



ONE HOPE

# EVENT GUIDE



*Cheers!*

Welcome! This guide provides everything you need to set up 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!



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# Event Goals

## 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.

## DISCOVER FUTURE HOSTS

Aim to identify 1-2 hosts for your future events by offering a wine tasting experience to all of your guests at checkout. If you didn't manage to identify one, then follow up with individuals after they've placed their order.

## FIND POTENTIAL TEAMMATES

Sharing wine is fun! Don't be surprised if an attendee shows interest in your role as a Wine Rep. Share with your guests that they can do what you do. At checkout, identify those who show interest and be prepared to have a few conversations as you work towards welcoming a new team member.



# Pre-Event Tips

## PREP YOUR HOST

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

## CONFIDENCE IS KEY

You've already booked your event, so now it's time to show your host how easy and fun their wine tasting can be! Just follow this guide, and you're sure to do great.

## COME PREPARED

The Tasting Kit will include everything you need to run your event. However, having a few extra guides, order forms, pens and your wine opener on hand can be helpful. Additionally, having a Shimmer bottle is great for showcasing our unique gifting options!

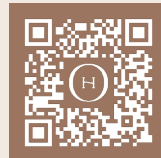
## HAVE FUN WITH IT

This guide includes recommendations for fun experiences you can share with your guests (e.g. wine education, fun facts and trivia, food pairings). You do not have to incorporate all of them, but try selecting 1-2 you would like to share based on your group's energy during the tasting.

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Add your contact information to the Wine Tasting Guides that you'll hand to guests. You can find sticker templates in the Back Office.

Scan the QR code below to watch a tutorial and walk-through of an entire wine tasting event!



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# Host Prep Checklist

## HAVE A QUICK CALL

- Set up a 15 minute call with your host as soon as you've confirmed the event.
- Go to Events in your Back Office and enter the event details, location, date.
- Ask the host to provide a description and image for their charity of choice. (Use this information to create an invite)
- Select your wines from the 2 curated tasting kits. If you have a Tasting Kit Credit, you may give it to the host. (Otherwise you can offer your host our \$49 Tasting Kit)

## MAKE A GUEST LIST

- Encourage your host to invite as many guests as they can to raise the largest donation possible, including their friends, family, co-workers, neighbors, etc.
- A good group size is 6-12, but you can host up to 20 guests with a 6-bottle tasting kit using 1 oz. pours.

## SEND OUT DIGITAL INVITATIONS

- Provide your host with editable invitation templates located in your Back Office.
- Help your host use these templates to invite their guests, and remember to include the event link on the invite.

## HELP YOUR HOST PREP

- 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.
- Ask the host to have a few items on hand to enhance the experience of pairing wine with food. Use these three items: chocolate, cheese, and pickles (*optional*).
- Make sure the host has the wine on location.
- Help your host drive attendance with reminders and follow up!

## IT'S EVENT TIME!

- Arrive 15 minutes before event to help set up.
- Bring a Shimmer bottle to use as an example of gifting options.
- Remind your host to chill the white, rosé, and sparkling wines.
- Let your host know that they will be given the opportunity to share about their cause.
- Add 1 order form into your guests' Wine Tasting Guides. Encourage guests to take their guide home, as these will have your contact information on them. (Don't forget to collect any extras for future use.)

# Event Overview

## *and Suggested Agenda*

Your tasting event is finally here! We hope you and your guests have a fun and meaningful experience.

### HERE'S HOW IT WORKS

– Follow steps 1-6 in this guide to showcase your selected Tasting Kit.

Always start with Sparkling to welcome your guests.

(Remember it's a tasting, so keep your pours small 1-2 ounces.)

– Follow steps 7-8 to introduce our Wine Club and go through the checkout process.

– For the first 6 steps, you will showcase the bottle and pour the wine for your guests. Reference the label or this guide for the tasting notes and flavor profiles. Share a bit about the wine before you engage guests with additional talking points.

## SUGGESTED EVENT AGENDA

- 1 Welcome Toast & Introductions
- 2 Share the ONEHOPE Story & Why You're a Wine Rep
- 3 Provide Basic Wine Education
- 4 Introduce the Host's Cause
- 5 Introduce Shimmer & Gifting
- 6 Introduce Field to Table (Pairing Experience Optional)
- 7 Introduce Wine Club
- 8 Take Orders & Connect with Guests



## WELCOME TOAST AND INTRODUCTIONS

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

Once everyone has arrived and has a glass of sparkling wine in hand, you can give a formal introduction!

### WORDS TO SAY:

- Thank you all for coming! I'm so happy you're here. I'm excited to guide you through a tasting of 6 delicious wines today.
- This first wine is our [Prosecco or Vintner Brut], with notes of [read a few tastings notes from page 17 or 19 in your guide].
- I invite you to follow along in your Wine Tasting Guide (pages 10 or 12) if you want to read more about each wine's profile.
- The most important thing is that a portion of sales from today's event will benefit [Host]'s cause of choice, [charity]!



## SHARE THE ONEHOPE STORY AND WHY YOU'RE A WINE REP

Pour the second wine and share its tasting profile. Then, share about the ONEHOPE story and why you became a Wine Rep.

### SUGGESTED TALKING POINTS:

- ONEHOPE started in 2007 by a group of young wine entrepreneurs who wanted to share wine that made an impact all year.
- 10% of all purchases go to nonprofit organizations of the customer's choosing.
- To date, ONEHOPE has donated close to \$11 million to more than 40,000 nonprofit organizations locally and world-wide.
- ONEHOPE is dedicated to making top quality wines. Our head winemaker is Isadora Frias and she is supported by Rob Mondavi Jr. and Phillippe Melka.
- ONEHOPE's flagship property and state-of-the-art winery is located in Rutherford, in Napa Valley.
- Our portfolio of wines has won more than 100 awards, including over twenty 90+ ratings.

After sharing the ONEHOPE story, it's the perfect opportunity to tell guests why you're a Wine Rep.

### WORDS TO SAY:

- I joined ONEHOPE because I love wine and 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.
- If you're going to drink wine, why not opt for a wine that gives back?!
- As a Wine Rep, I do three things:
  1. Help people host wine tastings like this
  2. Mentor people who want to become Wine Reps just like me
  3. Introduce people to our amazing wines!

### PRO TIP:

Use our wine trivia and fun facts from pages 24-25 of this Event Guide throughout your tasting to engage guests! It's the perfect time to mention fact #1 about "drinking to one's health" with this second pour.

You can also keep guests engaged by asking them to read the profile and tasting notes (from pages 10-13 of their Wine Tasting Guide) while you pour the next wine.





## PROVIDE WINE EDUCATION

Pour the third wine and share the tasting notes. This is a great chance to provide basic wine education. Have fun and **remember that you don't need to be an expert!**

For your wine education, refer to the Wine Tasting Toolkit on page 22 of this guide.

### SUGGESTED TALKING POINTS:

- Ask guests to turn to page 16 of their Wine Tasting guide.
- Explain how winemakers strive to create great wines by balancing the 5 pillars of wine structure (aroma, sweetness, acidity, tannins, alcohol).
- Share how you taste wine using the 5 S's (see, swirl, smell, sip, savor).

#### PRO TIP:

Ask guests if they have been to a wine tasting before and if they belong to a wine club. This is a great chance to identify who loves wine and could be a potential Wine Club member, host, or fellow Wine Rep.



## SHARE ABOUT THE HOST'S CAUSE OF CHOICE

Before you pour the fourth wine, briefly explain its flavor profile, then invite your host to share about their Cause of Choice. Pour the fourth wine for your guests while your host shares about their charity.

### WORDS TO SAY:

- ONEHOPE has been able to reach nearly \$11 million in donations thanks to hosts like [Host name] and tastings like this.
- *This* is what makes ONEHOPE so special.
- [Host name], would you like to share about your cause of choice and why it matters to you?
- If anyone is interested in hosting a wine tasting, I would love to talk to you!

#### PRO TIP:

If time allows, this is a great time to engage guests with the wine trivia quiz (page 24) or share a few more fun facts (page 25).



STEP 5  
5



## INTRODUCE SHIMMER AND GIFTING

Pour the fifth wine and share about its flavor profile, then transition to discuss our Shimmer bottles and gifting options! Remember to bring a Shimmer bottle to display if you have one.

### WORDS TO SAY:

- Please direct your attention to page 8-9 of your Wine Tasting Guide to see some of our amazing gifting options!
- We have Shimmer bottles for every occasion, including holidays, birthdays, and other celebrations.
- You can even custom-etch them with your own design or message!
- Gold and silver shimmer are a Sparkling Brut, and pink is a Sparkling Rosé.
- We are the *only* wine company that sells shimmered bottles!

If someone is interested in placing a custom Shimmer or gifting order, take down their info and follow up after the tasting. Contact [gifting@onehopewine.com](mailto:gifting@onehopewine.com) to get started.



STEP 6  
6



## INTRODUCE FIELD TO TABLE PAIRING EXPERIENCE

Think of the sixth wine as your grand finale. Spend some time on the experience of this bottle before you talk about our Wine Club.

### SUGGESTED TALKING POINTS:

- This is our *new* Field to Table Red Blend.
- This blend is made from 3 main grape varieties, sourced from 3 Central Coast regions. The beautiful label is a tribute to this.
- Turn to page 14 of your Wine Tasting Guide to read more about it!
- This blend is very unique as we used mostly Pinot Noir to create a medium-bodied blend, with the addition of Cabernet Sauvignon and Petit Verdot.
- **What makes this wine extra special is that the QR code unlocks a digital cookbook**, boasting seasonal recipes developed by ONEHOPE chefs that will change every season. Let guests scan the QR code to get a preview.
- Each recipe is paired with a ONEHOPE wine.

### PRO TIP:

If you and your host prepared the ingredients, share the Wine & Food Pairing Experience (page 23) with guests.



## INTRODUCE WINE CLUB

As your guests are still engaged with the Red Blend, this is a great time to introduce our amazing Wine Club.

### SUGGESTED TALKING POINTS

- I hope you've enjoyed learning about ONEHOPE, tasting our wines, and acquiring some new wine knowledge!
- Please write down your favorite wines on the order form I put in your Wine Tasting Guide.
- Remember that every purchase will contribute 10% to [Host]'s Cause of Choice!



### WORDS TO SAY: (WINE CLUB)

- If you enjoy drinking 2 bottles a month, our Wine Club offers the best savings!
  - Turn to pages 6-7 in your guide for more info.
  - The best part of Wine Club is that you get FREE shipping on all of your wine orders!
  - Plus, you get 10-20% discounts off of all orders if you join 6- or 12-bottle Wine Club.
- We're the only Wine Club that allows you to fully customize your wine selections, shipment schedule, and delivery dates.
  - A \$20 membership fee (which is the normal cost of shipping) unlocks free gifts and experiences worth over \$500!
  - If these savings don't interest you, let's chat at checkout and I can still help you order 6 bottles to get a special one-time offer.



## GUIDE TO THE CHECKOUT PROCESS

Grab an interested guest to take with you to get the checkout process started. Remember to review the wine tasting tutorial video on how to check out and wrap up your event.

### 1. SELL

As you check people out, remind guests of the Wine Club benefits in more detail, then offer your SAVE10 code if needed.

#### OFFER WINE CLUB FIRST

Remind them of the Wine Club benefits you shared earlier, and use the information on the next page of this guide to explain more about the free gifts they'll receive on their 2nd, 3rd, and 4th shipments.

- **If yes:** Help your guest build their shipment! They can order the wines they tasted today, or you can help them customize by suggesting some of our other featured wines on page 21.
- **If no:** Offer them 10% off (at your discretion).

#### OFFER 10% OFF 6+ BOTTLES

If they don't want to join the Wine Club, encourage them to buy 6 bottles and offer the code SAVE10 (at your discretion) to get 10% off their first order.

- **If yes:** Help them select their wines! Always ask if they want to include any Shimmer bottles.
- **If no:** Ask if they want to buy a few bottles to give as gifts.

### 2. BOOK

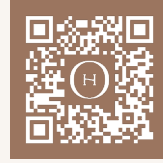
After you've taken a guest's order, it's best to always ask if they would like to host a tasting event. Your new Wine Club members might make perfect hosts.

- **If yes:** Great! Set a date as quickly as possible and let them know you'll follow up.
- **If maybe:** Follow up with them after the event.

### 3. SPONSOR

There's a good chance you'll have a few guests that love fundraising and wine, so be sure to share an Opportunity Card with them let them know you'll follow up with them soon. Remember to always ask your host about becoming a Wine Rep, too!

- **If yes:** Yay! Take down their information and follow up with them the next day to answer any questions they may have. Nice work!
- **If no:** No problem, let them know you appreciate them coming to your tasting!



## TASTING EVENT TUTORIAL VIDEO

Remember to review the checkout section of our tasting event tutorial video for more tips and instructions by scanning the QR code above.

*Congrats on  
a successful  
tasting event!*



UNLOCK  
\$500 IN WINE,  
EXPERIENCES  
& DISCOUNTS  
FOR \$20!

# ONE HOPE WINE CLUB

## HOW IT WORKS

1

### CHOOSE YOUR WINES

Choose 6 or 12 bottles.  
Select a **curated pack** or  
**build your own** from our  
portfolio of quality wines!

2

### CHOOSE YOUR FREQUENCY

Set your shipment  
**schedule for every 1, 2, or  
3 months**, depending on  
your needs.

3

### ENJOY THE FLEXIBILITY

We're the only Wine  
Club that allows you to  
**change your shipment  
date** and **swap out any  
wine**, any time!

## WINE CLUB BENEFITS

Discount on ALL Orders	10% OFF
Discount on Any 12+ Bottles	20% OFF
Lifetime Membership Fee	\$20
Shipping <i>(on all shipments and orders of \$99+)</i>	FREE
Get Reward Points on Every Order	5% OF PURCHASE
Donation to <i>Your</i> Cause of Choice on Every Order	10% OF PURCHASE
FREE Reserve Wine <i>(included in 2nd Wine Club shipment)</i>	\$40 VALUE
In-Person Winery Experience <i>(unlocked on 3rd shipment)</i>	\$200 CREDIT
FREE Iconic Wine <i>(included in 4th Wine Club shipment)</i>	\$100 VALUE

**HAPPINESS GUARANTEE: IF YOU DON'T LOVE A WINE, WE'LL REPLACE IT!**

With ONEHOPE Wine Club, you'll unlock \$500 worth of wine, experiences, and discounts for only \$20! Plus, you can fully customize your wine selections and shipment schedule to fit your preferences and lifestyle.

We recommend starting off with one of our curated packs below, and you can swap any varietals you want with wines from our amazing portfolio.



~~\$192~~  
**\$172.80**

### AWARD WINNING 90+

A variety of award-winning California and Italian wines. Includes more reds and some of our latest releases in addition to 90+ rated.



~~\$187~~  
**\$168.30**

### BEST SELLERS

A beautifully curated selection of mostly whites with 90+ award winning wines from California's finest growing regions.

### ENJOY THE PERKS!

**2ND SHIPMENT (\$40 VALUE)**  
Reserve Paso Robles Cabernet Sauvignon

**3RD SHIPMENT (\$200 VALUE)**  
\$200 ONEHOPE Winery Credit

**4TH SHIPMENT (\$100 VALUE)**  
Iconic Catalunya Esperanza Red Wine



# AWARD WINNING 90+

## Tasting Kit

\$192  
\$172.80



HERSTORY

## Prosecco

Italy

### PROFILE

Off-dry, balanced, and fruity Italian Prosecco made from Glera grapes

### TASTING NOTES

Notes of pear and green apple with light, fresh bubbles

### PAIRINGS

Fruit & cheese plates, seafood chowder, and lemon cake

\$32 RETAIL | \$28.80 WINE CLUB



AWARD WINNING  
94  
POINTS

VINTNER

## Chardonnay

California

### PROFILE

Rich and viscous palate with a lasting finish like merengue

### TASTING NOTES

Notes of green apple, bright citrus, and vanilla

### PAIRINGS

Creamy cheeses, fresh crab, spiced squash, and macaroons

\$27 RETAIL | \$24.30 WINE CLUB





As you pour each wine, showcase the bottle, read the varietal and collection (e.g. "This is the Chardonnay from our Vintner Collection"), then share some of the information in this section, such as the wine profile, tasting notes, and pairing suggestions. If a wine has an 90+ rating, make sure to mention to mention the award.



VINTNER  
**Rosé**

California

**PROFILE**

Dry and crisp Rosé of Grenache and Sirah with a rich strawberry backbone

**TASTING NOTES**

Notes of watermelon, strawberry, Bing cherry, and blood orange

**PAIRINGS**

Baked ham, strawberry salad, grilled tomatoes, and fresh herbs

**\$26 RETAIL | \$23.40 WINE CLUB**



VINTNER  
**Red Blend**

California

**PROFILE**

Bold, complex, and off-dry blend of Cabernet, Merlot, and Zinfandel

**TASTING NOTES**

Notes of cherry, raspberry, cocoa powder, and vanilla

**PAIRINGS**

Grilled bacon burgers, arugula salad, BBQ ribs, and berry pie

**\$29 RETAIL | \$26.10 WINE CLUB**



RESERVE  
**Cabernet Sauvignon**

Paso Robles, California

**PROFILE**

Dry and densely structured Cab, layered with complex aromas

**TASTING NOTES**

Bold notes of dark cherry, dried herbs, and fresh vanilla bean

**PAIRINGS**

Braised greens, blue cheese stuffed flank steak, and rosemary cake

**\$40 RETAIL | \$36 WINE CLUB**



RESERVE  
**Red Blend**

Central Coast, California

**PROFILE**

Smooth and balanced blend of Pinot Noir, Cabernet, and Petit Verdot

**TASTING NOTES**

Notes of dark cherry, oak, spices, leather, and dried rose petals

**PAIRINGS**

Cheese & nut board, mushroom sausage soup, and squash risotto

**\$38 RETAIL | \$34.20 WINE CLUB**



# BEST SELLERS

## Tasting Kit

\$187  
\$168.30



AWARD WINNING  
90  
POINTS

VINTNER

## Sparkling Brut

California

### PROFILE

Bright and crisp, made from a blend of Chardonnay and Moscato grapes

### TASTING NOTES

Notes of green apple, luscious pear, and tropical aromas

### PAIRINGS

Fish & chips, lemon tart, melon salad, and potato chips

\$29 RETAIL | \$26.10 WINE CLUB



VINTNER

## Sauvignon Blanc

California

### PROFILE

Dry and delightfully tangy and fresh with citrus-forward flavors

### TASTING NOTES

Notes of lime, lemon, guava, and star fruit

### PAIRINGS

Citrus sorbet, oysters, grilled artichokes, and lemon pie

\$26 RETAIL | \$23.40 WINE CLUB



As you pour each wine, showcase the bottle, read the varietal and collection (e.g. "This is the Rosé from our Herstory Collection"), then share some of the information in this section, such as the wine profile, tasting notes, and pairing suggestions. If a wine has an 90+ rating, make sure to mention to mention the award.

RESERVE

## Chardonnay

*Arroyo Seco, California*

### PROFILE

A crisp, medium-bodied, and complex Chardonnay with higher acidity

### TASTING NOTES

Notes of lemon, pineapple, sweet cream, and vanilla

### PAIRINGS

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

**\$36 RETAIL | \$32.40 WINE CLUB**



HERSTORY

## Rosato

*Italy*

### PROFILE

Medium-bodied Italian Rosé with a touch of sweetness and soft acidity

### TASTING NOTES

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

### PAIRINGS

Pairs with watermelon jerky, prosciutto pizza, and lemon risotto

**\$29 RETAIL | \$26.10 WINE CLUB**



AWARD WINNING  
93  
POINTS

VINTNER

## Cabernet Sauvignon

*California*

### PROFILE

Off-dry, medium-bodies Cab that is bold and balanced

### TASTING NOTES

Notes of dark berries, toffee, and hints of vanilla.

### PAIRINGS

Blue cheese, roasted beets, beef filet, and baklava

**\$29 RETAIL | \$26.10 WINE CLUB**



NEW! NEW!  
NEW! NEW!

RESERVE

## Red Blend

*Central Coast, California*

### PROFILE

Smooth and balanced blend of Pinot Noir, Cabernet, and Petit Verdot

### TASTING NOTES

Notes of dark cherry, oak, spices, leather, and dried rose petals

### PAIRINGS

Cheese & nut board, mushroom sausage soup, and squash risotto

**\$38 RETAIL | \$34.20 WINE CLUB**



# Select Favorites

Keep in mind, our portfolio includes many selections not featured in the Wine Tasting Guide. Should your guests seek recommendations for additional types of wine (such as high-end reds, sweet whites, or sparklings), you can consult this section to offer suggestions. Don't forget to offer Shimmer bottles!





VINTNER

# Pinot Grigio

California

## PROFILE

Lively and bright with a touch of minerality and juicy stone fruit with a crisp finish

\$26 RETAIL | \$23.40 WINE CLUB



RESERVE

# Chardonnay

Russian River, California

## PROFILE

Toasted and nutty with bright acidity. 100% barrel fermented in 20% new French barrels

\$60 RETAIL | \$54 WINE CLUB



SPARKLING

# Natural Almond

California

## PROFILE

Decadently bubbly, aromatic, and sweet with notes of toasted almond

\$30 RETAIL | \$27 WINE CLUB



RESERVE

# Pinot Noir

Russian River, California

## PROFILE

True to the cool climate of the Russian River, the mouthfeel is velvety in texture with a soft finish

\$65 RETAIL | \$58.50 WINE CLUB



SPARKLING

# Moscato

California

## PROFILE

Sweet and enticing citrus blossom, juicy aromas, and a playful effervescence

\$30 RETAIL | \$27 WINE CLUB



ICONIC

# Cabernet Sauvignon

Napa Valley

Aged for 20 months in French oak, this full-bodied, dry red has notes of cranberry and rhubarb

*Produced in collaboration with Longevity Wines to support the AAAP.*

\$65 RETAIL | \$58.50 WINE CLUB



VINTNER

# Pinot Noir

California

## PROFILE

A true testament to the Pinot Noir varietal with silky and fine tannins

\$28 RETAIL | \$25.20 WINE CLUB



RESERVE

# Cabernet Sauvignon

Napa Valley

## PROFILE

Full-bodied and textured with aromas of forest berries and chocolate nuance

\$85 RETAIL | \$76.50 WINE CLUB

# Wine Tasting Toolkit

## The 5 Pillars of Wine Structure

### AROMA:

The smells in the nose and mouth after you sip. Aromas are volatile components that arise from your glass when you swirl it. Think of perfume.

### SWEETNESS:

Comes from the residual sugar remaining in the wine after the grape juice is fermented. It helps enlarge the structure of the wine and melows the acidity when needed. Think of desserts.

### ACIDITY:

The fresh, tart, and sour attributes of the wine. The amount of acidity depends on the grape varietal and when the grapes are harvested. Think of a lime slice.

### TANNINS:

Originate from the skins, seeds, and stems of the grapes, as well as from barrel aging. Tannins create a drying sensation in the mouth. Think of green bananas or persimmons.

### ALCOHOL:

The product of the fermentation of grape sugar by yeast. It gives the heat sensation in your throat and part of the bitterness in the tongue. Think of a shot of tequila.

Here are some tools to approach wine education with your guests! The 5 "S's" encourage guests to engage with their senses, and the 5 pillars of a wine's structure help guests understand that balancing each pillar is what makes an incredible wine.

## The 5 S's of Wine Tasting

### SEE

Tip the glass to examine the wine's color and clarity. Saturation = flavor.



### SWIRL

Swirl your glass to aerate the wine, allowing oxygen to mix with the wine, releasing 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 flavor, body, and texture.



### SAVOR

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

# Wine & Food Pairing Experience

If time permits and your host is willing to provide a few ingredients, you can share this experience with guests when you introduce the Central Coast Red Blend in step 6!

First, read the information on complimentary vs. congruent pairings, then have your guests have a bite of cheese, chocolate, or pickles, each followed by a sip of wine. Engage with guests by asking how the different foods affect the taste of the wine.

When pairing food and wine, creating synergy is the ultimate objective. There are various ways to approach pairings, but they should always fall within one of these two categories:

**CONGRUENT:** Creates balance by enhancing shared flavor compounds. For example, pairing a sweet wines with desserts can lessen the sweetness on the palate.

**COMPLIMENTARY:** Creates balance by contrasting opposing flavors and tastes. For example, pairing red wine with fatty red meat like steak balances out the meat's fat with the wine's tannins.

## **CHEESE - COMPLIMENTARY**

*(Good pairing for Central Coast Red Blend)*

The fat in the cheese tends to coat the palate, limiting the taste perception for whatever is consumed next. A high-tannin red wine, however, helps diminish the fat, cleansing the palate and restoring flavor sensitivity.

## **CHOCOLATE - CONGRUENT**

*(OK pairing for Central Coast Red Blend)*

This wine would pair well with a dark or semi-sweet chocolate, but it's always best to pair sweet foods with sweet wines. If the food is sweeter than the wine, it can deemphasize the wine's fruit flavors, making it seem dull or even bitter. Pairing a sweet dessert with a sweeter wine can improve the effects on your palate.

## **PICKLES - NEITHER**

*(Bad pairing for Central Coast Red Blend)*

The acidity coming from the vinegar can overpower the acid of the wine and makes it feel dull and battles the tannins. High acid foods are usually better paired with light, crisp wines, like our Sparkling Brut and Sauvignon Blanc.

# Wine Facts & Trivia

A great way to create energy at your wine tastings is to share fun facts and trivia about wine. We suggest playing a game of wine trivia during Step #4, after the host shares their Cause of Choice. Ask your guests to write down their answers or shout them out. You can even tie it to a prize!

**Q:** Which country is the “birthplace of wine” ?

**A:** Georgia

**Q:** Who is the world’s leading cork producer:

**A:** Portugal

**Q:** What is the most widely planted grape in the world?

**A:** Cabernet Sauvignon, with more than 700,000 acres worldwide

**Q:** About how many grapes equal one standard bottle of wine?

**A:** 200 grapes

**Q:** Where was the oldest wine cellar discovered?

**A:** The Titanic. When divers went down to the wreckage, surprisingly most of the bottles were still intact.

**Q:** How much was the most expensive bottle ever sold?

**A:** A 1945 Burgundy sold for \$558,000 at Sotheby’s auction in New York in 2015.

*Wine Trivia  
Quiz*



Add your own trivia questions to keep your wine tastings fun for your guests!

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## Fun Facts About Wine

1 | In ancient Greece, the host of dinner would take the first sip of wine to assure that the wine served to guests wasn't poisoned. The act of courtesy was where the phrase "drinking to one's health" originated.

2 | There is a winery in every state in the USA.



3 | Centuries ago, people would drink wine to quench their thirst instead of water. Water wasn't always clean and safe to drink, but the natural fermentation that occurs when wine is made can kill germs caused by typhi (salmonella) and cholera.

4 | Screw caps on wine bottles were first popularized in Australia and New Zealand. They were made simply for the convenience, and they in no way affect quality of the wine.





*Cheers!*







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