

Gather
to **GROW**



herstory

by ONE HOPE



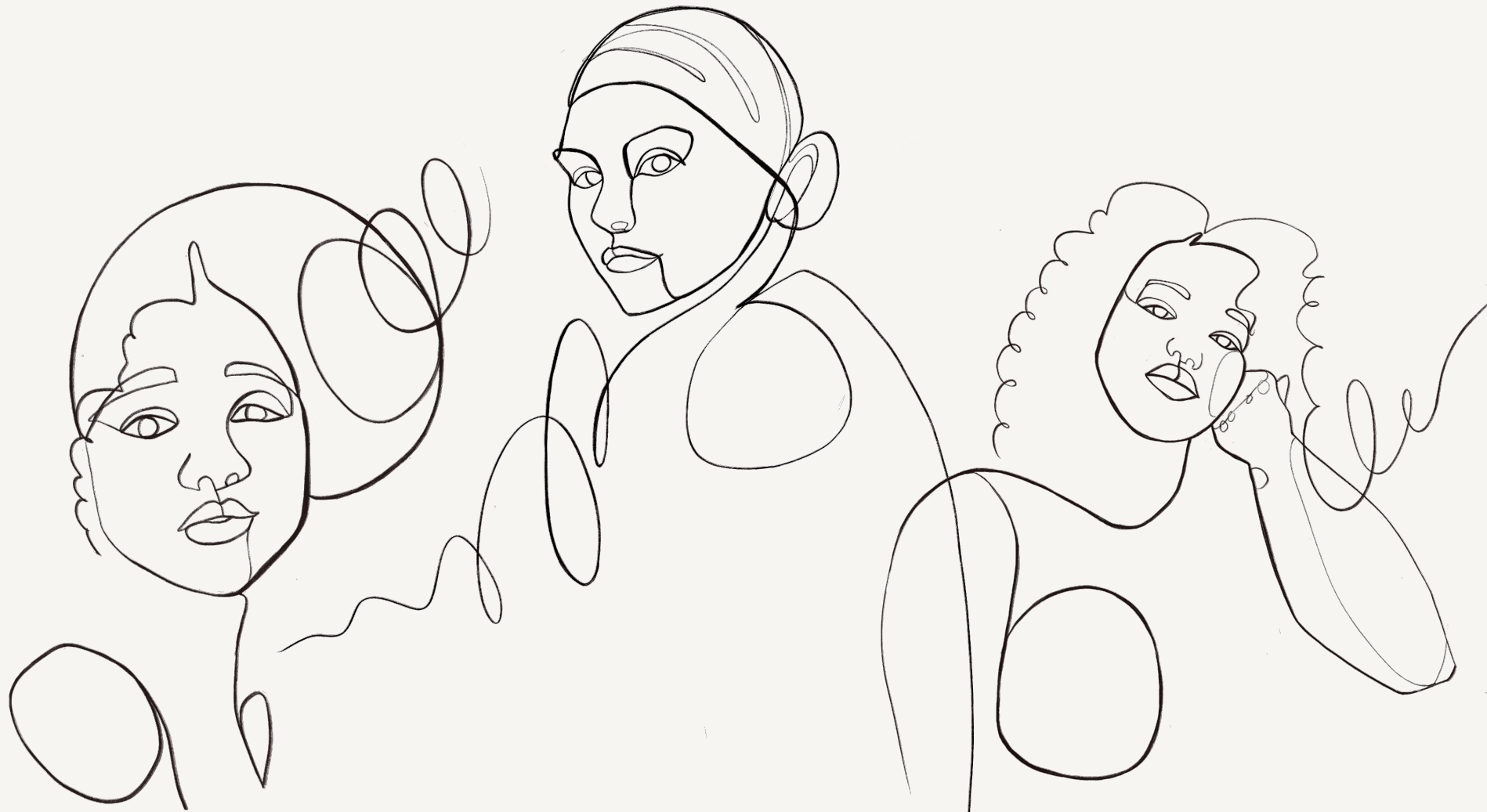


Wine for women – *who empower women.*

Every wine has a story—*every woman does, too.* At ONEHOPE, we are proud to celebrate women who are serving communities around the world.

Our new *herstory* collection features an Italian Prosecco, Italian Rose, and Italian Primitivo with unique flavors for you to explore.

We invite you to sip with us while giving back to your cause of choice.



Italian Prosecco

BALANCED AND FRUITY

Tasting Notes

With small bubbles, balanced acidity and great mid palate, it features fresh pear and hints of green apple, which create pleasing aromas that persist into the finish

Pairings

As an aperitif, fruit and cheese plates, seafood chowder, and lemon cake



**The pear and green apple notes are similar to our other Prosecco however, the *herstory* Prosecco has a softer, more delicate finish



Italian Rosato

MEDIUM BODIED

Tasting Notes

A touch of sweetness with notes of rose petal, white strawberry, and cherry candy.

Pairings

Watermelon jerky, prosciutto pizza, and lemon risotto

** Compared to our Vintner Collection Rosé, this wine is medium bodied and has a softer, more delicate finish



Italian Primitivo

MEDIUM BODIED

Tasting Notes

Violet, sweet oak, dark cherry, and mocha with balanced smooth, tannins and a long finish with hints of cinnamon

Pairings

Lamb and pasta puttanesca

** DNA testing revealed that Primitivo and Zinfandel are the same grape varieties. Compared to our North Coast Reserve Zinfandel, this wine is slightly lighter in body and has smoother tannins.

The background features a repeating pattern of stylized human faces. Each face is rendered as a simple white outline on a solid light brown background. The faces are shown in various orientations, including front-facing, profile, and three-quarter views. The lines are clean and minimalist, focusing on the basic shapes of the head, eyes, nose, and mouth.

Shareables

This is herstory.

INTRODUCING
herstory
by ONE HOPE

2021 ITALIAN
PRIMITIVO

Notes of violet, sweet oak,
dark cherry, and mocha.



INTRODUCING
herstory
by ONE HOPE

2021 ITALIAN
PROSECCO

Notes of fresh pear
and green apple.



INTRODUCING
herstory
by ONE HOPE

2021 ITALIAN
ROSATO

Notes of rose petal,
white strawberry, and
cherry candy.



This is *herstory.*

In a remote village of La Guajira, Colombia, Sylvia is the devoted leader of the Amuyuwou community who works to provide basic needs and a thriving future for the Amuyuwou children through education, health, and resources.

In the past decade, Sylvia has helped secure a water tower, basic showers and toilets, a wifi tower, and a two-room school where she herself is a teacher.

When you choose ONEHOPE, you help fund projects like Sylvia's that support women in communities around the world.

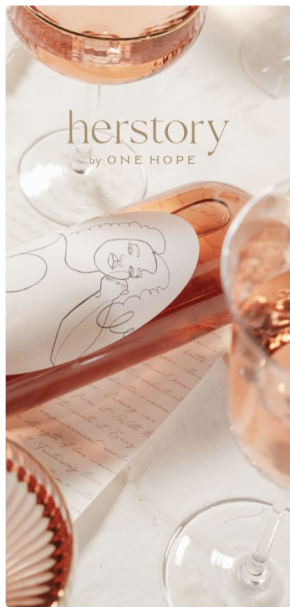


Wine for women— *who empower women.*

Every wine has a story—*every woman does, too.* At ONEHOPE, we are proud to celebrate women who are serving communities around the world.

Our Wine Club is the greatest way to make an impact with ONEHOPE. As a Wine Club exclusive, we hope you enjoy this collection as much as we do.

Koro, Tiffany



herstory Brochure

2021 ITALIAN



TASTING NOTES

This bubbly brut has a balanced acidity, a light body, and an off-dry sweetness with notes of pear and green apple.

CULINARY NOTES

Pairs well with aperitif, fruit, and cheese plates, seafood chowder, and lemon cake.

PRICE \$32 / Bottle ALCOHOL 750ml - 11% by Vol.

2021 ITALIAN
ROSATO



TASTING NOTES

This sweet rosato has low acidity and a medium body with notes of rose petal, white strawberry, and cherry candy.

CULINARY NOTES

Pairs well with watermelon jerky prosciutto pizza and lemon risotto.

PRICE \$28 / Bottle ALCOHOL 750ml - 11% by Vol.

2021 ITALIAN
PRIMITIVO



TASTING NOTES

This dry red wine has a high acidity and medium body with notes of violet, sweet oak, dark cherry, and mocha.

CULINARY NOTES

Pairs well with savory lamb and pasta puttanesca.

PRICE \$35 / Bottle ALCOHOL 750ml - 14% by Vol.

WINE CLUB + HOST EXCLUSIVE

"I am resilient."



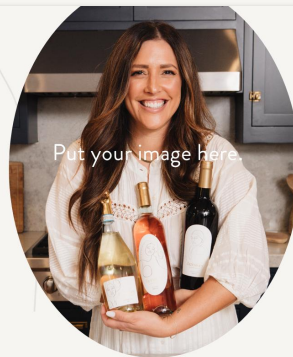
herstory
by ONE HOPE

"I am fearless."

CINDY BRIGGEMAN



herstory
by ONE HOPE



Put your image here.

#WOMENMAKEHERSTORY

#WOMENMAKEHERSTORY

herstory
by ONE HOPE

*Canva
Templates*

I am transforming.

CHRIS WHITACRE



herstory
by ONE HOPE

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Host Exclusive



Feature these new and exclusive wines at your next wine tasting to help you gain more Wine Club members!

The background features a repeating pattern of stylized, minimalist line art faces in a light beige color against a darker beige background. The faces are depicted in profile, showing the outline of the head, nose, and lips. The text "Wine Club Exclusive" is centered in a white, elegant serif font.

Wine Club Exclusive



Selling Points

Wine Club Exclusive

Italian Collection

Premium Wines under \$40

The timing of these are perfect for summer

Global representation for our impact

Wine Club Wine Math

6 bottles | Retail \$175 - 10% = **\$157.50**

12 bottles | Retail \$350 - 20% = \$280.00

1. Calculate PCV

$$\text{\$157.50} \times .85 = 133.88$$

2. Calculate Commission

$$133.88 \times 20\% = \$26.78$$

$$133.88 \times 25\% = \$33.47$$

3. Recurring Revenue


$$\$33.47 \times 10 = \text{\$334.70 per quarter}$$

$$\$334.70 \times 4 = \text{\$1,338.80 per year}$$



Benefits of ONEHOPE Wine Club

- They can build their own and can change them at any time
 - Choose quantity - 4, 6, or 12 bottles
 - Choose frequency - every 1, 2, or 3 months
 - Choose the wines they want
- Curated Wine Club
 - Special quarterly wines that are selected by Mari Wells Coyle in quantities of 4, 6, or 12 bottles
- Both wine clubs include 5-20% discount (depending on quantity), FREE shipping and a free gift on their second shipment
- FREE shipping on any other order of 4+ bottles
- Access to member only wines, sales and events



NEW!!! Wine Club Concierge

This tool will allow you to manage your customers' Wine Club subscriptions directly from their your CE Back Office.

What can you update? The Wine Club member's:

- Selection of wines - let's add the herstory wines!
- Shipment date
- Shipping address
- Frequency and quantity
- Payment Method
- Add the PWP - purchase with purchase

This can be done on a desktop, web mobile and the iOS app.



How to sell the ONEHOPE Wine Club

- Don't just sell the wine - sell the ONEHOPE story
 - Napa's first and only impact driven wine club
 - 10% donated to their Cause of Choice on every order, including their wine club orders
 - Paint a picture of what being a part of the ONEHOPE Wine Club really means
- Connect with guests at events
 - Be authentic
 - Really listen - you will here clues that will help you enroll them into the wine club
- When selling the wine, talk about the large variety of wines to choose from
 - It's a great way to explore your palate and discover new wines

An abstract graphic on the left side of the slide. It features a light beige background with several overlapping circles and a complex, scribbled line pattern in a slightly darker shade of beige. The text 'Benefits of wine club to your business' is overlaid on this graphic in a white, bold, sans-serif font.

Benefits of wine club to your business

- Residual income
- Wine Club members on average spend more money in a year than non WC members in addition to their shipments
 - They find a wine they love and order more
 - They share with their friends and family members
 - Will help you achieve your new customer retail sales goals
 - Acquiring new customers at events
- A customer stays in a wine club in the U.S. on average 32 months

An abstract graphic on the left side of the slide. It features a light beige background with several overlapping circles and a vertical rectangular bar in a slightly darker shade of beige. A thin, dark, scribbled line is drawn over these shapes, creating a sense of movement and spontaneity.

CALL TO ACTION!

- Use Your Reach Outs!
- Contact all your past customers & hosts
- Talk about Wine Club at Events