

BKCELLARS

URBAN WINERY & TASTING LOUNGE

2225 BARHAM DRIVE, SUITE D | ESCONDIDO, CA 92029

760/270-9851 www.BKCellars.com

**BK Cellars created a wine club where YOU are in control
of the wine you drink!**

The BK Cellars' Wine Club Includes:

- A gift card with credits loaded onto it to spend any way you like on bottles, glasses, tastings and merchandise!
- Wine is ALWAYS selected by the club member – no unwanted wines and no unwanted shipments!
- 20% off all bottles, wine-by-the-glass, and merchandise purchases.*
- 50% off wine tasting flights daily.
- Exclusive invitation to quarterly member parties with complimentary wine and food.
- Go to our webstore anytime and purchase wine for shipment to your door!**

We have three levels of membership!

The higher the membership level, the bigger the savings!

Membership Program Levels	Pay This Much Per Quarter	Get This Much to Spend on a Gift Card	Bonus Dollars Loaded
Chapter 7	\$100.00	\$118.00	+\$18
Chapter 11	\$200.00	\$250.00	+\$50
Chapter 13	\$300.00	\$400.00	+\$100

Quarterly, BK Cellars will charge your credit card on file on February 1st, May 1st, August 1st, and November 1st and will re-load your issued gift card with spendable dollars according to your membership level as shown above.

We require two quarterly charges after the initial membership purchase, otherwise a cancellation fee applies.

* May not be combined with case discounts.

**We can't ship to Alabama, Alaska, Arkansas, Delaware, Hawaii, Kansas, Kentucky, Mississippi, Oklahoma, Pennsylvania, South Dakota or Utah.

TERMS & CONDITIONS OF MEMBERSHIP AGREEMENT

The term “you” refers to you as the person paying for the wine club membership, and in the event you keep the membership for yourself, it also refers to you and your second listed “alternate wine club member” as our new wine club members! ☺

The terms “us,” “our,” or “winery” refers to BK Cellars Urban Winery.

1. “Active wine club member” means BK Cellars was able to successfully charge your credit card each quarter (February 1st, May 1st, August 1st, and November 1st). Each quarterly membership term runs from the first day of the quarterly charge until the day before the next quarterly charge.
2. **You agree to allow us to keep your credit card information on file.**
3. **You are committing to the purchase of an additional two quarterly “club runs” (gift cards) after today’s initial purchase. ____ INITIAL HERE**
4. **If you cancel your membership prior to the billing of the additional two quarterly “club runs,” either by notification to BK Cellars or our subsequent inability to charge the credit card on file, a \$50.00 cancelation fee is immediately payable and due.** The winery will first attempt to use the credit card on file to process payment. This fee is used to help with the cost recovery of membership financial benefits you received while using the membership. ____ INITIAL HERE
5. Gift cards and gift card dollars are not valid on deposits for private party bookings, for purchases during private parties, for purchases of tickets for winery-hosted events.
6. Lost or stolen gift cards shall be reported promptly to BK Cellars so the value can be wiped out and a new card issued. Damaged gift cards can always be reissued.
7. Wine club membership changes must be requested by e-mail to **info@bkcellars.com** or in person at the winery during normal business hours.
8. The wine club member or recipient must be at least 21 years of age or older, and must be able to show proof of age in the form of a valid Government-issued identification card.
9. You consent to the receipt of all e-mails from BK Cellars as part of my wine club membership. The winery will generally send e-mails no more frequently than two times per month to the e-mail address listed on the Application.
10. Terms and conditions are subject to change upon electronic (e-mail) notice by BK Cellars. Upon such notification of change(s), you will have the opportunity to cancel my membership without additional charge, even if the minimum term of membership has not been met. You agree that electronic notices have the same meaning and effect as if we had provided you with paper copies. Such notices are considered received by you within 24 hours of the time emailed to you unless we receive notice that the email was not delivered.

AGREED TO BY:

(Signature)

PRINT NAME:

DATE: _____

WINE CLUB MEMBERSHIP APPLICATION

I am eager to join one of BK Cellars' wine clubs as follows:

Chapter 7 _____

Chapter 11 _____

Chapter 13 _____

**\$100.00 Quarterly Charge
For \$118.00 in Gift Card
Dollars**

**\$200.00 Quarterly Charge
For \$250.00 in Gift Card
Dollars**

**\$300.00 Quarterly Charge
For \$400.00 in Gift Card
Dollars**

PROPOSED WINE CLUB MEMBER'S NAME: _____
(Please, only one name listed above.)

PROPOSED ALTERNATE WINE CLUB MEMBER'S NAME: _____
(Please, only one name listed above.)

MEMBERSHIP PAYMENT CONTACT INFORMATION

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL _____

MEMBERSHIP PAYMENT INFORMATION

CREDIT CARD TYPE AMERICAN EXPRESS _____ DISCOVER _____ MASTER-CARD _____ VISA _____

NAME ON CREDIT CARD _____

CREDIT CARD NUMBER _____

EXP. DATE _____ SECURITY CODE _____ BILLING ZIP CODE _____

NOTE: If you are enrolling in one of our wine clubs within 45 days of the next billing cycle, you have the option of skipping the next quarterly billing and receipt of the next quarterly gift card.

Would you like to skip the next quarterly billing? _____ YES

_____ NO

Staff Use Only

Wine Club Membership Sales Staff Member: _____

Sold First Gift Card Using Credit Card Listed Above? _____ Initial Here

New Member Entered Their E-Mail Address on BK Cellars Website? _____ Initial Here

*GIFT CARD NUMBER _____ - _____ - _____ - _____

Membership Agreement Signed and Initialed in Two Locations _____ Initial Here

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