

ADVISOR GUIDE

VIRTUAL WINE TASTING EVENT KIT

GETTING STARTED

Plan a virtual client event that will introduce them to the concept of cause-centric commerce – the idea of building a profitable business while “giving back.”

This kit is designed using OneHope Wine’s virtual wine tasting program; however, the idea works with any virtual wine tasting program. Each of OneHope’s wine varietals aligns with a specific cause and half of all profits go directly to the respective organizations. Additionally, 10% of the cost of the wine for your event will be donated to a local cause that you choose.

- 1 Establish a **DATE** and **TIME** for your event.
- 2 If you are using OneHope, select a **LOCAL CHARITY** that you would like to support – 10% of the cost of the wine for your event will be contributed to that organization.
- 3 Plan your **AGENDA**. Suggestions for the agenda are to the right.
- 4 **CONFIRM** the date and time with your guest presenters (if any).
- 5 Create and send a **ZOOM** email invitation for your event.
- 6 Once your headcount has been determined, it’s time to **ORDER** your wine for delivery to your guests.

AGENDA SUGGESTIONS

The purpose of your event is to engage your clients through a unique and fun event. Once everyone has successfully logged in to Zoom, here is a suggested format:

- Introduce yourself
- Introduce your guests (if any)
- Ask each client to go around and briefly introduce themselves and where they are zooming in from
- Ask the wine representative to talk briefly about the wine that everyone received. If you used OneHope, they can also discuss the cause supported by the wine you chose to taste. They can also explain that 10% of the cost of the wine will be donated to the local charity that you selected.
- Then, you will talk about the local charity you selected and why you chose them.
- You can also have someone from the charity participating in your event and ask them to talk briefly about their charity.
- Then, you can use the Talking Points on the following page as ideas for connecting the virtual wine tasting to your business.
- For a more interactive event, you can also ask your clients to discuss any causes they support and why.

SUGGESTED TALKING POINTS...

INTRODUCE THE CONCEPT OF CAUSE-CENTRIC COMMERCE

- A "win-win" strategy where a business is operated with the objective of both profit and supporting a cause(s) that could ultimately improve the lives of people and/or communities.
- Some examples of cause-centered retail brands from the TriLinc team include:



With every pair of shoes purchased, TOMS will give a pair of new shoes to a child in need "One for One".



Creating good products that help feed the world. Every product sold has a measurable donation attached to it and, to date, the social business has been able to provide nearly 84 million meals globally through the World Food Programme ("WFP") and Feeding America.



For every pair of Warby Parker glasses purchased, a pair is distributed to someone in need. To date, over one million pair of glasses have been distributed to people in need.



Every time you buy a bottle of Ethos Water you contribute \$.05US to Ethos Water Fund, part of the Starbucks Foundation. So far more than \$7.38 million has been granted to help support water sanitation and hygiene education programs in water-stressed countries – benefiting more than 430,000 people around the world.

DISCUSS YOUR BUSINESS PHILOSOPHY AND HOW YOU HAVE BEEN APPLYING THIS CAUSE-CENTRIC THEME IN YOUR BUSINESS

TALK ABOUT ONEHOPE WINE AND THE WINE YOUR CLIENTS ARE DRINKING

- In 2007, a group of young entrepreneurs set out to create an outstanding wine brand that would be dedicated to supporting various nonprofits all year round.
- OneHope's award-winning California wines are produced in partnership with Rob Mondavi, Jr.
- Half of the profits from every bottle of OneHope Wine are donated to make a social impact.
 - For example, every case of Pinot Noir helps fund two pet adoptions. Every case of Sparkling provides 25 meals to children fighting hunger in America.
 - Additional causes OneHope supports include breast cancer prevention and treatment, Autism research and treatment, and U.S. forest preservation and protection.
- Over \$1.2 million of donations to date.
- Wines are available nationwide in hundreds of hotels, restaurants, bars, and retail stores including Whole Foods, Destination Hotels and Resorts, Fleming's, and many more.



Identify Your Local Cause

10% of the cost of the wine for your “**wine tasting event with a cause**” will go directly to the local cause you choose. Please complete this form and allow 30 calendar days for the contribution/check to be processed.

Some Basics

OneHope Cause Entrepreneur: _____ **Advisor Name:** _____

Date of Your Event: _____

Charity or Name of Donation: _____ **Cause:** _____

Charity Tax ID#: _____

Check Memo: *On Behalf Of* _____

Where Should the Check be Delivered?

Choose one option below.

☐

Please send the check **directly to the charity.**

☐

Please send the check **to the financial advisor who will deliver the check to the charity.**

Address: _____

Address: _____

City: _____

City: _____

State: _____ **Zip:** _____

State: _____ **Zip:** _____

Attention To: _____



Please submit this completed form to **Traci Cox** by email at winewithtraci@gmail.com.

SPECIAL INVITATION

A Virtual Wine Tasting Event With A Cause



INDULGE. DO GOOD. #WINENOT

Come join me and several of my other clients for a fun filled night of virtual wine tasting. We will be award-winning California wine from OneHope Wine. Handcrafted in Napa by Rob Mondavi Jr., the OneHope wine portfolio has been awarded over 100 medals in wine competitions and has received numerous 90+ point ratings.

Whether you prefer red or white, each of OneHope's varietals aligns with a specific cause and half of all profits go directly to the respective organizations. In addition, OneHope has also agreed to contribute 10% of the money spent on wine for this event to a local cause. We have chosen to give these proceeds to [_____].

Learn about how OneHope Wine has made "giving back" a good business, and how this cause-centric philosophy has parallels in the investment world through competitive-return impact investing opportunities like TriLinc Global Impact Fund. By intentionally making investments with potential to improve society and generate attractive returns, TriLinc Global Impact Fund seeks to demonstrate that investors can do well by doing good.

More than likely, at least one of OneHope's causes may impact you or someone you know!

Click here or on the image to the right to view a quick 3-minute video about OneHope Wine and learn more about their business.

Hosted By: Advisor Name

RSVP To:

Name
Phone
Email

Event Details:

Day, Date
Time
Location



ONEHOPE

Award-Winning Varietals



VINTNER RED BLEND

California | 2016

TASTING NOTES:

Berry Cobbler | Spice
Cocoa Powder

CA STATE FAIR COMPETITION
96 POINTS



SPARKLING BRUT

California

TASTING NOTES:

Pineapple | Citrus
Crisp Apple

CRITIC'S CHALLENGE
90 POINTS



CHARDONNAY

California | 2017

TASTING NOTES:

Citrus | Vanilla | Green
Apple

SUNSET INTERNATIONAL
90 POINTS



PINOT NOIR

California | 2016

TASTING NOTES:

Vanilla Cola | Cherries
Ripe Raspberries

WINE ENTHUSIAST
90 POINTS



RESERVE PINOT NOIR

Monterey County | 2017

TASTING NOTES:

Dried Cranberry | Sassafras
Preserved Cherry | Truffle

WINE ENTHUSIAST
91 POINTS



RESERVE CABERNET SAUVIGNON

Paso Robles | 2017

TASTING NOTES:

Dark Cherry | Dried Herbs
Vanilla | Bold

CRITIC'S CHALLENGE
90 POINTS



LEANN RIMES RESERVE CABERNET SAUVIGNON

Paso Robles | 2017 **LIMITED EDITION**

TASTING NOTES:

Dark Cherry | Dried Herbs
Vanilla | Bold

CRITIC'S CHALLENGE
90 POINTS

ONEHOPE

Featured Wine List

Ask your Cause Entrepreneur about preferred customer pricing!

Vintner Collection



BRUT ★
SPARKLING WINE
California

TASTING NOTES:
Pineapple | Citrus
Crisp Apple

CAUSE: *Hunger*
Every bottle helps fund healthy meals to end hunger.

\$25 MSRP



CABERNET
SAUVIGNON
California

TASTING NOTES:
Black Cherry | Chocolate
Vanilla

CAUSE: *Autism*
Every bottle helps fund ABA therapy for children with autism.

\$25 MSRP



CHARDONNAY ★
California

TASTING NOTES:
Citrus | Vanilla | Green Apple

CAUSE: *Breast Cancer*
Every bottle helps fund clinical trials to find the cure for breast cancer.

\$25 MSRP



MERLOT
California

TASTING NOTES:
Dried Cranberry | Plum
Tobacco | Vanilla

CAUSE: *Heart Health*
Every bottle funds education resources to help prevent heart disease.

\$25 MSRP



PINOT GRIGIO
California

TASTING NOTES:
Juicy White Nectarine
Crisp Acidity | Dry

CAUSE: *Pet Adoption*
Every bottle helps fund a pet adoption so every animal can find a loving home.

\$25 MSRP



PINOT NOIR ★
California

TASTING NOTES:
Vanilla Cola | Cherries
Ripe Raspberries

CAUSE: *Pet Adoption*
Every bottle helps fund a pet adoption so every animal can find a loving home.

\$25 MSRP



RED BLEND ★
California

TASTING NOTES:
Berry Cobbler | Spice
Cocoa Powder

CAUSE: *Veterans*
Every bottle helps reunite veterans with a sense of purpose through disaster relief.

\$25 MSRP



ROSÉ
SPARKLING WINE
California

TASTING NOTES:
Floral | Wild Berry
Pippin Apple

CAUSE: *Hunger*
Every bottle helps fund healthy meals to end hunger.

\$25 MSRP



SAUVIGNON BLANC
California

TASTING NOTES:
Guava | Lemon | Lime

CAUSE: *Environment*
Every bottle helps plant a tree to save our environment.

\$25 MSRP

★ Recently awarded 90 points or above in national or international wine competitions and national magazines.

Core Collection



SPARKLING CITRON California

TASTING NOTES:
Crisp Lemon | Honeysuckle
Lime Zest | Grapefruit

CAUSE: *Hunger*
Every bottle helps fund healthy meals to end hunger.

\$20 MSRP

LOW IN STOCK



SPARKLING PEACH California

TASTING NOTES:
Juicy Peaches | Raspberries
Angel Food Cake | Tangy Finish

CAUSE: *Hunger*
Every bottle helps fund healthy meals to end hunger.

\$20 MSRP



SPARKLING POMEGRANATE California

TASTING NOTES:
Juicy Pomegranates
Pippin Apple | Spicy Vanilla
Red Raspberries

CAUSE: *Hunger*
Every bottle helps fund healthy meals to end hunger.

\$20 MSRP



ROSÉ California

TASTING NOTES:
Strawberry | Cherry
Melon | Orange Peel

CAUSE: *Ovarian Cancer*
Every bottle helps educate women on their risks and symptoms of ovarian cancer.

\$20 MSRP



SYMPHONY California

TASTING NOTES:
Lavender Honey
Citrus Blossom | Peach Tea

CAUSE: *Art Education*
Every bottle helps fund music and arts education for under-served students.

\$20 MSRP

LOW IN STOCK



VIOGNIER California

TASTING NOTES:
Thistle Flower | Honeysuckle
Nectarine | Dried Apple

CAUSE: *Homelessness*
Every bottle helps end homelessness through employment assistance.

\$20 MSRP

Elway's 7 Cellars Collection



ELWAY'S 7 CELLARS CHARDONNAY Carneros | 2018

TASTING NOTES:
Crisp | Fresh Fruit
Vanilla | Smooth Oak

CAUSE: *Veterans*
Every bottle helps reunite veterans with a sense of purpose through disaster relief.

\$37 MSRP



ELWAY'S 7 CELLARS CABERNET SAUVIGNON Napa Valley | 2017

TASTING NOTES:
Bold | Dark Berries
Spice | Rich

CAUSE: *Veterans*
Every bottle helps reunite veterans with a sense of purpose through disaster relief.

\$77 MSRP

Glitter Collection



BRUT SPARKLING
WINE GOLD OR SILVER
GLITTER EDITION
California

TASTING NOTES:

Tropical Aromas | Green Apple
Luscious Pear | Refreshing
Bubbles

CAUSE: *Hunger*

Every bottle helps fund healthy
meals to end hunger.

\$49 MSRP



BRUT SPARKLING
WINE GOLD OR SILVER
SHIMMER EDITION
California

TASTING NOTES:

Tropical Aromas | Green Apple
Luscious Pear | Refreshing
Bubbles

CAUSE: *Hunger*

Every bottle helps fund healthy
meals to end hunger.

\$39 MSRP



BRUT SPARKLING
WINE RAINBOW
GLITTER EDITION
California

TASTING NOTES:

Tropical Aromas | Green Apple
Luscious Pear | Refreshing
Bubbles

CAUSE: *LGBTQ*

Every bottle helps fund
operational costs for an
LGBTQ crisis line.

\$59 MSRP



CELEBRATION BRUT
GOLD OR SILVER
GLITTER EDITION
California

TASTING NOTES:

Golden Apple | Pear
Brioche | Citrus

CAUSE: *Hunger*

Every bottle helps fund healthy
meals to end hunger.

\$59 MSRP

Mini Brut



MINI SPARKLING BRUT
California

TASTING NOTES:

Tropical Aromas | Green Apple
Luscious Pear | Refreshing Bubbles

CAUSE: *Hunger*

Every bottle helps fund healthy
meals to end hunger.

\$89 MSRP / 12-PACK (187ML)

Reserve Collection



**BRUT MILLESIMATO
PROSECCO**
Trevigiano, DOC, Italy | 2017

TASTING NOTES:
Pear | Green Apple
Fresh | Fizzy

CAUSE: *Hunger*
Every bottle helps fund healthy meals to end hunger.

\$25 MSRP



CELEBRATION BRUT
California

TASTING NOTES:
Golden Apple | Pear
Brioche | Citrus

CAUSE: *Hunger*
Every bottle helps fund healthy meals to end hunger.

\$30 MSRP



**CELEBRATION BRUT
RAINBOW EDITION**
California

TASTING NOTES:
Golden Apple | Pear
Brioche | Citrus

CAUSE: *LGBTQ*
Every bottle helps fund operational costs for an LGBTQ crisis line.

\$30 MSRP



CABERNET SAUVIGNON
Napa Valley | 2015

TASTING NOTES:
Dark Berries | Wild Violets
Rich | Chocolate Nuances

CAUSE: *Autism*
Every bottle helps fund ABA therapy for children with autism.

\$45 MSRP



**CABERNET
SAUVIGNON ★**
Paso Robles | 2017

TASTING NOTES:
Dark Cherry | Dried Herbs
Vanilla | Bold

CAUSE: *Autism*
Every bottle helps fund ABA therapy for children with autism.

\$35 MSRP



CHARDONNAY
Carneros | 2017

TASTING NOTES:
Apple | Caramelized Pear
Honeysuckle | Toasty Vanilla Spice

CAUSE: *Breast Cancer*
Every bottle helps fund clinical trials to find the cure for breast cancer.

\$30 MSRP



GEWÜRZTRAMINER
Monterey County | 2017

TASTING NOTES:
Lychee | Passionfruit
Honey | Spice

CAUSE: *Rare Disease*
Every bottle helps fund resources to eliminate the challenges of rare diseases.

\$30 MSRP



MUSCAT
North Coast | 2017

TASTING NOTES:
Lily | Ripe Peach
Meyer Lemon

CAUSE: *Pediatric Cancer*
Every bottle helps fund better treatment and cures for all pediatric cancers.

\$30 MSRP



PETITE SIRAH
Napa Valley | 2016

TASTING NOTES:
Blueberry | Cloves
Black Pepper | Tobacco Leaf

CAUSE: *Prostate Cancer*
Every bottle helps fund the prevention of prostate cancer.

\$50 MSRP



PINOT NOIR
Carneros | 2016

TASTING NOTES:
Dried Berries
Strawberry Compote
Sun-Dried Redwood

CAUSE: *Endangered Species*
Every bottle helps educate people on how they can save endangered species.

\$40 MSRP



PINOT NOIR
Edna Valley | 2017

TASTING NOTES:
Ripe Black Cherry | Cola
Vanilla | Opulent

CAUSE: *Endangered Species*
Every bottle helps educate people on how they can save endangered species.

\$35 MSRP



PINOT NOIR
Russian River Valley | 2017

TASTING NOTES:
Rainier Cherry | Black Raspberry
Fresh Forest | Mint

CAUSE: *Endangered Species*
Every bottle helps educate people on how they can save endangered species.

\$60 MSRP



RED BLEND
Napa Valley | 2016

TASTING NOTES:
Black Cherry | Plum
Cinnamon | Dark Chocolate

CAUSE: Veterans
Every bottle helps reunite veterans with a sense of purpose through disaster relief.

\$45 MSRP



RIESLING
Monterey County | 2017

TASTING NOTES:
Peach Blossom | Kiwi Flower
Fresh Apricot | Citrus Zest

CAUSE: Literacy
Every bottle helps fund literacy education across the globe.

\$30 MSRP



ROSÉ
Sonoma County | 2017

TASTING NOTES:
White Rose Petal
Spring Blossoms | Blackberry
Raspberry | Tart Cherry

CAUSE: Ovarian Cancer
Every bottle helps educate women on their risks and symptoms of ovarian cancer.

\$30 MSRP



SPARKLING ROSÉ
North Coast

TASTING NOTES:
Rose Petal | Strawberry
Watermelon | Elegant

CAUSE: Ovarian Cancer
Every bottle helps educate women on their risks and symptoms of ovarian cancer.

\$60 MSRP

LIMITED SUPPLY



**29 TWELVE
DESSERT WINE VII**
California

TASTING NOTES:
Blackberry Compote | Quince
Cardamom | Sweet Tobacco

CAUSE: Prostate Cancer
Every bottle helps fund the prevention of prostate cancer.

\$30 MSRP

Iconic Collection



CABERNET SAUVIGNON
Oakville, Napa Valley | 2015

TASTING NOTES:
Dried Red Currant | Vanilla Spice
Blackberry Cobbler | Silky Tannin

CAUSE: Healthcare
Every bottle helps deliver quality healthcare services to families in need throughout the Napa Valley.

\$125 MSRP



**ESTATE
CABERNET SAUVIGNON**
Rutherford, Napa Valley | 2015
Estate Grown | Blocks 1 & 5

TASTING NOTES:
Caramelized Brown Sugar | Cigar Box
Dried Black Cherry | Velvety Tannin

CAUSE: Healthcare
Every bottle helps deliver quality healthcare services to families in need throughout the Napa Valley.

\$125 MSRP



**ESTATE
FUMÉ BLANC**
Rutherford, Napa Valley | 2015
Estate Grown | Block 4

TASTING NOTES:
Jasmine Flower | Vanilla Toffee
Mango | Lemongrass | Kiwi

CAUSE: Healthcare
Every bottle helps deliver quality healthcare services to families in need throughout the Napa Valley.

\$45 MSRP



MOSCATO
Napa Valley | 2017

TASTING NOTES:
White Peach Blossom |
Honeyed Apricot

CAUSE: Healthcare
Every bottle helps deliver quality healthcare services to families in need throughout the Napa Valley.

\$40 MSRP



**ESTATE 8
SAUVIGNON BLANC**
Rutherford, Napa Valley | 2016
Estate Grown | Block 3

TASTING NOTES:
White Peach | Green Apple
Citrus Zest | Papaya | Guava

CAUSE: Healthcare
Every bottle helps deliver quality healthcare services to families in need throughout the Napa Valley.

\$35 MSRP