

Wine Tasting Script

event item checklist

- Wine Opener
- Order Forms
- Catalogues
- Opportunity Brochures
- Event Planning Guides
- Host Packet
- Clipboard
- Pens
- Business Cards
- Display Pieces
- *Ice Bucket

**You may need to bring ice – check with your host prior to arrival.*

pre-event setup

Plan to arrive approximately 30 minutes before the official start time to help your host finish setting up. Be supportful and encouraging, help with preparing snacks, etc. Answer the door when guests start to arrive and introduce yourself. Pour the Brut (the Welcome Wine) as the guests get settled and make a connection with each of them.

wine 1 – guests arrive

- At the appointed wine tasting start time, check in with your host to make sure all guests have arrived
- Have each guest make a plate and meet you in the designated tasting area, or you can have a prepared plate of food pairings they can pick up and take to their seat – plating is great for large attendance and saves time
- If you have any wine from the welcome bottle left over, give everyone another pour while you do your opening

Tasting begins

- Introduce yourself
- Give an overview of what will take place during the tasting – make sure each guest has a wine tasting menu (download from VIA U) so they can take notes and highlight their favorites
- Talk about **ONEHOPE**, our story, our impact, our mission
- “Toast the Host” and have he/she share the cause he/she has selected to give back to
- Give an overview of the welcome wine bottle (typically we start with Sparkling Brut) and share the cause information and wine overview displayed on the back of the bottle
- Paint a picture and tell a story about where they will enjoy this wine (ex: this would be great at a picnic, by a fire pit with s’mores, a birthday or wedding celebration)
- Point out the wine tasting notes on the smart neckers

wine 2 - The s's of wine tasting

- Reference the S's of wine tasting – **See, Swirl, Smell, Sip**
- Pour the wine for each guest
- Walk through the S's one by one with everyone as a group – get everyone involved in the tasting from the beginning
- Ask everyone to take their glass and hold it by the stem while you tell a story about ordering a bottle of wine at a restaurant, why you get that 1-ounce pour and what to do with it
- Before Sip, make sure to preface that they don't want to DRINK they want to SIP and SAVOR
- Have your guests picture themselves in the story: Where and with whom will they be drinking this wine? What will they be eating? Grilling and chilling? Picnic? Romantic dinner?

wine 3 - The business opportunity

Share the **ONEHOPE** story

- Started in 2007 with 8 founders and 168 cases of wine
- Sold to friends and family (kind of like you're doing right now)
- Many of the wines produced in collaboration with Rob Mondavi Jr.
- Vineyard and tasting room in Rutherford, Napa Valley California
- Mission is to make an impact with every bottle

Give your personal story on your "WHY"

- How you discovered **ONEHOPE**
- Why you decided to become a Cause Entrepreneur
- Fun, flexible, impactful, extra income

When moving from white to red wine, have everyone cleanse their palate with milk chocolate.

- This moment provides a great opportunity to discuss how food changes wine
- Talk about moving from high-acidity whites to high-tannin reds – without cleansing, red wine can taste bitter from the acidity on the first taste

wine 4 - booking seed

- Remind everyone to practice their S's and ask them what they are seeing, smelling and tasting – keep the guests engaged
- Plant the seed that they can book a tasting in their house with their friends. Say something like this: "You are all so fun and I would love to keep the giving going! I'm booking tastings for (month) and it would be a pleasure to have a tasting in your home with you and your friends"
- Be sure to have your open dates calendar (download from VIA U) on a clipboard so it's easily accessible to guests so they can book their event!

wine 5 - lead form

- This is the perfect time to pass out the lead form (download from VIA U). You have already answered questions on the business opportunity, painted the picture of what a tasting looks like, and talked about the mission. Now it's time to see what interests each guest.
- Hand out the lead form and say something like this: "Now that everyone knows what we're all about, I would love for you to fill out this card and let me know what you are interested in so that I can give you great customer service. Once you're finished filling out the form, we will do a drawing for a cool prize!"
- Prizes can be something simple from the marketplace. **HELPFUL HINT:** use your business boost points for these purchases, or pick up something wine-related from the dollar store.

wine 6 - your closing

The **most** important part of your Tasting! This is where you SELL wine, BOOK tastings and RECRUIT new CEO'S!

- Review everyone's favorite wine of the evening. Go around the room and ask everyone individually – this is your last opportunity to get everyone engaged in the tasting and it's fun for everyone to hear what others liked
- Remind them of the host's cause of choice while you hand out a catalog and point out all the beautiful gift sets
- Hand out order forms and review the order form in detail (in this order):
 - Billing/shipping address
 - Point out the host/join/gifting/wine club boxes they can check if they are interested
 - Wine order section – how to place your case or ½ case-for-a-cause order and any specials we have for the month
- Work with each guest individually to help them with their order and to answer any questions they may have
- Thank everyone for their support and let them know where the check out station is

checkout station

Create a designated check-out station and make sure to have recruiting brochures, your open dates calendar to book tastings, host brochures and the monthly specials available in this location. With everything in one place, it will be much easier for you to look at the completed lead forms, as well as share information the customer needs, and set dates to follow up with about becoming a CEO, hosting an event, corporate gifting, etc.

pack up and depart

Thank everyone one last time and let the host know you will follow up with her later in the day/ tomorrow. Make sure you have the contact info (order forms and/or lead forms) from everyone you want to follow up with.