

MAY AT A GLANCE



BEHIND THE VINES

BOOK

Fill your calendar with wine tastings to help you network to find new customers AND Teammates!

We will kick off May with our ONE Weekend for ONEHOPE on May 2-4th in an effort to make a Community impact for causes all over the country over one weekend!

SELL

Keep yourself focused on finding NEW Customers to help you build your business and earn points in the "Behind the Vines" Incentive! You will earn new Rewards and a VIP Stay at Estate 8 in Napa!

Rack up your Points each month based on your New Customer Retail Sales!

BUILD OUR COMMUNITY

This month we will continue our incredible \$79 Join Promotion! We're inviting all wine lovers to join our Community this month while they have an incredible opportunity to earn their way to Napa!!

--
Help your new Wine Rep earn Rock Star and you both are your way to earning Level 1 Rewards!



More Sunshine, More Sips, More Reasons to Celebrate – Let's Make May Momentous!

The energy is high, the wine is flowing, and May is your last chance to earn your spot on our unforgettable Behind the Vines trip to Napa! With the Join Promo extended through May, it's the perfect time to grow your team, share the ONEHOPE opportunity, and maximize your momentum. From Mother's Day gatherings to spring soirées, every event is a chance to share award-winning wines and change lives—yours included. Make this the month you go all in—host, sell, and share your way to Napa!

for Wine Reps

- You're Invited to Napa! We're going "Behind The Vine" with an incredible incentive to earn a VIP Napa Getaway chock full of lux accommodations, hands-on culinary experiences and in depth wine education with our winery team! Earn 4 levels of Rewards between March & May!
- To support you in achieving your end-of-year goals, we are continuing to offer the ability to earn a Tasting Kit Credits when you sell \$500 & \$1,000 in Retail Sales each month AND when you mentor 1 Wine Rep to achieving Rock Star in their Fast Start!

Promotions

- Join Promotion Extended! This May, new Wine Reps can join for just \$79! The Join Kit includes 3 bottles of Award Winning Wine + all the swag and tools - including a Tasting Kit Credit (\$49 value) to help jumpstart their business!
- Enjoy a Sunlit Trio at 50% off! This includes: Sunlit Celebration Trio is 50% OFF this month with any 6+ bottle order! This includes: Love Language Rosé, Vintner Moscato, and Field to Table Red Blend. Get this trio for 50% off \$42.50; \$85 Retail

Products & Promotions



Month At A Glance

Holiday Shipping Deadline & Dates to Note:

- 5/4: Kentucky Derby
- 5/5: Cinco de Mayo
- 5/6 : Teacher Appreciation Week
- 5/12: Mother's Day; Order Deadline: Friday, May 2nd
- 5/13: World Cocktail Day
- 5/19: World Baking Day
- 5/25: National Wine Day
- 5/27: Memorial Day; Order deadline: Saturday, May 17th
- 5/28: National Burger Day

* Reminder Order Cutoff time for end of month is 11:59 pm CST



BEHIND THE VINES

Earning Period March 1- May 31 2025

TREAT YOURSELF!
Select From 1 of 10 REWARDS For Level 1 !!

The collage displays ten distinct reward items arranged in two rows. The top row includes a blue insulated tumbler, four stemless wine glasses in different colors (green, yellow, orange, purple), a set of wine tools in a black case, and a cheese board with wine. The bottom row features a pair of blue headphones, a white t-shirt with a logo, a blue and white phone case, a wooden bucket with ice, a pair of white socks, a green eye mask, and two bottles of wine.