

# ADK WINERY CASE CLUB MEMBER PROGRAM DETAILS - BENEFITS & POLICIES

| BENEFITS  | CASE CLUB   | GOLD CLUB   |
|---|---|---|
| <b>Joining is EASY!</b>                           | Buy 1 case (12 <i>btl</i> s) in a single purchase at regular discounts to become a Case Club Member & enjoy benefits all year!  | Join Case Club first, then upgrade to GOLD CLUB by purchasing 24 <i>more</i> bottles in a calendar year (36 <i>btl</i> s total).  |
| <b>DISCOUNTS</b>                                  | <b>CASE CLUB</b>  | <b>GOLD CLUB</b>  |
| <b>12+ Bottle Discount</b>                        | 20% off in store / 10% off online + FREE shipping   | 25% off in-store / 15% off online + FREE shipping   |
| <b>6+ Bottle Discount</b>                         | 15% off in-store / 5% off online + FREE shipping  |   |
| <b>1-5 Bottle Discount</b>                        | 10% off in-store / No discount online + \$15 shipping   |   |
| <b>MORE PERKS!</b>                                | <b>CASE CLUB</b>  | <b>GOLD CLUB gets everything Case Club Gets PLUS:</b>   |
| <b>FREE Wine Tasting Sessions</b>                 | <u>FREE Original Wine Tasting Experience</u> for you + 3 guests 1x/month ( <i>food not included with this tasting session</i> )<br><u>FREE Wine Tasting Upgrades</u> during quarterly Club events. (*GOLD Club Members get a little extra!)       |   |
| <b>Item Discounts</b>                             | 10% off regularly priced accessories, gifts, food items, etc.; plus accessories ship FREE with 6+ bottles!<br>( <i>Some exclusions may apply</i> ).   | <b>FREE bottle of wine with purchase EVERY month!</b><br><i>Minimum purchase for free gift subject to change.</i><br>FREE bottles DO NOT count towards your annual bottle count tally.  |
| <b>Winery Event Deals</b>                         | Priority invites & exclusive Club Member event ticket deals ( <i>per event basis</i> ).   | Deeper discounts, VIP seating & more for GOLD Club members.   |
| <b>Exclusive Club Member Events 4x Per Year</b>   | Four (4) Club Member events per year, featuring: FREE tasting upgrades, FREE gifts & more!<br>Plus, we roll out the V.I.P. red carpet for our Club Members - literally!   |   |
| <b>Priority Wine Access</b>                       | Club Members get advance access to new & limited-edition wines before public release, notifications about low inventory wines & more - at Club discounts!   |   |
| <b>VIP Treatment</b>                              | We do our BEST to make time & space for Club Members at the Tasting Room & we ALWAYS provide our Club Members with the best possible treatment. Call 518-668-WINE x 22 to make your VIP reservation!  |   |
| <b>Adirondack Winery Annual Calendar</b>          | Our Wall Calendar features ADK photography & Lake George events & you get it discounted!  | Renewed GOLD Club gets this gorgeous Wall Calendar FREE!<br>( <i>While supplies last, with purchase only.</i> )   |
| <b>Special Gift for 72+ Bottle Buyers</b>         | n/a   | Gold Club Members who buy 72+ bottles per year will get a special surprise gift from the owners! ( <i>While supplies last, with purchase only.</i> )  |
| <b>Club Community &amp; Club Manager</b>          | Speak to our Club Manager at 518-668-WINE ext. 22 or email club@adirondackwinery.com anytime!   | Interact with our owner, Sasha, your Club Manager and fellow Gold Club Members on our exclusive Gold Club Facebook Group!   |
| <b>Club Newsletter</b>                            | Your pickup and shipping orders will include a Club Newsletter with your current bottle count, recipes and more!  |   |
| <b>THE FINE PRINT</b>                             | <b>CASE CLUB</b>  | <b>GOLD CLUB</b>  |
| <b>Shipping Cost</b>                              | Club Members Enjoy FREE shipping on orders of 6+ bottles, plus Wine Discount! Shipping is \$15 per order otherwise.   |   |
| <b>Member Benefits Become Active When...</b>      | Our Club Manager will activate your Case Club Membership ( <i>or upgrade to Gold</i> ) within 1 week following purchase. Need benefits activated sooner? Just call 518-668-WINE x22 or email club@adirondackwinery.com to make a special request. |   |
| <b>How Do I Renew My Membership?</b>              | New Case Club Members must buy 12 more bottles (24 <i>bottles total</i> ) by the end of the calendar year to renew. 1 yr+ Members must buy a total of 2 cases (24 <i>bottles</i> ) by the end of the calendar year to renew.                      | GOLD Club members must buy 36 <i>bottles</i> by the end of the calendar year to renew for the next full calendar year.  |
| <b>What If I Don't Meet Renewal Requirements?</b> | If the 24 bottle purchase requirement is not met by Dec. 31st, membership lapses and benefits cease until you buy another case at regular prices.   | If the (36 <i>bottle</i> ) purchase requirement is not met by Dec. 31st ( <i>i.e., you buy between 24-35 bottles in the year</i> ), your membership will revert to Case Club status. If you buy less than 2 cases, membership lapses and benefits cease until you buy another case at regular prices. |
| <b>What If I Join Late in the Year?</b>           | NEW Case Club Members who join Thanksgiving or later have until the end of the next calendar year to renew their Case Club status!<br><i>Bottle count starts at zero on January 1st of the next year.</i>   | Case Club Members who reach Gold Club status are automatically renewed for the following year once they reach 36 bottles!   |
| <b>What is the Minimum Commitment?</b>            | Your Club benefits extend until the end of the calendar year and there's no commitment beyond that!   |   |
| <b>Can I Belong to My ADK Subscription?</b>       | Case & Gold Club Members cannot belong to the My ADK Wine Subscription program.   |   |
| <b>Can I Share Benefits?</b>                      | Yes, Club Members can share their benefits w/ spouses. Nontransferable beyond spouses.  |   |
| <b>What Information do I need to Provide?</b>     | In order to be a member, we require your Email Address, First & Last Name, Full Shipping Address, and Phone Number  |   |
| <b>How Do I Shop with My Discounts?</b>           | Let an associate know you're a Club Member and they'll take care of the rest!<br>Or, register for an account at adkwinery.com w/ your Club Member email. Discounts auto-apply!  |   |
| <b>Freebies &amp; Giveaways</b>                   | Club Members must be present at events to receive freebies & giveaways. Some deals & freebies may require purchase. Free tasting sessions, other freebies, discounts & deals are non-transferrable & cannot be postponed for later use.           |   |
| <b>Other Details...</b>                           | Discounts apply to regularly priced wine & accessories only. Event discounts determined on per-event basis. Comped tasting sessions include free glass only if desired. Club benefits, composition & pricing subject to change without notice.    |   |

FOR MORE INFORMATION REGARDING CLUB MEMBERSHIPS, CALL 518-668-WINE x22 or VISIT ADKWINERY/CLUBS