

Memo

The goal of a Mad Housewife event is to sell Mad Housewife wine. The best way to do this is to have fun. Chat with everyone and introduce them to "our newest wine". Again, DO NOT sit back and wait for customers to approach you. Reach out to them. Have fun. It's contagious.

From: Pam Borromeo, pam.borromeo@rainierwine.com



Frequently Asked Questions

Where did the idea come from?

It was inspired by a book, "Diary of a Mad Housewife," published in the late 60's and made into a movie in the early 70s.

Who is the woman on the front?

She has never modeled in her life. She is a single woman who runs her own catering business in Gainesville, FL.

Where have I heard about this before?

You may have read about it or seen it on TV. Good Morning America, FOX News, CBS News and others have featured Mad Housewife.

Which is your favorite?

Pick one. Here are some answers... "My favorite is the Cabernet" or "I am a big Merlot fan and this one is great" or "I'm a white wine gal and I love this Chardonnay."

Costume, jewelry and appearance

We will send you a vintage apron. If you have some glasses, please wear them. We expect you to come up with the basic wardrobe elements. Vintage look and feel is required. This includes anything from a skirt and blouse to a vintage-style outfit that you or a friend might already have. Costume pearls and other jewelry (bracelets, earrings and pendants) are perfect. Please wear your hair up—a twist or bun. On the right are two examples. For a complete gallery, visit <http://www.rainierwine.com/events/>

Attitude and personality

Don't worry that you are not "THE" Mad Housewife. You are "A" Mad Housewife and that is good enough. The Mad Housewife is not mad as in angry, she's mad as in just a tad crazy. She's a woman juggling lots of balls that don't get dropped, and she looks forward to unwinding at the end of the day with a glass of wine. To complete the character, come up with a retro name to use when signing bottles, i.e. Madge, Pearl.

★ TAKE A SHARPIE PEN, silver or gold pen color is great. Offer to sign bottles, "Madge (or some other funky retro name), the Mad Housewife of (city)". Customers love it!

Wine Notes

Mad Housewife is an award winning value wine from central coast California. Perfect for parties, hostess gifts and as an everyday drinking wine. It's available as a Chardonnay, Sweet Pink, Sweet Red, Sweet White, Merlot and Cabernet Sauvignon. Mad Housewife grapes are from California vineyards in the Central Coast (Monterey, Paso Robles). It is a young wine, fruit forward and very drinkable. The winery is in Manteca, California. For complete details, check out www.rainierwine.com or www.madhousewifecellars.com



Thanks in advance for your help and support. Please call or email if you have any questions.