

- **Current Wine List**

Where to find it: From any of the wine pages or flight pages linked above, scroll up and click the “View Current Wine List” link in the main banner.

How to print them: This document should be printed in color and double-sided on plain letter size paper, collated and stapled.

- **Current Experiences**

Where to find it: Go to <https://my.boissetcollection.com/tasting> Click the “View Current Experiences” link in the main banner.

How to print them: This document should be printed in color and double-sided on plain letter size paper, collated and stapled.

- **Custom Label Flyer**

Where to find it: Go to <https://my.boissetcollection.com/shop/corporate-gifts> Scroll down to Custom Label Wine entry and click on the “About Custom Label ” link in the main banner.

How to print them: This 1 page document can be printed in color on plain letter size paper.

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BOISSET AMBASSADOR COLLATERAL & DISPLAY ITEMS

Bringing examples of Boisset’s beautiful branding to your tastings is a simple strategy that gets results!

Why? Showing tangible samples of our luxurious products builds instant credibility with guests and our gorgeous marketing pieces can also sell guests on Boisset services and help answer questions they may have. This is why we suggest setting up a Boisset display area at your tastings and bringing at least a couple copies of one of our professionally printed documents.

A display area doesn’t need to be complicated. If you’re just getting started, simply set up the bottles for the tasting in sequence along with a few support documents. As you gain experience, consider building yourself a display kit with items that convey Boisset’s unique look and feel, such as sample jeweled or etched wine bottles, jewelry items or a scented JCB candle – whatever speaks to you!

WHERE TO FIND THEM: Please note that you must first be signed into My.BoissetCollection.com in order to access some of the links below.

PROFESSIONALLY PRINTED DOCUMENTS (aka Collateral Marketing Materials):

Pre-printed packets of these documents are all available under “Business Supplies” at <https://my.boissetcollection.com/products/catalog/business-supplies-887>

- **Guest Brochure** - One booklet highlighting all Boisset has to offer
- **Gift Gallery** - Catalog showcasing gifting ideas & programs
- **Opportunity Brochure** - Booklet summarizing Ambassador opportunity
- **Host a Tasting Postcard** - Promotes hosting a tasting experience
- **Wine Society Postcard** - Promotes the benefits of our club membership

OTHER SUGGESTED DISPLAY & TASTING SUPPORT ITEMS:

You’ll find these items at <https://my.boissetcollection.com/products/catalog/business-supplies-887>

- **Jewelry kit** - A discounted JCB jewelry sampler for Ambassadors only
- **Boisset books** - Passion for Wine or The Alchemy of the Senses
- **Riedel wine glasses** - Crystal tasting glasses (incl. in some enrollment kits)
- **Measured pourers** - For precision in pouring 1oz portions
- **Boisset branded pens, wine openers, presentation folders, tablecloths...**

...AND DON’T FORGET THE APPEAL OF BEAUTIFUL WINE BOTTLES!

Our wines look fabulous! Some ideas for bottles to display that win people over include:

- **Etched bottles** - Samples of our custom or pre-etched gift bottles
- **Jeweled bottles** - Like Buena Vista “The Sheriff” or DeLoach “Estate”
- **Unique bottles** - Like JCB GALA Champagne or “Restrained” Red Blend

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