

REMEMBER HOW MUCH

*fun*

IT WAS TRYING NEW THINGS?

Passport  Wine Club

GEERLINGS & WADE

960 TURNPIKE ST.  
CANTON, MA 02021-2818

PRSRT STD  
U.S. POSTAGE  
PAID  
GEERLINGS  
& WADE

HAVE SOME FUN. TRY SOMETHING NEW.

ID# 00000000

KEY# 00000000

Sample A. Sample  
123 Anystreet  
Any City US 12345-6789



TWO EXCLUSIVE  
AWARD-WINNING WINES

BRING BACK THE

*fun,*

ONE BOTTLE AT A TIME.



Each month you'll receive two bottles of premium wine that have been hand selected by Geerlings & Wade tasting experts.

Remember all the fun you had discovering new things? Making new friends. Trying unusual and exotic foods. Reading a book and imagining you were a traveler in a far-off land. Taking that first sip of an exquisite glass of wine.

We want to bring back the pleasure of trying new things without any of the disappointment. That's why when you join The Passport Wine Club from Geerlings & Wade, we promise each shipment of wine will be a tasteful success.

TRY THE BEST — SKIP THE REST.

Our tasters are constantly touring the globe, trying new wines and selecting only the best to present to our members. We try hundreds of wines each year so that you never experience any unpleasant surprises — we promise each bottle you receive will be a unique, delightful taste sensation. We send the finest wines so you'll never again have to stand in a dimly lit aisle, overwhelmed by the enormous selection and wondering which wine to pick.



THE EXCITEMENT

*returns*

WITH THE PASSPORT WINE CLUB.



# THE PASSPORT WINE CLUB

DELIVERING EXCITEMENT TO YOUR DOORSTEP EACH MONTH.

We've eliminated the "guessing game" of trying to figure out which wines to select. With The Passport Wine Club, you'll automatically receive two bottles of top quality wine each month delivered straight to your home. You can choose to receive red wines, white wines or one bottle of each.

REKINDLE THE THRILL FOR JUST **\$9.95**

As a special introduction to The Passport Wine Club, we've discounted the cost of your first month's selections. Through this one-time offer you'll receive your first two bottles of wine for only \$9.95 (plus applicable taxes) and shipping is **FREE**. After you join, we'll continue to send you two exceptional bottles of wine each month at the low price of only \$24.95 plus shipping & handling and applicable taxes.

You'll also receive these outstanding benefits:

- Unlimited access to our personal wine consultants
- Special club offers on hundreds of premium and award-winning wines
- Free monthly wine journals
- Up to 25% off accessories purchased online through Geerlings & Wade
- No obligation, you can call our toll free number to cancel at any time

JOIN THE PASSPORT WINE CLUB TODAY AND LET THE FUN BEGIN.

As soon as you join The Passport Wine Club you'll be on your way to discovering two exciting wines each month. And remember your first month is only \$9.95 plus tax including free shipping and handling. So call us or mail in your order form now and get ready to sample superior wines from around the world.

Call 1-866-434-WINE(9463) or visit [www.geerwade.com/gw/red](http://www.geerwade.com/gw/red) and receive two award-winning wines.

Introductory Offer  
**\$9.95** Includes  
 • **FREE** Shipping

ENJOY A GREAT WINE,  
*every time*  
 WITH THE  
 PASSPORT WINE CLUB.

Passport  Wine Club  
 GEERLINGS & WADE

© 2002 Geerlings & Wade, Inc.  
 Format # A0201-339

# THE PASSPORT WINE CLUB

BRINGING SOMETHING NEW TO THE TABLE EACH MONTH.

Dear Sample A. Sample,

Enjoy the adventure of unwrapping two excellent bottles. Each bottle we send is carefully chosen after numerous taste tests and every glass. Whether your preference is red wine or white, every shipment we deliver is sure to be a winner.

TURN ANY EVENT INTO A SPECIAL OCCASION. Whether it's your next dinner party or a comforting glass of Bordeaux, every bottle you open will be a success. Our top quality Zinfandels and Cabernets ensures that you'll always find something extraordinary.

**Order now and get your first two award-winning bottles.**

THE FUN STARTS NOW — JOIN THE PASSPORT WINE CLUB because we'll take care of the wine selection while you enjoy the finest wines. Remember, as a special introduction offer, your first two bottles are only \$9.95 (plus applicable taxes) and shipping is **FREE**. The Passport Wine Club today.

SINCERELY,

Huib Geerlings  
 Founder, Geerlings & Wade

P.S. Call 1-866-434-WINE (9463), visit [www.geerwade.com](http://www.geerwade.com) form today and get your first month's selection.

TRYING NEW  
*wine*  
 HAS NEVER BEEN SO EASY — OR RISK-FREE.

Passport  Wine Club  
 GEERLINGS & WADE

ENJOY A GREAT WINE,

*every time*

WITH THE  
PASSPORT WINE CLUB.

Passport  Wine Club

# THE PASSPORT WINE CLUB

BRINGING SOMETHING NEW TO THE TABLE EACH MONTH.

Dear Sample A. Sample,

Enjoy the adventure of unwrapping two excellent bottles of wine each month. Each wine we send is carefully chosen after numerous taste tests to ensure that only the best goes into each and every glass. Whether your preference is red wines, white wines or a mixed selection, every shipment we deliver is sure to be a winner.

TURN ANY EVENT INTO A SPECIAL OCCASION. A refreshing Chardonnay at your next dinner party or a comforting glass of Bordeaux by the fire — with The Passport Wine Club every bottle you open will be a success. Our top quality selection of Chardonnays, Merlots, Zinfandels and Cabernets ensures that you'll always enjoy a delicious wine to turn the everyday into something extraordinary.

**Order now and get your first two award-winning wines for \$9.<sup>95</sup>!**

THE FUN STARTS NOW — JOIN THE PASSPORT WINE CLUB. Now you can relax because we'll take care of the wine selection while you enjoy month after month of the world's finest wines. Remember, as a special introduction you'll receive your first two bottles of wine for only \$9.<sup>95</sup> (plus applicable taxes) and shipping is FREE. So don't wait any longer — join The Passport Wine Club today.

SINCERELY,



Huib Geerlings  
Founder, Geerlings & Wade

NEW WINES.

*no risk*

A WINNING COMBINATION.

Passport  Wine Club

GEERLINGS & WADE

**SPECIAL INTRODUCTORY PASSPORT WINE CLUB OFFER:**  
**TWO PREMIUM WINES FOR \$9.95**  
INCLUDES FREE SHIPPING AND HANDLING

**COMPLETE ORDER FORM BELOW OR CALL**  
**1-866-434-WINE (9463) OR**  
 VISIT [WWW.GEERWADE.COM/GW/RED](http://WWW.GEERWADE.COM/GW/RED)

ID# 00000000

KEY# 00000000

**PLEASE PROVIDE PAYMENT INFORMATION**

Please charge my credit card:  Visa  MasterCard  
 Discover  AMEX

Card #	Expiration Date
--------	-----------------

Signature

Daytime Phone # Evening Phone #

Phone numbers required for age verification.

Recipients must be 21 years or older to receive delivery. We are legally entitled to ship wine to the following states: AK, AZ, CA, CO, CT, FL, IA, ID, IL, LA, MA, MI, MN, MO, NC, ND, NE, NH, NJ, NM, NV, NY, OH, OR, TX, VA, WA, WV.

**MAKE YOUR WINE SELECTION HERE**

Please make your monthly wine delivery selection: red  white  mixed

**AGE VERIFICATION REQUIRED BELOW**

**YES.** I am 21 years of age or older. Age verification will be made via phone.

Signature

Fold at line. Moisten sides and flap to seal.

Sample A. Sample  
 123 Anystreet  
 Any City US 12345-6789



**YES** I want to sign up for the Geerlings & Wade Passport Wine Club and receive two bottles of premium wine at the introductory cost of \$9.95, (plus applicable taxes) and shipping is FREE. Each month thereafter, I will automatically receive two new wine selections at the regular price of twenty-four dollars and ninety-five cents plus shipping charges and applicable taxes.

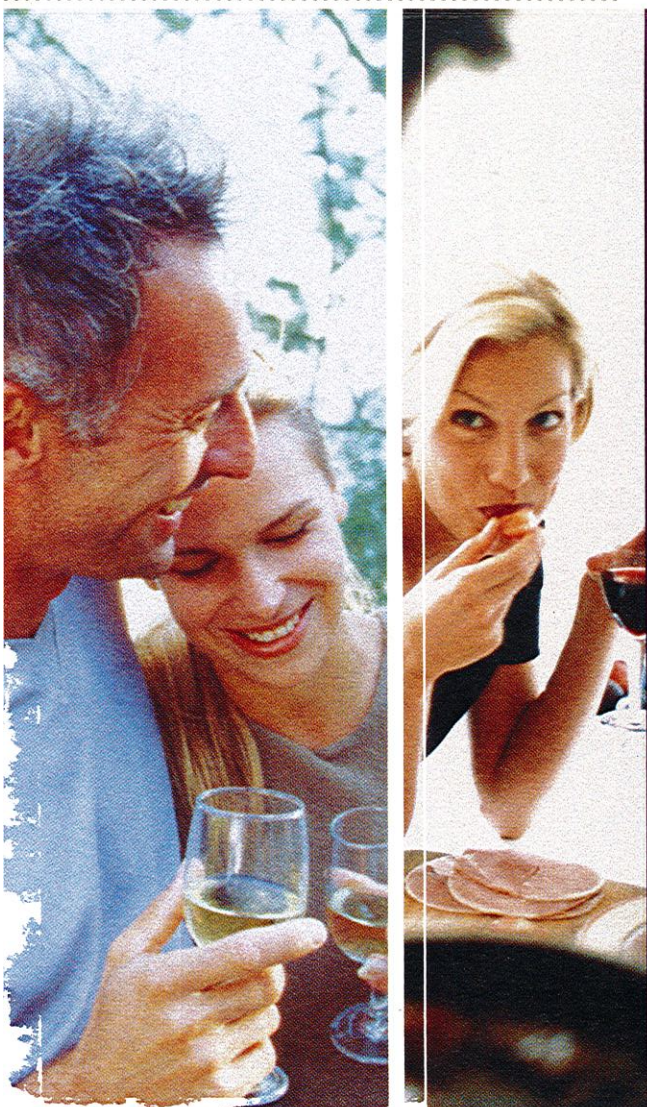
**Satisfaction and No Risk Guarantee.**

Because we only want satisfied members and stand behind every wine selection we send you: If you are not completely satisfied with any of your selections, you may call us up to six months after purchase, for a full credit, exchange, or refund on any bottles\*. We'll even arrange to pick up any unopened bottles at no cost to you — we'll pay the freight. No minimum purchase required. You may also cancel your membership at anytime.

\* Due to state regulations, we are prohibited from accepting any return on unopened wine from Michigan customers.

Moisten sides and flap before sending.

Moisten sides and flap before sending.



**BEEN A WHILE SINCE YOU TRIED NEW THINGS?**

**IT'S TIME TO MAKE A CHANGE. ORDER NOW.**

The choice is yours. You can stick with the same predictable wines you've been drinking or break free and try something different for a change. Doesn't sound so difficult when you put it that way, does it?

SAVOR SOMETHING NEW AND PAY JUST

**\$9.95**

FOR YOUR FIRST TWO BOTTLES.  
 (INCLUDES FREE SHIPPING AND HANDLING)

Go ahead, live a little. We dare you to do something new.

**ENROLL NOW. CALL 1-866-434-WINE (9463) OR**  
 VISIT [WWW.GEERWADE.COM/GW/RED](http://WWW.GEERWADE.COM/GW/RED)

Passport Wine Club  
**GEERLING & WADE**



NO POSTAGE  
NECESSARY  
IF MAILED IN  
THE  
UNITED STATES



**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT N° 34 STOUGHTON, MA

POSTAGE WILL BE PAID BY ADDRESSEE



**YOUR PERSONAL WINE SERVICE**

**GEERLINGS & WADE, INC.**  
ORDER PROCESSING CENTER  
P.O. BOX 685  
STOUGHTON, MA 02072-9921