

# Off The Vine

A small sized, full-service,  
wine & accessories shop.

Allow us to help you with your wine

Our wine shop has been serving our friends and family here in Grapevine's historic Main Street district since last century, or the mid '90's at least!

We are proud of our reputation as a friendly team, with both the time and interest to explain the different varietals, regional styles, and each of our 300 selections that we stock

Each wine on the rack has our own tasting notes attached. Hand written, in plain English, and we are more than happy when asked to compare one with another or to offer suggestions!

Gift Baskets, Accessories,  
Special Orders,  
Wine Travel Assistance  
Tastings & Training Events

Because We Love Wine!

Off The Vine's **Cellar Club** Members  
Enjoy Drinking Up These Benefits :

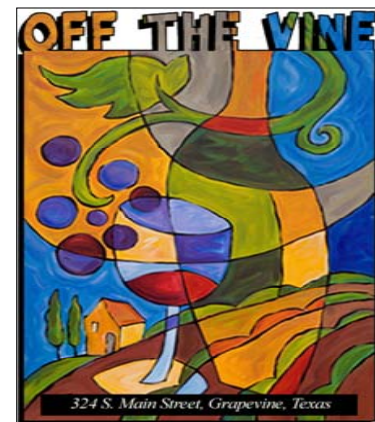
- Certificate For Complimentary Wine Tasting Event
- 10% Off All In-Store Purchases\*
- Member Tasting Event Prices
- \$20 Gift Card for each new Cellar Club Member referral
- \$25 Gift Card for every \$500 in purchases, awarded quarterly
- Complimentary 1st Thursdays Pre-Release Tasting at the shop
- 15% Discount off additional orders of **Cellar Club** Selections
- **Cellar Club** Members Allocated Wines Email Alerts
- Wine travel suggestions & courtesy introductions
- No minimum term required
- Charged to your card monthly

**Cellar Club** selections can be picked up from the shop or delivered for free locally (five mile radius), shipping assistance offered for longer distances

*\*Discounts applied to regular prices and are not valid with sales, closeouts or with other discounts.*

Off The Vine  
Wine, Accessories  
& Special Events  
Grapevine ~ Texas

**Become A  
Cellar Club  
Member**



(817) 421 - 1091

# Off The Vine's Cellar Club

Every winery, wine shop & even a couple of newspapers offer wine buyers an opportunity to join their club. Most are designed to move a large volume of wines each month, sight & taste unseen, with limited interaction with the purchasing team.

Off The Vine's Wine Club has been a great resource over 15 years for guests who have trusted us and want a new wine selection



each month that suited their style & palette.

For 2012, we have built on this trust and are proud to offer our newly enhanced **Cellar Club**

**Holly Donnelly**  
Off The Vine's  
Proprietor & Wine Lover

which includes Monthly Wine selections, Tasting events, Specials and

discounts over the year!

Members choose the level of wine they would like to enjoy, and spend the year, tasting, learning & saving as they go!

## CELLAR CLUB MEMBERSHIP

Want to learn more about wine? Taste! It's the only proven way to improve your wine knowledge. Its easy to do, keep the wines you enjoy now, then add 2 or 3 new labels a month. Grapes, Regions, Styles, Winemakers, each will introduce you to another new experience!

Our club selections are suited for everyone from new wine drinkers to collectors:-

**EXPLORER** - New To Wine? The Explorer level is for you, selections designed to increase wine knowledge. \*Two bottles for **\$ 40**

**OENOPHILE** - Perfect for exploring new varietals, regions & styles! We select these wines to expand your palette experience & introduce new varietals to your selection. \*Two bottles for **\$ 65**

**RESERVE** - For the experienced wine palette who is not intimidated by pedigree, ratings or cult status of wine selections. These wines are great for cellar builders \* Two bottles for **\$100**

## Taste What's Coming This Month?

We have solved one of the drawbacks of wine clubs, tasting this month's selection without having to open your only bottle! First Thursday's Cellar Club Tasting Night we will line up all six selections and invite our Cellar Club members to stop in and sample them with us, improve our tasting notes, and if you're inclined pre-order additional bottles with your Cellar Club Discount!

~ **Cellar Club** members receive hand-picked wines from around the globe, selected to pique your interest! Together with tasting notes, background information and pairing suggestions for the wines.

~ **Cellar Club** members receive 15% discount on additional orders of the wines of the month, regardless of which level you're at, during the month of their release.

~ **Cellar Club** members receive 10% discount on store purchases - EVERYTIME

~ Special **Cellar Club** member's price to our tasting events, all year long - EVERYTIME

~ **Cellar Club** members enjoy our Wine Alert Email, when we source highly allocated wines, allowing you to buy before they sell out on the shelves!

~ **Cellar Club** members' Tasting night - Join us for a pre-release taste of this month's Cellar Club wines ! 1st Thursdays - *Complimentary*

~ **Cellar Club** members' receive a Quarterly buyer's bonus! Earn a \$25 Gift Card for every \$500 in OTV purchases per quarter.

~ **Cellar Club** members' receive a Thank You \$25 Gift Card each time they are noted as the referral source for a new **Cellar Club** membership

Annual Membership Fee of \$29.95