



The logo for Ste Michelle Wine Estates is set against a solid gold rectangular background. The name 'Ste Michelle' is written in a large, elegant, black cursive script. A small, dark silhouette of a grape leaf is positioned above the letter 'i' in 'Michelle'. Below the cursive name, the words 'WINE ESTATES' are written in a smaller, black, all-caps, sans-serif font.

“Successful Wine Club Basics”

Welcome MMBA Members

May 20, 2007

Set Up and Initial Steps...

- ◆ Talk to your distributor rep and begin initial phases of set up (time, date, venue etc.)
- ◆ Secure who is going to speak and what the topic will be
- ◆ Determine the format of the event, tasting, food pairing, component etc.
- ◆ Figure your costs and what to charge
- ◆ Get information to members of the club to secure date. E-mail, mail, store flyers, clerks word of mouth

Suppliers as Speakers

- ◆ More prep time than sales reps in most cases
- ◆ Will be more specific to brands or areas of viticulture
- ◆ Will (or should be) be happy to do event for exposure of their brands
- ◆ Builds relationship between account and supplier (could benefit you from distributor programs)

What Suppliers look for..

- ◆ How many people will attend
- ◆ How many wines can be tasted
- ◆ How is the support for the suppliers brands in the store? (distribution, displays etc.)
- ◆ Can you sell cases at the event (BIG)
- ◆ Can you sell new distribution
- ◆ Develop relationship with the account

Ideas for Successful Event

- ◆ Make sure you have something to give to take home to remember the wines...
- ◆ Limit the amount of wine. The more wine tasted, the louder and looser the event.
- ◆ If more than 50 people...Microphone
- ◆ Tasting Mats
- ◆ Wine writer notes
- ◆ Accolades
- ◆ Prizes for questions answered
- ◆ Change up format each time keep members coming back