

Membership Restructure FAQ

One cohesive club – everyone is a VIP!

- **I'm a Wine Club Member – what has changed?**
 - No change to quarterly orders or club procedures
 - Additional and upgraded benefits now available! Click here to review a full list of your Member benefits: <https://www.messinahof.com/join-wine-club/>
 - Member discounts will automatically apply when making a purchase (for discounts on event tickets and B&B reservations, contact the VIP Department – see contact information below)

- **I'm a Traditional Member – what has changed, and what are my options?**
 - Starting January 1, 2023, our VIP Traditional level and our Wine Club level will merge creating one integrated level – VIP Wine Club. You will still enjoy the same VIP benefits that have always been available to you, plus a few new ones, and there will no longer be an annual fee for your membership! In lieu of the annual fee, we ask that you begin accepting the quarterly wine allocations. More Messina Hof wine to enjoy? We call that a win! Click here to review a full list of the VIP Wine Club Member benefits: <https://www.messinahof.com/join-wine-club/>
 - Connect with the VIP Department and select a wine club preference and begin receiving quarterly orders in lieu of the annual Membership fee (allocations charged in February, May, September and December; please note that pick-ups are not customizable)
 - Upgrade to VIP Gold (\$400 annually)
 - If upgrading in the middle of your renewal year, price will be prorated if you choose to upgrade to Gold at that time. Click here to review a full list of the VIP Gold Member benefits: <https://www.messinahof.com/become-vip/>

- **I'm a VIP Gold Member – what has changed, and what are my options?**
 - After collecting Member feedback, we decided to include a few new benefits that allow our VIP Gold Members to take part in more winery events – with one that is exclusively for VIP Gold Members! Additional shipping discounts and a revised loyalty points program have also been included. With the annual Membership fee adjustments, we look forward to offering elevated and memorable experiences as part of your Membership. Click here to review a full list of the VIP Gold Member benefits: <https://www.messinahof.com/become-vip/>
 - Complete your current Membership with Gold benefits and renew at the VIP Gold level when your Membership expires (\$400 annually)
 - When current Membership expires, elect to join VIP Wine Club, select a wine club preference and begin receiving quarterly orders in lieu of the annual Membership fee (allocations charged in February, May, September and December; please note that pick-ups are not customizable)
 - Submit an application for VIP Platinum Membership (\$600)

- Member must have completed a minimum of 2 years at the Gold level to apply
 - Platinum Memberships will be reviewed semiannually, and upgraded Membership to this level will be based on availability at the time of review (we suggest renewing at the VIP Gold level while waiting for review)
 - For a full list of VIP Platinum Member benefits, please contact the VIP Department directly.
- **I'm a VIP Platinum Member – what has changed, and what are my options?**
 - After collecting Member feedback, we decided to include a few new and exclusive specialty events for VIP Platinum Members only. These events will allow Members to enjoy new winery experiences at all four Messina Hof locations. Additional shipping discounts and a revised loyalty points program have also been included. With the annual Membership fee adjustments, we look forward to offering elevated and memorable experiences as part of your Membership. For a full list of your VIP Platinum Member benefits, please contact the VIP Department directly.
 - Complete current Membership with Platinum benefits and renew at the VIP Platinum level when your Membership expires (\$600 annually)
 - Complete current Membership and then elect to renew at the VIP Gold Club level (\$400 annually)
 - When current Membership expires, elect to join VIP Wine Club, select a wine club preference and begin receiving quarterly orders in lieu of the annual Membership fee (allocations charged in February, May, September and December; pick-ups are not customizable)
 - **I'm a VIP Gold or VIP Platinum Member – can I be a member of VIP Wine Club as well?**
 - Yes! We currently have many Members who hold two Memberships, and we encourage you to explore this option. VIP Gold and VIP Platinum Members received an increased wine discount when also Members of the VIP Wine Club level.
 - **Why did the annual VIP Membership fees change?**
 - We appreciate our Member family, and have worked hard to keep costs level for as long as possible. With rising costs affecting multiple areas of our business, we are having to make adjustments at this time. With the Membership fee adjustments, we are pleased to be able to offer new and premium benefits to all Club levels, and look forward to offering elevated and memorable experiences as part of your Membership.
 - **Why were certain VIP benefits removed?**
 - We wanted to create new Member benefits and experiences that all Members will have a chance to take part in. We will be introducing exclusive level Coursed Wine Dinners, Member Bashes where guests will be welcome, and more! Watch the website and follow social media to see 2023 event dates for all locations – coming soon!

- **How do I receive complimentary shipping on 6 or more bottles of wine?**
 - Log into your Member account via the Messina Hof website, and your shipping discounts will automatically apply. Log in here: <https://messinahof.orderport.net/signin>

- **How do I redeem loyalty points? (This program applies to VIP Gold, VIP Platinum and VIP Diamond levels)**
 - Contact the VIP Department for current redemption options and assistance with redeeming/scheduling.

- **Where can I see my loyalty points total?**
 - Members can view their loyalty points total by logging into their Member account via the Messina Hof website - <https://messinahof.orderport.net/signin>. Members can also see their totals on the “Thank you for your order” email/e-receipt. There will be a box that shows the initial balance, the points earned for that order, and the final balance.

- **Who do I contact with questions and/or to make changes to my membership?**
 - Please feel free to reach out to the VIP Department at VIP@Messinahof.com, or by calling (346) 292-9463, option 3 to reach Allison Cooksley or Alex Dusek, or (979) 595-5976 to reach Dana Carman.