



Event Guide

ONE HOPE

Cheers

Congratulations on becoming a Cause Entrepreneur. As promised, we are here to help along the way and have created this guide so that you can have a successful event.

We have provided step-by-step instructions, so be sure to practice with a friend and don't be afraid to reference this guide during your tasting.

Most importantly, have FUN!



Event Goals

In a 90-minute tasting, you will have the opportunity to achieve a few simple goals:

- 01 SECURE LOYAL CUSTOMERS**
This event guide is designed to be used alongside our portfolio of award-winning wines. Focus on selling our Wine Club to retain a loyal customer base.
- 02 FIND POTENTIAL HOSTS**
Ideally, you should be able to identify 1-2 hosts for your future events. If you didn't have a chance to identify one, you can always follow up with individuals once they've placed their order.
- 03 IDENTIFY POTENTIAL TEAM MEMBERS**
You want to be selective, so finding one potential new CE per month is a good goal!

Pre-Event

01 PREP YOUR HOST FOR THEIR UPCOMING EVENT

Begin the "Host Prep Checklist" as soon as possible to give your hosts adequate time to prepare for a successful tasting!

EVENT TIPS

Confidence is key.

You already booked your event, so now show your host how **easy and fun** their wine tasting will be! Just follow this guide and you will do great.

Come prepared.

Everyone needs a Shimmer bottle on hand, so be sure to bring one. It will help you showcase gifting.

Don't forget extra brochures, pens, and order forms!

Watch our tutorial video.

Scan below to watch a tutorial video of an entire wine tasting event!



Host Prep Checklist



Quick Call

- Set up a 15 minute call with your Host as soon as you have received event confirmation.
- Go to **Events** in your **CE Back Office** and enter the event details, location, date.
- Ask the host to provide a description for the Charity + Image. (*Use this information to create an invite*)
- Select wine from the 2 curated tasting kits.
- If you have an Tasting Kit Credit, you may give it to the host. (Otherwise they will be charged for the kit)
- Remind them of the **Host Prep** details.



Guest List

- Encourage hosts to invite family, friends, co-workers and couples!
- A good group size is 6-12, but you can host up to 24 guests with our 6-Bottle Kit using 1 oz. pours.
- Encourage your host to invite as many guests as they can to raise the largest donation possible



Invite

- Provide your host with an email & text template located in your **Back Office**.
- The host should use these templates to invite their guests and include the event link.
- Help them edit as they see fit before sending to guests!



Quick Prep: Keep it Simple!

- Advise your host to keep it simple; we recommend your host provides a plate of cheese, crackers, and fruit, as well as 1 glass per anticipated guest.
- Make sure the host has the wine on location.
- Help your host drive attendance with reminders and follow up!



Host Your Event

- Arrive 15 minutes before event to help set up
- Bring a shimmer bottle to use as an example of gifting options
- Make sure whites and sparklings have been chilled (Give your host a call on your way)
- Review the event flow with the host and let your host know that they will be given the opportunity to share about their cause
- Take orders and encourage customers to take brochures home — *if they don't, collect them back.*

Event Agenda

02 YOUR EVENT IS FINALLY HERE!

We have developed a fun and immersive experience for you and your guests.

Here's how it will work:

1. You and your host have already chosen between the Award Winning 90+ or the Best Sellers, so you will pour through 6 wines total.

2. Follow the tasting order 01-06 using wines from their selected pack. Always start with sparkling to welcome your guests!

PRO TIP: Remember it's a tasting, so keep your pours small (2-3 ounces)

3. For each pour, you will be guided through prompts and words to say. You can use the "Quick Reference" on pages 13-14 for tasting notes and pairings.

During the tasting, we suggest following this agenda:

01. Welcome Toast and Introductions
02. Wine Education and How to Use the Guide
03. Share the ONEHOPE Story
04. Introduce Your Host and Their Nonprofit
05. Tell Guests Why You Are a Cause Entrepreneur
06. Introduce How Wine Club Works and Gifting
07. Explain the Benefits of Wine Club
08. Take Guest Orders and Connect with Potential Hosts/CEs



Welcome and Introductions

As guests arrive, introduce yourself and welcome them with a glass of sparkling, offer snacks, hand them a Wine Tasting Guide, and encourage them to mingle while others arrive.

SUGGESTED WORDS TO SAY:

"Hello and welcome. I'm so happy you're here! We'll get started soon, but may I interest you in a glass of sparkling wine?"

HAND OUT TASTING GUIDE + SAY:

"I'm going to hand you a Wine Tasting Guide so you can learn a little bit about ONEHOPE and some of the wines we'll be tasting today."

During this time, guests may still be arriving, so allow for people to mingle and get snacks while they sip on the first wine.

Once you feel it's a good time to get started, you can give a formal introduction.

SAY "Thank you all for coming. We're going to be tasting six wines today so I invite you to follow along in the Wine Tasting Guide if you want to read more about what I'm pouring. The most important thing is that a portion of sales tonight will be donated to [host]'s Cause of Choice, [charity]!"

Pro Tip: Mention the host's Cause of Choice.

Wine Education and How to Use the Guide

POUR 2ND WINE AND SAY: "Our host today has selected the [Award Winning 90+ or Best Sellers] pack, so if you turn to that section of your guide you will find all the details on the wines we'll be tasting."

SAY: "The second wine we're tasting is our [name on bottle]."

This is a good opportunity to provide a little bit of wine education.

Pro Tip: Choose from the Wine Education 101 icebreakers on page 17 (Structure of Wine OR the 5 S's) to describe how wine tasting works.

Have fun with it – you don't have to be an expert!

SAY: "Is anyone picking up certain tasting notes?"
Wait for responses and let guests engage.

SAY: "Speaking of wine education, has anyone been to a wine tasting before and does anyone belong to a wine club?"

"We have an amazing Wine Club that I'm going to be sharing more about later."

Pro Tip: This is where you can see who really loves wine and begin identifying which guests could be great future hosts or even teammates!



Share the ONEHOPE Story

POUR 3RD WINE AND SAY: "This is our third wine, [name on bottle]. Let's review the tasting notes in your guide."

Pro Tip: You don't have to memorize all the tasting notes, you can always have a guest read them or ask guests what notes they're picking up.

SAY: "While you're savoring this wine, I want to share a bit about the story of ONEHOPE!"

SAY: "ONEHOPE was started 15 years ago by a group of young entrepreneurs who had a passion for wine and were rooted in purpose. We donate 10% of all purchases to nonprofit organizations, and each customer can select their Cause of Choice to give back to. To date, ONEHOPE has reached over \$10 million in donations to over 40,000 nonprofits. We have helped built 3 schools, provided over 3 million meals, and funded over 30 wells. Additionally, our founders have built a state-of-the-art winery in the heart of Napa. It's gorgeous and I hope you all have the chance to visit someday! We only produce high-quality wines and work with some of the best winemakers in the industry. We have a portfolio of over 70 wines and have earned more than 100 awards, including 30 90+ ratings, meaning they are excellent quality."



Introduce Your Host and Their Nonprofit

Before you pour the 4th wine, introduce your host and allow them to share about their Cause of Choice.

SAY: "Before I pour the 4th wine, which is going to be our [name on bottle], I want you all to know that we were able to reach \$10M in donations to causes all around the world through people like your host. I wanted to give [host] a few minutes to share about what we're donating to tonight."

SAY: "[Host name], would you like to share about the nonprofit we are supporting?"

Pro tip: Allow your host to share their "why".
Pour 4th wine for your guests while your host shares about their cause.

SAY: "My job is to lead wine tastings and help a lot of people like [host] raise money while having fun. If you're interested in hosting wine tastings, I would love to talk to you!"

Allow guests to mingle while tasting their 4th wine.

Pro Tip: As guests mingle, continue identifying potential hosts or teammates. Look for people who love wine, belong to a wine club, and/or are active in their community and have experience in fundraising.



Tell Guests Why You Are A Cause Entrepreneur

While guests enjoy their 5th wine, prepare to share why you are a Cause Entrepreneur.

POUR 5TH WINE AND SAY: "We are moving into our 5th wine. What are your favorites so far?"

Pro Tip: Allow guests to share their thoughts on the wines. It's great to mention which wine is your favorite, too, and talk about which foods you like to pair it with.

SAY: "While you enjoy our [name on bottle], I want to share a bit about why I became a Cause Entrepreneur. I joined ONEHOPE because I love wine & I am proud to share our wines with others. More importantly, I was touched by the purpose of the company. About 100 million people drink wine each year, yet this is the only company that chose to give back with every single bottle."
[Option to share your personal story & your "why"]

"As a Cause Entrepreneur, I do 3 things:

1. I help people host wine tastings like this.
2. I mentor people who want to become Cause Entrepreneurs as well.
3. I introduce people to our amazing Wine Club."

"If you like wine, instead of purchasing it from the store down the street, you can purchase it from me and know that this each bottle you enjoy makes a difference."



Introduce How Wine Club Works and Gifting

POUR 6TH WINE AND SAY: "We are about to try the last wine of the tasting. This is our [name on bottle]. Let me tell you a little more about how our Wine Club works!"

1. You can choose either 6 or 12 bottles.
2. You can have them delivered every month, every other month, or every quarter.
3. The best part? For each shipment, you can either select from our curated packs, like you're trying now, or you can choose new wines to try with every single order. Remember that we have over 70 to choose from so you'll never be bored! We are the only wine club that allows for so much customization. I'll tell you more about the benefits of Wine Club in a moment."

Pro Tip: Highlight our Build Your Own option. Customers love the flexibility!

SAY: "I also wanted to mention our gifting options. They're great for any occasion and I always have a Shimmer bottle on hand for that last minute birthday gift or celebration. We also have several one-of-a-kind custom gifting offers. You can scan the QR code in your guide to see all our options!"

Pro Tip: Important! Always bring a shimmer bottle to show off when talking about gifting.

STEP
07

Explain the Benefits of Wine Club

Let guests know they can help themselves to refills of any remaining wines.

SAY: "While you enjoy these last sips of wine, I wanted to share some benefits of this amazing Wine Club."

SAY: "Like I mentioned earlier, we are the most flexible Wine Club around. You can choose your bottle quantity, delivery frequency, and swap out wines at any time."

SAY: "Now for those additional benefits! For a \$20 membership fee (which is what non-members would pay for shipping anyway), you unlock over \$500 in value of wine, gifts, and a winery experience when you remain a member for 4 shipments."

"Here's what you will enjoy:

1. Free shipping on all scheduled orders and on all other orders of \$99+.
2. You will receive 10% off 6+ bottles and 20% off 12+ bottles. As a reminder, this discount applies to anything you order, any time.
3. Now for all the goodies that you get! Your 2nd order comes with a free wine gift valued at \$40. Your 3rd order gives you a \$200 credit towards a tasting at our Napa Valley winery. You have 2 years to use this credit and make a trip to Napa, and trust me, it's worth it! Your 4th order comes with a free wine gift from our Iconic Collection valued at \$100.
4. As a reminder, each purchase gives back 10%. Today's purchase will go towards [host name]'s Cause of Choice and any future purchases can go to any cause you choose.
5. ONEHOPE also offers a Happiness Guarantee. If you don't like a wine, we'll replace it!"

Ask if guests have any questions. Once you answer questions, find a place to sit ask your host to pass out order forms.

Pro Tip: When you're ready to take orders, ask one guest to join you. Don't be shy!



ONE HOPE

WINE CLUB

RECEIVE \$500 VALUE IN WINE, EXPERIENCES, AND DISCOUNTS FOR \$20!

Buy more to save more with 10% off 6+ bottles or 20% off 12+ bottles. Wine Club members get FREE shipping and 5% reward points for any wine purchase. Plus, you can **Build You Own** packs for each shipment, choosing from any of our 70+ quality wines!

WINE CLUB BENEFITS

6+ Bottles	10% OFF
12+ Bottles	20% OFF
Lifetime Membership Fee	\$20
Shipping (on scheduled orders and \$99+ orders)	FREE
Rewards %	5%

ADDITIONAL WINE CLUB BENEFITS

5% Reward Points for Gifting and a la carte	ANYTIME
Shipping ON ALL SCHEDULED ORDERS + OTHER ORDERS OF \$99+	FREE
A la Carte Discount ON 1-11 BOTTLES	10% Off
A la Carte Discount ON 12+ BOTTLES	20% Off
Complimentary Reserve Wine ON 2ND SCHEDULED ORDER	\$40 Value
In-Person Winery Visit UNLOCKED ON 3RD SHIPMENT	\$200 Credit - Valid for 2 Years
Complimentary Iconic Wine ON 4TH SCHEDULED ORDER	\$100 Value
Happiness Guarantee	LOVE IT OR WE REPLACE IT
New & Small Production Wine Releases	EARLY ACCESS

THE ONLY WINE CLUB THAT ALLOWS YOU TO FULLY CUSTOMIZE YOUR SELECTIONS AND SHIPMENT SCHEDULE!



**\$200 CREDIT
TOWARDS A
WINERY EXPERIENCE
INCLUDED IN
3RD SHIPMENT!**



STEP

08

Take Guest's Orders

When you go to sit down and take orders, grab an engaged guest to bring with you to get the checkout process started. Remember to review the wine tasting tutorial video on how to check out.

First Step: BOOK

Pro Tip: Always ask your guest if they would like to host a tasting event. It's okay if they say "no." It's good practice and gives you the chance to follow up even if they are unsure in the moment.

SAY: "Before I take your order, I would love to help you host an event like this with your own friends and family. These wines are a \$180 value, plus you will receive 10% in rewards from event sales to use on your future wine purchases."

Pro Tip: Offer a Tasting Kit Credit for a worthy host. If yes, set a date as quickly as possible.

Maybe your guest isn't interested in hosting but would like to learn more about the CE opportunity. If so, jump to Step 3 before selling.

Second Step: SELL

Pro Tip: Always ask if they'd like to join Wine Club.

SAY: "Would you like me to answer any more questions about our Wine Club?"

If they're not interested, offer 10% off 6+ bottles.

SAY: "I can offer you a 10% off code for 6 or more bottles. You can choose wines you tasted today, or we can create a customized option for you! These wines are amazing for the holidays and can be given as gifts, too!"

Pro Tip: If someone doesn't want to fill out an order form, take their email and phone number and follow up with your event link to encourage them to order.

CHECKOUT PROCESS

quick guide

1. Always start by offering a host opportunity:

If yes: Get a date on the books and let them know you'll follow up with details.

If no: That's okay! Go to step 2.

2. Ask if they'd like to join Wine Club:

If yes: Great! Help them enroll and remind them about the free gifts.

If no: Offer your 10% off code for 6+ bottles. If they don't want to order at all, get their email and phone number, letting them know you'd like to send them offers in the future, and follow up with the event link the next day.

3. See if they're interested in becoming a CE:

If yes: Yay! Take down their information and follow up with them the next day.

If no: No problem. Let them know you appreciate them coming to your tasting!

Third Step: SPONSOR

If someone asks about becoming a Cause Entrepreneur, share the opportunity card with them, take down their details, and follow up immediately the next day.

SAY: "I think you'd make a great Cause Entrepreneur! I'll grab your number and we can set up a call to talk more about."

You don't have to focus on signing them up right then. Boost their confidence by telling them why you think they'd make a great CE and then make a plan to follow up.



Remember to review our wine tasting tutorial video for what to do during checkout!

QUICK REFERENCE

Award Winning 90+

Best Sellers



HERSTORY
Prosecco
Italy

TASTING NOTES
Notes of pear and green apple with light, fresh bubbles.

PAIRINGS
Pairs with fruit and cheese plate, seafood chowder, and lemon cake.

\$32 RETAIL | \$28.80 WINE CLUB



VINTNER
Pinot Noir
California

TASTING NOTES
Notes of rich and ripe raspberry, dark cherry, hint of cinnamon

PAIRINGS
truffle cheese, fajitas, grilled salmon, brownies



\$27 RETAIL | \$24.30 WINE CLUB



VINTNER
Sparkling Brut
California

TASTING NOTES
Notes of green apple, luscious pear, and tropical aromas

PAIRINGS
Pairs with fish & chips, lemon tart, melon salad, potato chips



\$27 RETAIL | \$24.30 WINE CLUB



VINTNER
Rosé
California

TASTING NOTES
Notes of watermelon, strawberry, bing cherries, and blood orange

PAIRINGS
baked ham, strawberry salad, grilled tomatoes, fresh herbs.

\$25 RETAIL | \$22.50 WINE CLUB



VINTNER
Chardonnay
California

TASTING NOTES
Notes of green apple, bright citrus, and vanilla.

PAIRINGS
Pairs with spiced squash, creamy cheeses, and fresh crab.

\$26 RETAIL | \$23.40 WINE CLUB



VINTNER
Red Blend
California

TASTING NOTES
Notes of cherry, raspberry, cocoa powder, and vanilla.

PAIRINGS
Arugula salad, grilled bacon burgers, BBQ ribs, and berry pie.

\$27 RETAIL | \$24.30 WINE CLUB



VINTNER
Sauvignon Blanc
California

TASTING NOTES
Notes of lime, lemon, guava, and star fruit

PAIRINGS
Pairs with citrus sorbet, oysters, grilled artichokes, and lemon pie.

\$25 RETAIL | \$22.50 WINE CLUB



RESERVE
Pinot Noir
Monterey County

TASTING NOTES
Notes of cherry and cranberry with hints of Sassafras and truffle.

PAIRINGS
Cheese and chutney, dark chocolate, lamb gyro.

\$40 RETAIL | \$36 WINE CLUB



HERSTORY
Rosato
Italy

TASTING NOTES
Bright with notes of rose petal, white strawberry, and cherry candy.

PAIRINGS
Pairs with watermelon jerky, prosciutto pizza, and lemon risotto.

\$28 RETAIL | \$25.20 WINE CLUB



RESERVE
Cabernet Sauvignon
Paso Robles

TASTING NOTES
Bold notes of dark cherry, dried herbs, and fresh vanilla beans

PAIRINGS
Walnuts, braised greens, blue cheese, stuffed flank steak



\$40 RETAIL | \$36 WINE CLUB



RESERVE
Chardonnay
Arroyo Seco

TASTING NOTES
Notes of of lemon, pineapple, sweet cream, and vanilla

PAIRINGS
Sage-butter halibut, toasted nuts, and roasted sweet potato.

\$35 RETAIL | \$31.50 WINE CLUB



VINTNER
Cabernet Sauvignon
California

TASTING NOTES
Notes of dark berries, toffee, and hints of vanilla

PAIRINGS
Truffle cheese, fajitas, grilled salmon, and brownies.

\$28 RETAIL | \$25.20 WINE CLUB



Select Favorites

Pro Tip: Remember that we have over 70 wines in our portfolio. These are additional wines that are not included in the Wine Tasting Guide for your guests, so if your guests want additional wine recommendations (high-end reds, sweet wines, sparklings) you can refer to this section to make suggestions.



VINTNER
Pinot Grigio
California

TASTING PROFILE
Bright and fresh, this Pinot Grigio is anything but boring. Lively with a touch of minerality and fresh stone fruit.
\$25 RETAIL | \$22.50 WINE CLUB



SPARKLING
Natural Almond
California

TASTING PROFILE
Lively with a touch of minerality and fresh stone fruit. Juicy and fresh with intense fruit and clean crisp finish.
\$30 RETAIL | \$27 WINE CLUB



SPARKLING
Moscato
California

TASTING PROFILE
Enticing citrus blossom & juicy white peach aromas. Playful & effervescent lemon drop candy and mandarin.
\$30 RETAIL | \$27 WINE CLUB



SHIMMER
Sparkling Brut Rosé
California

TASTING PROFILE
Flavors of pomegranate and pink lady apple meet whimsical notes of all things floral in this effervescent sparkling Rosé.
\$49 RETAIL | \$44.10 WINE CLUB



HOSPITALITY
Red Blend
California

TASTING PROFILE
Beautiful complexity with a silky finish. Delightful notes of ripe raspberry and cocoa aromas with hints of clove and allspice.
\$32 RETAIL | \$28.80 WINE CLUB



RESERVE
Cabernet Sauvignon
Napa Valley

TASTING PROFILE
Full-bodied boasting chocolate nuances and decadence with aromas of forest berries and wild violets.
\$85 RETAIL | \$76.50 WINE CLUB



HERSTORY
Primitivo
Italy

TASTING PROFILE
Notes of violet, sweet oak, dark cherry, and mocha with balanced tannins and a long finish with hints of cinnamon.
\$40 RETAIL | \$36 WINE CLUB



RESERVE
Cabernet Sauvignon
Oakville

TASTING PROFILE
Oakville is a viticulture treasure. Aged for 20 months in new French Oak. Bold flavors of red currant and blackberry.
\$200 RETAIL | \$180 WINE CLUB

Wine Education 101

The Four Pillars of Wine Structure

- **SWEETNESS**
TASTE ON THE TIP OF YOUR TONGUE
Sweetness in wine comes from the residual sugar that remains after fermentation. This sugar enhances the fruit flavors and the overall perception of the wine.
- **TANNINS**
TASTE THIS IN THE BACK OF YOUR CHEEKS
Tannins are naturally occurring compounds found in the skins, seeds, and stems of grapes. They create a drying sensation, mostly toward the back of your cheeks.
- **ACIDITY**
FEEL THIS IN YOUR THROAT
Refers to the fresh, tart and sour attributes of the wine which are evaluated in relation to how well the acidity balances out the sweetness and bitter components of the wine (such as tannins).
- **ALCOHOL**
FEEL THIS IN YOUR CHEST AT THE FINISH
Alcohol is produced during fermentation when yeast converts sugars into alcohol and carbon dioxide. You'll feel the warmth or heat of alcohol in your chest as you drink.

The Five S's

Fully engage your senses and appreciate the complexities of every glass by engaging in the Five S's



SIGHT
Tip the glass in front of the light. Check for clarity. Saturation = Flavor

SWIRL
Aerate the wine, allowing oxygen to mix with the wine, which releases its aromas and flavors.



SMELL
Detect the various aromas in the wine, which can range from fruits and spices to earthy and floral notes.

SIP
Taste the wine and assess its flavors, body, and texture.







SAVOR
Reflect on your overall impression of the wine. Did you enjoy it? What stood out to you the most?





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