

FALLING FOR OCTOBER



GATHER TO KNOW

2024

A festive still life featuring wrapped gifts, bottles of wine, and a polka-dot gift bag on a rustic wooden table. The scene is set in a cozy living room with a brown leather sofa and green cushions in the background. In the foreground, a large green gift wrapped in a light green ribbon sits on the floor. On the table, there are several more gifts: a large green one with a gold ribbon, a small gold one with a gold ribbon, and a red one with a red ribbon. There are also several bottles of wine, some with labels that say "ONE HOPE". A gold polka-dot gift bag is also visible. The overall atmosphere is warm and celebratory.

WHAT TO EXPECT TODAY

Let's Celebrate
It's Officially OND!! All Things October
Social Media Tips With Laura
October Action Plan

TIFF'S TOAST!!

SEPTEMBER 2024



Wendy Lewis
de Diego



Jane Eastham
Dapper



Darci Carlton
DeMatteo



Danielle
Lea



Heart & Hustle Award





Heart & Hustle Award



Darci Carlton
DeMatteo



Remembering September



Updates

The Selling System

Wine Tasting Guide



Event Guide



New Field to Table Red Blend

(p. 14 & 23 Wine Tasting Guide)

FIELD TO TABLE RED WINE BLEND

Our meticulously crafted Red Blend is a testament to the art of blending, showcasing the synergy of three renowned regions: Monterey, St. Lucia, and Paso Robles.

Our winemaker, Isadora Frias, has masterfully combined grapes from these three iconic Central Coast regions to create a medium-bodied, juicy, and easy-to-drink wine that will delight your senses.

Prepare to unlock new culinary experiences that will elevate your gatherings and create lasting memories with those you cherish most. Use the QR code featured on this bottle to explore recipes to pair with our Central Coast Red Blend and others. Each dish was carefully selected to harmonize with the wine's unique character.



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, and then sip the wine. Engage with guests by asking how the different foods affect the taste of the wine.

When creating pairings, synergy is the ultimate objective. There are various ways to approach it, but every pairing falls within two categories:

- 1. COMPLIMENTARY:** when different flavors work well together.
Ex) Sweet white wine and spicy food: The sugar in the wine can balance out the spiciness.
- 2. CONGRUENT:** When wines are combined with dishes that have similar flavors and compounds to enhance the flavors.
Ex) Cabernet Sauvignon and steak: Both have rich and dense flavors.

CHEESE - COMPLIMENTARY

The fat in the cheese tends to coat the palate, limiting taste perception in whatever is consumed next. An acidic wine, however, helps remove the fat, cleansing the palate, and restoring flavor sensitivity. Bold red wines pair well with sharp cheeses, while sparkling and white wines pair well with Brie and goat cheese.

CHOCOLATE - CONGRUENT

Sweet foods pair best with sweet wines. If the food is sweeter than the wine you're drinking, it can deemphasize the wine's fruit flavors, making it seem dull or even bitter. A less sweet chocolate could work if balanced correctly. Try with sweet, semi-sweet, or white chocolate!

PICKLES - WRONG CONGRUENT

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.

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Wine Education

(p. 22 Wine Tasting Guide)

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?

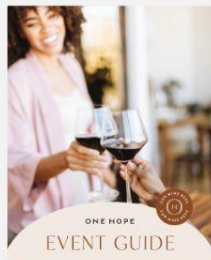
Updates

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Gifting

(p. 9 & 8 Wine Tasting Guide)

Gifts that Give Back

PERFECT FOR ANY OCCASION

When you gift ONEHOPE, you are giving two gifts at once: A delicious and beautiful bottle of wine, and a donation to a worthy cause!

Our favorite gift? One of our etched Shimmer bottles, available in a wide variety of designs and sayings! Our crisp and bright Sparkling Brut comes in gold and silver, and our delicious Sparkling Rosé comes in a playful pink.



MAKE IT EXTRA SPECIAL WITH A
CUSTOM-ETCHED LOGO OR MESSAGE!

6-Bottle Minimum for Custom Orders

Pricing: \$59 per bottle | \$354 for 6 | \$708 for 12
Delivery Time: Between 5-7 days after placing the order

If interested, discuss with your Wine Rep to receive
your digital mock-up and next steps!



Scan here to view our digital gifting catalog and learn
about our curated gift sets, gift cards, and much more!

GET A FREE
EXCLUSIVE GIFT!



ONE HOPE



ONE HOPE




FREE SHIMMER BOTTLE
(Valued at \$59)

Host a ONEHOPE wine tasting in August or
September and get ready to earn sparkling rewards!

OCTOBER ANNOUNCEMENTS



The background is a collage of various holiday gift boxes. In the top left, a dark green box is wrapped with a matching ribbon and bow. To its right, a gold box with brown polka dots is wrapped with a light beige ribbon. In the center, a white box is open, revealing a bottle of wine nestled in white shredded paper. To the right of this, another white box is open, showing a bottle of wine and a small card. In the bottom left, a dark green box is wrapped with a dark green ribbon and bow. In the bottom center, a white box is open, showing a bottle of wine and a small card. The text is overlaid on a semi-transparent white rectangular area in the center of the image.

In the wine world
Holiday Hustling and Bustling
HAS BEGUN!



Harvest is Happening in Napa!!

ONEHOPE

OCTOBER

Tis the season to book as many
wine tastings as possible!

This is the best way to earn money
and share your business!



Now is the best time to share!

- People are looking to make \$\$
- They are giving back
- Naturally gathering & drinking a lot of wine!

Join Us!





onehope
Original audio



onehope When you planned for 6, but 8 showed up... BRB, frantically searching for 2 more wine glasses 🍷 Hosting Level: Still Fabulous!

#wineemergency #hosting #morethemerrier
#onehopewine

1w



bubblesnbabies Stay calm and carry on! Everything can be solved with a nice glass of @onehope bubbles 🍷🍷



1w 3 likes Reply

View replies (1)



twojtkiewicz This is how I'd like to be welcomed every time!!! 🍷



3d 2 likes Reply

View replies (2)



sammy2meb 🤔🤔🤔



3d 2 likes Reply



Liked by bubblesnbabies and 538 others
7 days ago



Add a comment...

Post

SHARE
WINE

EXTRA
INCOME

& GIVE BACK





WINE LOVERS CAN JOIN FOR \$99

this October.

Invite wine lovers to join
our community for just \$99.
Share award-winning wines
and make a difference!



ONE HOPE

How to Sponsor

WORDS TO SAY – INVITE A PROSPECT TO JOIN

"Have you ever thought about turning your passion for wine into something more? As a Wine Rep, like me, you can earn an income while sharing great wines, contributing to causes you're passionate about, and enjoying a flexible career that aligns with your values. That's why I decided to do this!—If you're curious, I'd love to share this with you!"

Use the
Fast Start
Guidebook for
Words to Say!

ONEHOPE

Once they've joined,
THE FUN BEGINS as the Mentor!



Focus on helping your new teammate
Book & Hold their first wine tasting!



As a Mentor...

Start the conversation with your Wine Rep!

1st Wine Tasting Event Checklist



- 1 CONNECT WITH YOUR MENTOR**
Your Mentor will coach you on best practices to have a successful event.
- 2 CREATE YOUR EVENT IN YOUR BACK OFFICE**
Name your event, choose your cause, and customize your event page.
- 3 CREATE YOUR GUEST LIST**
Include family, friends, neighbors, and co-workers. Invite enough people to have 8-12 in attendance. *Discuss who is on your guest list with your Mentor!*
- 4 SEND INVITES**
Use email & text templates provided in your **Back Office**.
- 5 PREPARE & KEEP IT SIMPLE**
Your Join Kit includes everything you need to host your Launch Tasting Event. Don't drink these wines, use them to launch your business ;-). Also, please watch this Wine Tasting Tutorial and review the Event Guide in your Join Kit.



Guide your
New Wine
Rep!

Reach out to your teammate!

- Take the time to go through the materials with your newbie and give them some tips and tricks.
- Encourage the Wine Rep to review the Tasting Event Videos and materials!
- Better yet, if you can support them by attending their first tasting.

AFTER YOUR EVENT, YOU EARN:



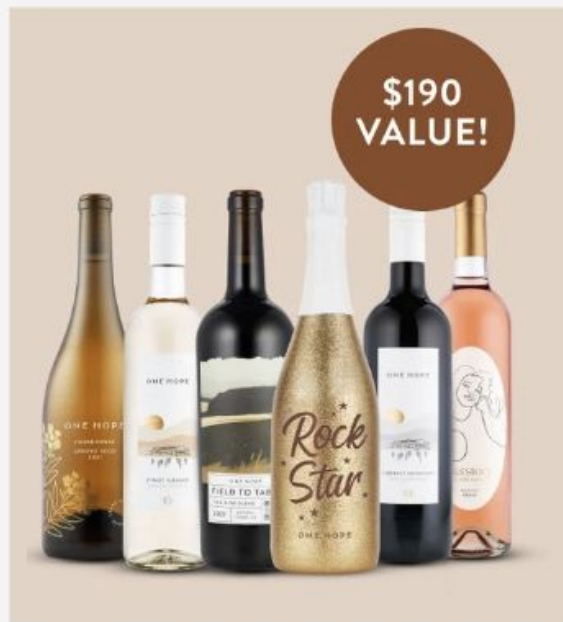
Commission



PLUS, if this is your 1st \$500 earned at ONEHOPE, you also earn your Rock Star Bonus. **This is an upgraded Best Sellers 6-pack!** (\$219 value).



Tasting Kit Credit When you sell \$500 & \$1000 in a calendar month you will earn credit(s) for each milestone valued at \$190 (to give to your next Host).



AWARD WINNING 90+
Tasting Kit

\$192
\$172.80



Three bright spotlights are positioned at the top of the frame, casting beams of light downwards. The beams converge towards the center, creating a dramatic effect. The background is a dark, muted green.

Leader Spotlight

Amy Ebberts

There's no
holidays,
without our
Shimmer
Bottles!





2020



it's giving



PAIRS WELL
WITH
UNCOMFORTABLE
CONVERSATIONS



☐ Naughty
☐ Nice
☒ i tried





“

I'm bringing a bottle to
Thanksgiving..
Just saying ;-)

”

- The Perfect Cheeky Host Gift!
- Bring as a gift for dinner parties or even an Election Party!



There's so many ways
to use this one! Get creative!

- It's giving...girls night in!
- It's giving...online shopping vibes
- It's giving..shuts laptop 'til
Monday vibes



Plant the seed to customize bottles with more TEXT or a logo!

- It's giving..Ashely's 40th!!
- It's giving...Winter Break!
- It's giving...Girls Trip!



Perfect for Gifting in
November & December!

- Favorite Things Parties
- Send to Friends & Family

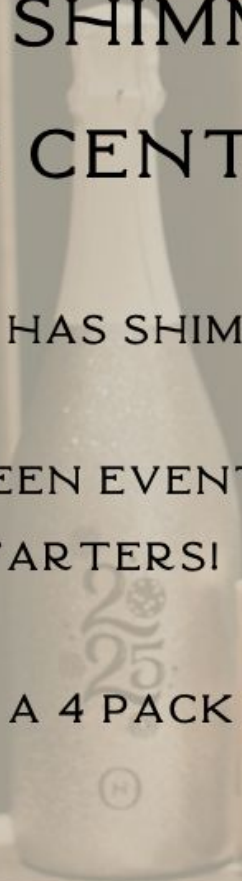


Share in December!

- New Years' Gifts!
- Holiday Parties!
- Corporate Gifting:
 - Realtors & Client Gifts

ALLOW OUR SHIMMER BOTTLES TO TAKE CENTER STAGE

- OUR EVENT GUIDE HAS SHIMMER FEATURED
- FEATURE IN BETWEEN EVENTS - THEY ARE GREAT CONVERSATION STARTERS!
- 4- PLUS - WE HAVE A 4 PACK IS AVAILABLE TO YOU, NOW!



If at an event, grab 1-2 of these bottles and say....

Add 1 or 2 of these Shimmer bottles to your order because they make the perfect Hostess Gift! So great to have one on hand for easy gifting!

These Shimmer bottles make the perfect gift!
Do you need any to have for upcoming gatherings?

If your new Wine Rep is waiting for an event, she / he can always reach out to some friends and family and say....

Wine Rep Early Access!



2020

it's giving

PAIRS WELL
WITH
UNCOMFORTABLE
CONVERSATIONS

☐ Naugh
☐ Nice
☒ i tried

SHIMMER & SHINE





SHIMMER & SHINE

— INCENTIVE —

**Make Every
Shimmer Bottle Count**

Earn 4 Level of Rewards!

October- December 2024

Every Bottle Counts!

Standard, Etched & Custom Shimmer!



LEVEL 1: SELL 12+ BOTTLES OF SHIMMER

Earn \$59 in Reward Points (1 Holiday Etched Shimmer)



LEVEL 2 : SELL 25+ BOTTLES OF SHIMMER

Earn a 3 Pack of Field to Table Red Blend



LEVEL 3 : SELL 49+ BOTTLES OF SHIMMER

Earn 1 Iconic Oakville Cabernet Sauvignon



LEVEL 4 : SELL 73+ BOTTLES OF SHIMMER

Earn a 4 Pack Winery Release from the Cellar



SHIMMER & SHINE

INCENTIVE



LEVEL 1:
GET \$59 IN REWARD POINTS
VALID FOR 1 SHIMMER



LEVEL 2: 3-PACK
FIELD TO TABLE RED BLEND



LEVEL 3:
1 ICONIC OAKVILLE CABERNET
(\$200 VALUE)

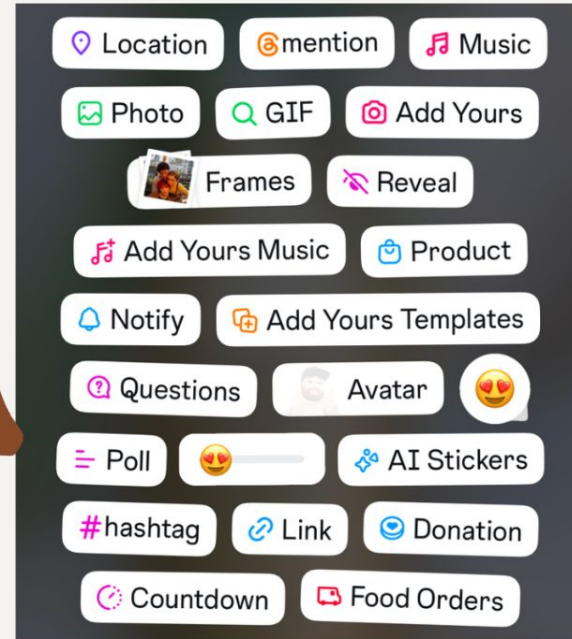


LEVEL 4:
WINERY EXCLUSIVE 4-PACK

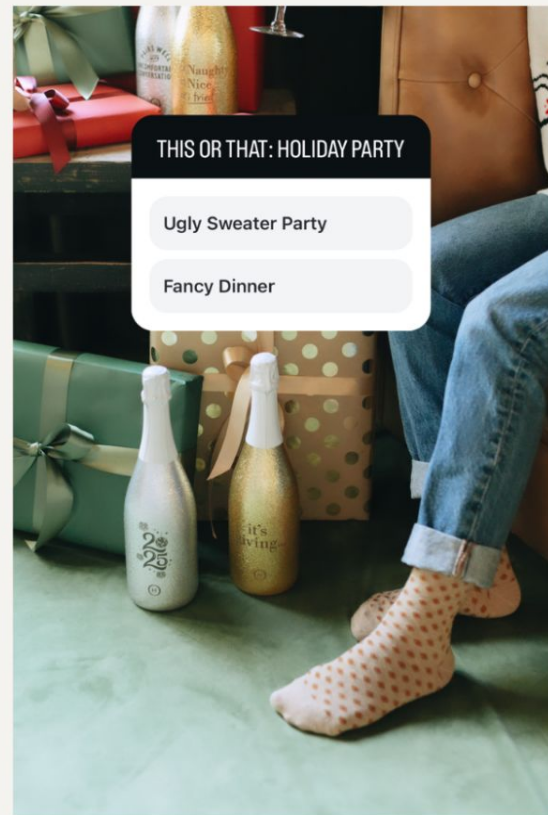
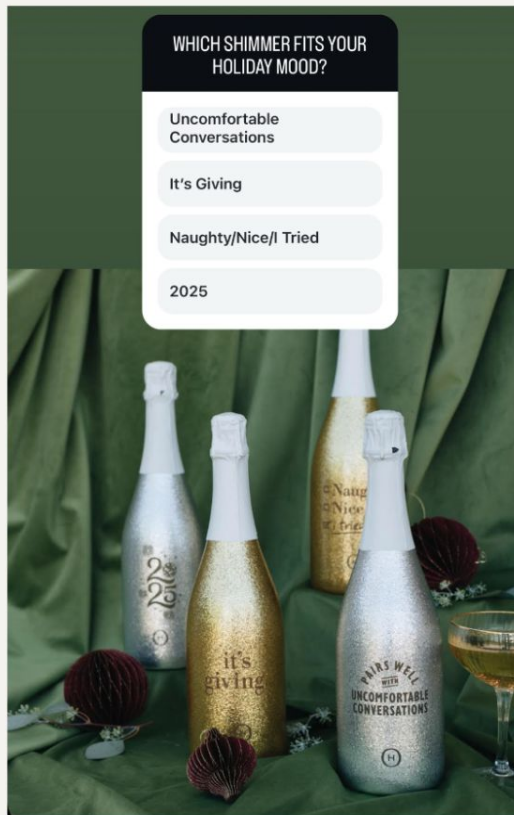
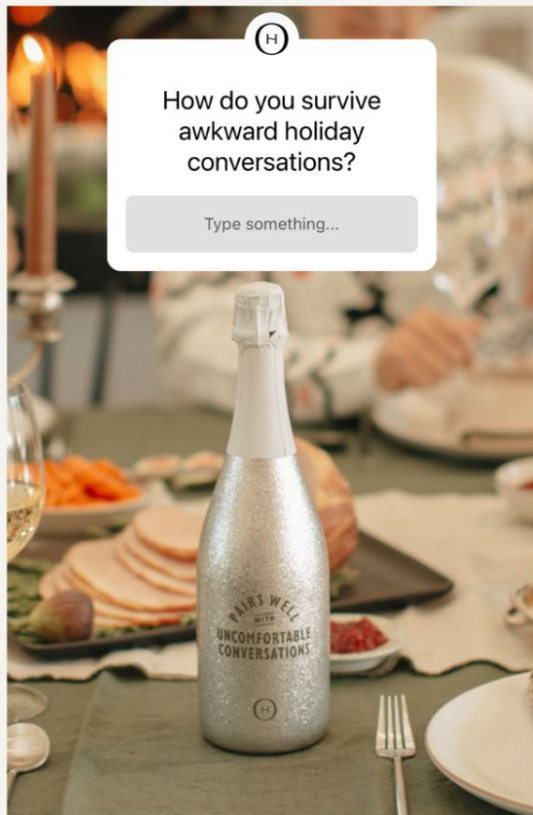
SOCIAL MEDIA



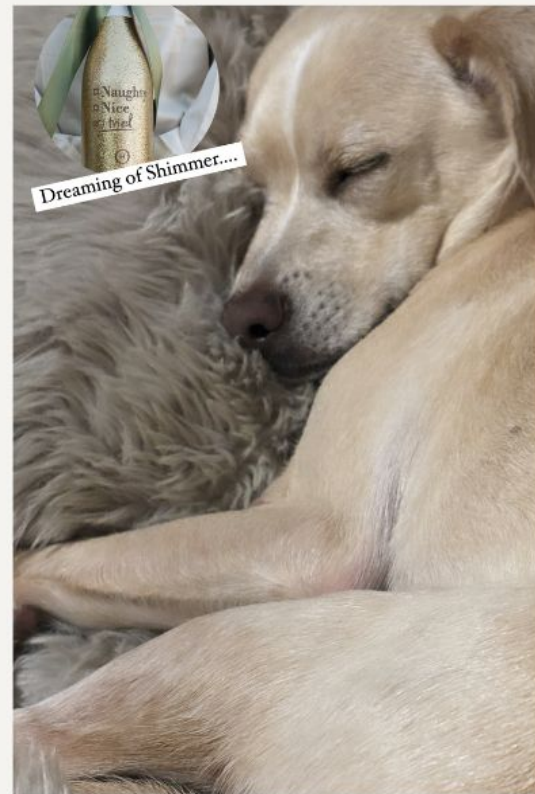
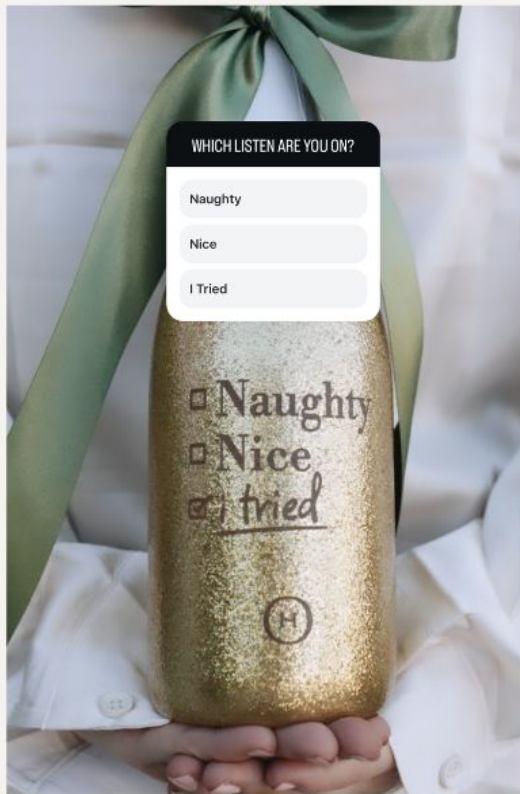
IT'S GIVING.... AUTHENTIC ENGAGEMENT IN STORIES



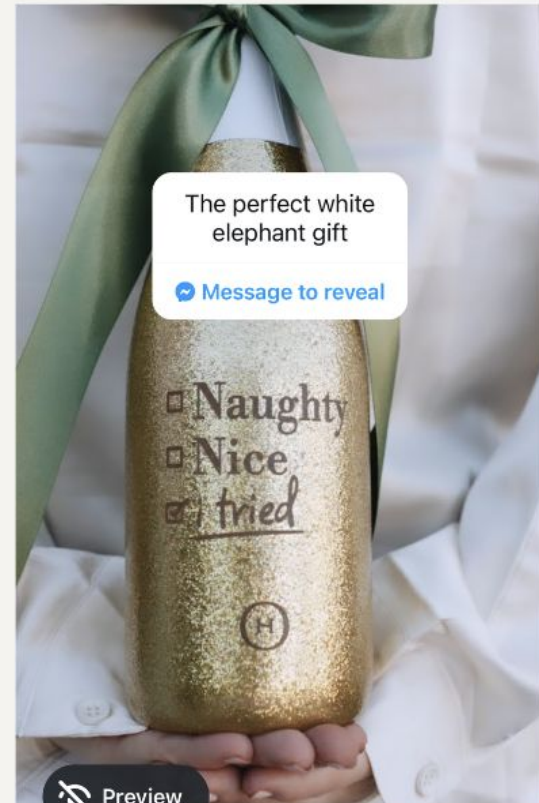
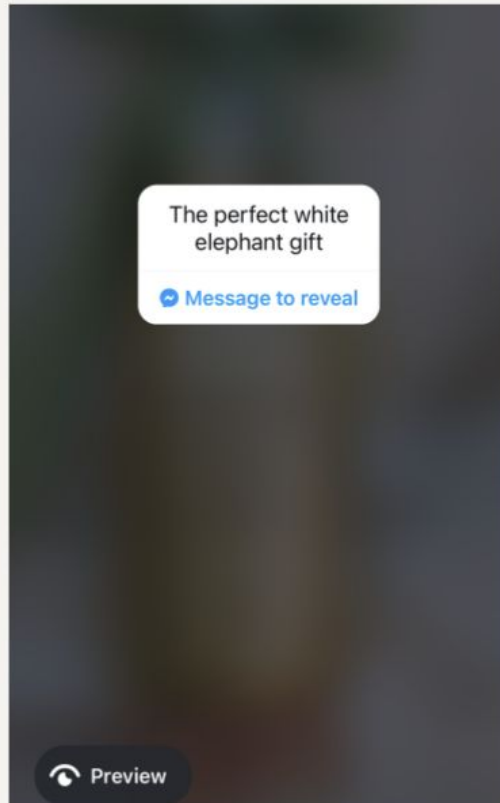
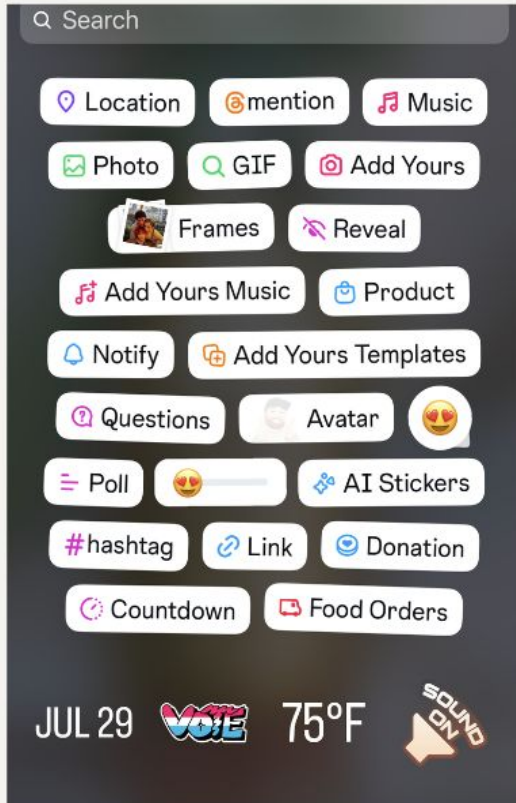
SELL SHIMMER IN STORIES



SELL SHIMMER IN STORIES



SELL SHIMMER IN STORIES





REMEMBER

Don't overthink it,
just show up!

DM to follow up with
those who interact.

Have fun! Authenticity wins.

Success in October



October Action Plan

1. Start with Book your Calendar with Wine Tastings - at least 3-4 this month
2. Share our opportunity with at least 4 people.
3. Help your new teammates get started!
4. Sell those shimmer bottles during events and outside of events.