

Introducing a New and Exciting Revenue Stream for The Pro Shops



2 PACK (LIMITED TO 1000 SETS)

with

2007 CABERNET SAUVIGNON
2007 CARNOUSTIE



3 PACK (LIMITED TO 500 SETS)

with

2007 CABERNET SAUVIGNON
2007 ZINFANDEL
2007 MERLOT



5 PACK (LIMITED TO 500 SETS)

with

2007 ZINFANDEL 2007 CARNOUSTIE
2008 CHARDONNAY 2007 MERLOT
2007 CABERNET SAUVIGNON

Veris Cellars, the producers of the Ben Hogan Series of wines, has developed a unique program for our Golfing partners to market and sell the highly sought after Ben Hogan "Collector Series" wines.

This unique program creates a new and exciting revenue stream in the Pro Shop *without the need to invest heavily in inventory.*

The Pro Shop Program begins by the Pro Shop purchasing, at wholesale, one each of the 2 bottle, 3 bottle and 5 bottle Collector Packs for display. The initial purchase cost is \$342.00 (plus applicable state taxes). These remain the property of the Pro Shop and will be invoiced for payment direct from the winery. These items are the actual "Collector Series" wines, but are marked "Samples Only - Not for Resale".

Once the customer wishes to buy the Collector pack, the Pro Shop faxes the order through to the winery where the "sale" is actually run, and the wines are then immediately shipped directly to the customer.

The profits payable to the Pro Shop are calculated by deducting the wholesale price from the Pro Shop's actual selling price, and then paid to the shop each month following the sale, complete with a listing and accounting of all products sold.

All promotional materials are available for download on the Ben Hogan website. These include Counter cards and full size promotional point of sale posters to be displayed throughout the Pro Shop. The Pro Shop can select the items that are best suited to its premises, and then print them out. Order forms are provided for download which are used by the staff, who simply asks their customer to complete the form and once done, fax's the form to the winery for credit card processing..



This is a proven success strategy that is in use in better clubs throughout the United States.

Call us at the winery 805.434.0319
or visit our website

www.benhoganwine.com