

Dear Winexpert Kit Wine Makers,

How many times have you served one of your wonderful Winexpert wines to someone and then heard “Wow, that’s really good, someday I’m going to make some wine too.” Yet as of today, their “SOMEDAY” just hasn’t happened, meanwhile they continue to deplete your wine cellar.

Well, guess what, I’m here to help you make their “SOMEDAY” happen NOW!

Here’s a great deal for you and your “SOMEDAY” wine drinking friends. It’s called:

The Von Klopp Brew Shop Sponsor A New Wine Maker Program

Here’s how it works:

For each “new wine maker” you sponsor, you may purchase a Winexpert kit at 25% off its retail price, and the person you sponsor may also purchase their Winexpert kit for 25% off retail. No matter how many new wine makers you sponsor, you will receive 25% off a Winexpert kit when each new wine maker purchases our complete “kit wine starter equipment package” and a Winexpert kit for themselves. This is an ongoing promotion without a deadline. As a sponsor, you may purchase a Winexpert kit at the time your “new wine maker” makes their purchase, or if you don’t need a kit right away, we will issue you a certificate for a 25% discount on your next Winexpert kit purchase, to be used anytime you wish.

So, this is what you do:

1. Fill out the “Sponsor a New Wine Maker” form and bring the new wine maker to either of our stores.
2. The new wine maker will join our buyers club for the \$5.00 annual fee to receive a 10% discount on our “kit wine starter equipment package.” Then they will pick out a Winexpert grape juice kit, for which they will receive a 25% discount.
3. Now you pick out a Winexpert kit and also receive a 25% discount. This promotion is a great opportunity to make a kit you haven’t yet tried. You can even order a Winexpert kit from the Winexpert catalog if you are interested in something we don’t normally stock.
4. The “new wine maker” must purchase his/her equipment before the 25% discount will be honored on the kits.

Home wine making is becoming a life style choice for many Americans these days, especially for those who are customers of the Pine Cheese Mart’s Von Klopp Brew Shop. It’s so easy to do, so good to drink, and so much fun to share the experience with others. Take advantage of this sale to introduce your friends and family to this great life style and to purchase Selection kits at 25% off.

Sorry, Limited Edition kits are excluded from this 25% discount offer.

Cheers!
Wally

Winexpert Wine Kits purchased at 25% off regular price:

Sponsor’s 25% discounted kit purchase was a: _____ Date: _____

New Wine Maker’s 25% discounted kit was a: _____ Date: _____

VON KLOPP BREW SHOP’S “SPONSOR A NEW WINE MAKER” CERTIFICATE

I, _____, being of sound mind (well, maybe with the exception of when I have had one glass too many of my fabulous Selection kit wine), am honored and privileged to be the sponsor of NEW WINE MAKER _____.

I understand that my sponsorship of said new wine maker affords him/her a 10% discount on the Von Klopp Brew Shop’s kit wine “starter equipment package” upon joining the buyer’s club, AND a 25% discount on the Selection wine kit of his/her choice. It is further understood that, as the benevolent and wine wise sponsor of said new wine maker, I too will receive a 25% discount on a Selection wine kit.