

# SO MANY BOTTLES, SO LITTLE TIME



## A Wine Concierge & Consulting Service

...and a shared love of the fermented juice.

Understanding your palate.

Sourcing, shopping and delivering your favorite wines  
right to your door.



**“I HATE wine shopping! I just wander the aisles looking for a label I may recognize or worse yet... A label that is pretty.”**

**“There are just not enough hours in a day. Especially now.”**

**“I know what I like. Now if I could only find what I like. But that is next to impossible.”**



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Don't waste another minute of your day wandering the aisles of your local wine (or grocery?) store.

Let SC2RW Concierge and Consultancy do the work for you.

# Wine Concierge and Consultancy

Knowledge. Convenience. Service. Access to our winery and retail partners.

The SC2RW Concierge & Consultancy is a membership-based service that brings you the wines you love without the hassle. As a WSET Level 2 with Distinction Awardee in Wines and Spirits, Rick will utilize his knowledge in viticulture and enology to bring to you what you love and do the work for you. Our goal is designed to take the headache and hassle out of wine selection and shopping -- saving you time and frustration.

## SC2RW Concierge and Consultancy is a membership-based service.

**If you typically consume 8 bottles per month**, then the Gold Level will align with your needs. It costs \$20.00/ month (\$60.00 per quarter) and includes 1 consult per quarter.

**If you typically consume 12 bottles per month**, then the Platinum Level will align best with your needs. It costs \$50/month (\$150.00 per quarter) and includes 3 consults per quarter. This also includes one complimentary tasting fee for an in-person tasting per quarter.

**If you typically consume approximately 16 bottles per month or if you desire unlimited access to our expertise**, then the Diamond Level will align best with your needs. It costs \$75.00/month (\$225 per quarter). This also includes two complimentary tasting fees for an in-person tasting per quarter.

My Wine Knowledge - FREE

My Time - FREE

My Discounts - Recoup The Cost Of Your Membership

Plus Membership Rewards

“Rick Dean is an absolute joy to work with! His extensive wine knowledge and the enthusiasm he brings to wine tasting and wine education makes him shine. Rick is a charming, passionate and tenacious salesperson by nature and he exudes a true love of wine that is contagious. The feedback we’ve received from his tasters speak volumes. . . “my friends raved about your virtual tasting” . . . “great tasting” . . . “fun evening.” Rick is fully committed to our success and we look forward to a long relationship with him. -

**Susan Tipton – Owner/Winemaker, Acquiesce Winery**

## ABOUT:

Several years ago, the world of wine grabbed me and told me to pay attention. It was an awakening that began on a trip to a winery in Châteauneuf-du-Pape and has continued ever since. I began by exploring, tasting and finding incredible wines from across the globe. After years of introducing these new wines to friends and family, I knew I needed to take things to the next level. So a little over three years ago I began taking wine education courses as well as began writing my blog - Strong Coffee to Red Wine.



## Wine education:

- 2019 Wine Writers Education Conference: Willamette Valley (20 attendees)
- **2019 WSET Level 2 Passed with Distinction**
- 2018 Wine Writers Education Conference: Napa Valley (30 attendees)
- 2018 Completed 13-week Sommelier School: by Sommelier Sarah O’Kelly, Edmund’s Oast Exchange
- 2017 Wine Media Writers Conference in Santa Rosa, CA.
- **Attending in 2022:** Wine Writers Education Conference: Paso Robles

### **Does this service save me money?**

This service is designed around saving you time while using my knowledge to make wine selections for you. So if time and knowledge has value, yes there is a savings.

That said, my local retailers and direct to consumer wineries offer me special discounts that I pass along to you when you buy their wine. If you use the service as designed, these discounts will cover at least, what you spend on your membership so that you pay no more than retail (plus sales tax of course) for your wine.

### **Where do I source your wine?**

Independent wine retailers in town and direct to consumer wineries around the country.

### **How long of a commitment do I have to make?**

I would like a one year commitment. If you do choose to cancel, we ask for 30 days notice. Once a membership retainer is paid, it is not refundable.

### **How long does it take to receive my wine once an order is placed?**

The average turn around time for in stock retail wine is 48-72 hours. The average turn around time for special orders (wines not in stock at my retailers but locally available) is 3 to 7 days.

The average turn around time for orders direct from the winery is 7-14 days (shipping times is weather depending).

### **What happens if I ask you to find a particular wine and you can't source it, Does that "search" count against my requests?**

In a word, No. If I do not find it, it does not count against your requests or queries.

### **What if you get a wine that you do not like?**

I will fix it. But we will also talk about what is wrong with it and use it as a learning experience so that we can avoid situations like this.

### **What if I find the wine on my own after asking you to start looking?**

If you are going to look for it yourself, I might suggest that you do not ask for assistance until you have grown tired of looking for it. Once I am on the case, I would leave it to me because once I begin the query, I rarely fail. So yes, once I start the process that counts.

## **Frequently Asked Questions And Fine Print\***

### **Is buying wine direct from a winery handled in the same way as wines purchased from a retail store?**

No, Retail shop wine orders are purchased by me and delivered to you.

Winery direct orders are placed by me for you using your preferred method of payment that you provide to me. Once the order is placed, it is shipped directly to you at your preferred delivery address where an adult (21 or older) is present to sign for the delivery.

### **How do we pay my membership retainer?**

You are sent a payment request from Rick Dean via Venmo.

### **How do we pay for my wine purchases?**

All of your retail wine purchases are transacted by me. You reimburse us for your orders via Venmo or other transaction free digital delivery system is used.

Winery Direct orders are paid using your preferred credit card. We do not store credit card information. Once an order is placed, the credit card information is not maintained by SC2RW.

\*By making payment of your quarterly retainer invoice you are agreeing to the stipulations documented in this brochure. If you desire to cancel within a given quarter, such cancelation will begin at the start of the next quarter. Once a quarterly retainer payment is paid, it is non-refundable.

# HOW DO WE KNOW WHAT YOU LIKE?

Your first step is to answer the questions below. If you are not sure, then your best estimate is fine. We will then have a Zoom or in-person conversation to get acquainted and to learn more about your current favorite wines and a detailed discussion into your taste profile. I will also send you a general taste preference survey for you to complete.

Of course the longer that you are a member and the more selections you make, we will be able to look back at your selections and use that data to guide us.

## Introductory Wine Profile Questions

- 1) What is your wine budget or average wine spend per month? \_\_\_\_\_
- 2) What do you pay on average for a bottle of wine? Red \_\_\_\_\_ White: \_\_\_\_\_ Rosé \_\_\_\_\_ Sparkling \_\_\_\_\_
- 3) What is your current favorite white wine? Winery/Brand and Varietal? \_\_\_\_\_
- 4) What is your current favorite red wine? Winery/Brand and Varietal? \_\_\_\_\_
- 5) What is your current favorite rosé wine? Winery/Brand and Varietal? \_\_\_\_\_
- 6) Where do you currently buy wine? List all that apply: \_\_\_\_\_
- 7) Have you ever purchased wine direct from the winery? \_\_\_\_\_
- 8) Approximately, how many bottles of wine to you keep in your house at any given time? \_\_\_\_\_

Name: \_\_\_\_\_ Email address: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

I am interested in the following subscription membership\*:

Gold Level \_\_\_\_\_  
\$100.00 per Quarter  
Two (2) consults per Qtr.

Platinum Level \_\_\_\_\_  
\$150.00 per Quarter  
Three (3) consults per Qtr.

Diamond Level \_\_\_\_\_  
\$225.00 per Quarter  
Unlimited consults per Qtr.

*\*if for any reason you are not happy with the service you may cancel at the end of that quarter. There are no refunds.*

Searching, tasting, and sourcing new wines is my idea of a great day. It would be a pleasure to do this for you.

Cheers!

*Rick*

Strong Coffee to Red Wine, LLC.  
843.822.0371

**Ask about...**

My blog: [Strong Coffee to Red Wine](#)

My Wine Tastings:

- \* **Virtual Group Tastings** \*
- \* **In-Person Group Tastings** \*
- \* **Private In-Home Tastings** \*

**CONVENIENCE, KNOWLEDGE  
AND SERVICE.**

## **Ask me about Membership Rewards**

The longer you are an active member, the more rewards you earn that will enhance your wine drinking experience.

