

POOLEY WINES CELLAR CLUB

As friends and fans of Pooley Wines, we wanted to give you the opportunity to continue the relationship in the form of membership of our newly formed Pooley Wine Cellar Club.

We have been motivated to form our club because of the considerable requests for follow-up wine orders after visits to either our Campania or Richmond Cellar Door outlets.

Enclosed is an Application Form which is self-explanatory and lists the current wine packs available. Prices represent at least 10% off recommended Cellar Door, and freight is only \$10.00 per box by Australia Post to anywhere in Australia.

On joining, we will send you your chosen selection of wine, and from there you may select to purchase on a quarterly or half-yearly cycle - the cycles to be based on your actual joining date. However, if you wish to supplement your cellar with wines more frequently, then we will certainly welcome your participation in what we hope will be an exciting and enjoyable relationship.

Members are invited to choose from the selected packs but may make changes to the pack content later on after getting to know our wines a little better, and then receiving those they enjoy most.

As the Club develops we anticipate that we will be able to offer members pre-vintage wines at a considerable saving; "Specials" on bin ends; an opportunity to purchase exclusively Ultra Premium wines still maturing in the barrel. Our Newsletter will be despatched with each 6-monthly order giving details of activities, developments, soon-to-be released wines and Tasting Notes and, of course, any awards presented.

As a valued member of our Club, we will also welcome your feedback, and suggestions on how we may improve our club service to you.

If you wish to take advantage of our invitation, please confirm your interest by returning the completed form, by fax or mail, as quickly as possible. Shelley Pooley will give you a call to gauge your interest.

Please be assured that your credit card details will remain secure and private.

Regards

The Pooley Family
Pooley Wines
PO Box 204
Richmond, TASMANIA 7025

Telephone - 03 6260 2895
Facsimile - 03 6260 2895 (Office); 03 6248 4304 (Warehouse)
E-mail - pooley.wines@bigpond.com

POOLEY WINES CELLAR CLUB

Wine Maker's Selection

2 of each of the following wines for a 12 pack selection or

1 of each for a 6-pack selection.

2006 Pinot Noir	Cooinda Vale Vineyard
2005 Merlot	Cooinda Vale Vineyard
2006 Pinot Noir	"Butchers Hill" Vineyard
2006 Riesling	Cooinda Vale Vineyard - Silver Medal
2007 Riesling	"Nellies Nest" - Silver Medal
2007 Late Harvest Riesling	Cooinda Vale Vineyard - Gold Medal

Red Selection

4 of each for a 12 pack or 2 of each for a 6-pack

2006 Pinot Noir	Cooinda Vale Vineyard
2005 Merlot	Cooinda Vale Vineyard
2006 Pinot Noir	"Butchers Hill" Vineyard

White Selection

4 of each for a 12 pack selection or 2 of each for a 6-pack

2007 Riesling	Cooinda Vale Vineyard - Silver Medal
2007 Late Harvest Riesling	Cooinda Vale Vineyard - Gold Medal
2007 Riesling	"Nellies Nest" - Silver Medal

Sparkling Red Pinot Noir - 6 packs

POOLEY WINES CELLAR CLUB MEMBERSHIP RECRUITMENT FORM

CELLAR CLUB BENEFITS

- No joining fees
- 10% saving on Cellar Door prices
- Flexibility in wine and pack selection
- Enjoy limited release cool climate wines from Tasmania's Coal Valley!

TO BECOME A MEMBER

Simply complete the enrolment form below, mark the packs you wish to receive and return it to our Cellar Door.

Alternatively, mail to Pooley Wines, PO Box 204 Richmond, Tas 7025, or fax it to 03 62602895.

First Name _____ Last Name _____

Address - _____

Postcode _____

Home Ph _____ Business Ph _____ Email _____

Delivery Address (if different)

_____ Postcode _____

If I'm not available please leave my wine at:

- Front door Back door Reception

Other (please specify)

I hereby authorise Pooley Wines to enrol me in their Cellar Club and to debit my credit card with the cost of my wine deliveries as they occur. I am 18 years or older and the wines I am purchasing are not for resale by a licensed person.

I understand that:

- I will automatically receive the regular Cellar Club packs that I have marked.
- I may skip, change, defer or cancel my deliveries at any time prior time to despatch.

Signature _____ Date _____

Please debit the following credit card with the cost of my wine purchases.

- Master Card Visa

Card No: _____ Expiry Date __ / __

Cardholder's Name _____ Signature _____

CELLAR CLUB PACKS

Cellar packs are delivered quarterly or half-yearly on joining. Please select from the following options.

- 3-month delivery cycle Six-month delivery cycle

Winemaker's Selection

- 12 bottles..Pack price \$299 6 bottles Pack price \$149

Red Selection:

- 12 bottles..Pack price \$359 6 bottles Pack price \$179

White selection:

- 12 bottles..Pack price \$239 6 bottles Pack price \$119

- Sparkling Red Pinot Noir: 6 bottles Pack price \$169

PLUS: Freight \$10 per box – anywhere in Australia