

Memo

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

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Frequently Asked Questions

What does “Besitos” mean?

Pronounced “beh-see-toes” the literal translation from Spanish is “little kisses”. It’s a term of affection or a form of greeting in Spanish cultures, like a kiss on the cheek.

Where did the idea come from?

We wanted to create a wine that celebrated life and love. A delicious, jammy, easy-to-drink red wine is a great way to connect people to the ones they love and want to love. Give a kiss. Get a kiss. It’s that simple.

This is a red blend – what’s in it?

Red blends are a variety mix of red grapes. Wine blends offer more complexity than single varietal wines. We chose to blend Merlot, Syrah, and Petite Sirah.

How do I know I will like the flavor of this red blend?

Besitos launched in August 2012. We spent a lot of time tasting and perfecting this blend, and as soon as we were able we submitted the wine for scores. As of October 2012 it received its first Silver Medal. We expect it will receive many more as we get competition results. We feel confident you will love this wine.

How to dress

We will send you a Besitos T-Shirt. Wear the T-shirt with a nice pair of slacks, skirt, or dark/black jeans. Do NOT wear worn blue jeans. A crisp, modern look is the goal. Dark red lipstick is great. We have lip smack tattoos, place one on your cheek, and wear your hair up. Send us a picture of the final look or while at the event. We love to post these on our website & Facebook!

Attitude & personality

You need to be friendly and outgoing. Talk to everyone that walks by. Offer to put tattoos on people. Give away the freebies to people that are interested in buying the wine. Upsell more bottles by giving them a T-shirt mail in rebate form.

★**TAKE A SHARPIE PEN, silver or gold pen color is best.** Offer to sign bottles, “love and kisses” or “xoxoxo” or place your own personal lip smack on the label. Customers love it!

Wine Notes



Besitos is an award winning wine from the Central Coast of California. Perfect for parties, dates, hostess gifts and as an everyday drinking wine. It’s a luscious red blend full of black cherry, sweet plum and vanilla. Smooth on the tannins, jammy and juicy — a seductive smack of red, from our winery to your lips. Besitos grapes are from California vineyards in the Central Coast. 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.BesitosWinery.com

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