



The Story of South African Wine

10 Chapters is the story that will take you on a journey through the magnificent landscapes of South Africa's 10 winemaking regions. It is a journey where each individual Terroir is celebrated with its own chapters and its own unique 10 Chapters wine. We invite you to become part of the experience by sharing our story with the world. Be proudly South African and share the experience to TASTE SOUTH AFRICA. Dave Hughes, our brand president and international wine judge ensures that our wines match up to the 10 Chapters quality standards.

The 10 Terroir Regions of South Africa are; the Educational Centre of Stellenbosch, Valley of Paarl Rock, Swartland & West Coast; Along the Elephants River, Breede River Valley and Beyond, Heading North, Into the Overberg, The Secluded Valley of Tulbagh, Through the Karoo, Cape Town and Surroundings.



10 Chapters Wines & Fundraising/ Business Opportunities

Our business model makes 10 Chapters the most innovative business idea and brand concept in the South African wine industry today. It is ideal for those who enjoy a glass of wine, but also for anyone wanting to earn additional income.

Membership is free and there is no obligation on a member to purchase wine. Step one is to complete and submit a registration form. You can invite new members into your network. Tell the story of 10 Chapters Wine, share your experience of quality wines at affordable prices and you have an opportunity to earn rebates on their purchases.

We aim to educate people about wine while having fun, allowing people to enjoy the wine, while gaining financial benefit. All orders are placed directly with the 10 Chapters Wine Company (no need to carry stock or sell wine) who will be responsible for collecting payment and delivery of the wine. Once the transaction has been completed, the system calculates your rewards and you can track the progress online. Rewards are paid out every second month.

A normal Affiliate can order products and will be able to build a personal network (invite other members). However, a direct customer will not be able to build a personal network. They are normally conference centers, restaurants and other facilities selling the product for consumption by end users. All companies, legal entities and direct customers must be loaded via the 10 Chapters back office.

Affiliates earn: The level 1 members can also invite members, who will become their level 1 members but also your level 2 members. Your network stops at level 4 members. The rebate system takes the levels into account and the rewards are calculated as follows:



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Network Level	First Purchase	Ongoing Purchases
Level 1	20%	6%
Level 2	0%	6%
Level 3	0%	4%
Level 4	0%	4%

You earn 7,5% on all purchases from direct customers personally enrolled (no further rewards as direct customers are not allowed to build networks).

Members earn rebates if they are active (purchase 100 points per product purchasing cycle, PPC, being two successive calendar months, January and February, March and April etc.) 100 Product points = 12 bottles of wine. If a member is inactive (purchased less than 100 Product points in a specific PPC) he loses his rewards, but it does not influence the rest of the people in the network.

Develop your senses and experience wine like never before.

The 10 Chapters Wine Selection:

Introduction Sauvignon Blanc 2009
Introduction Shiraz 2007
Chapter 1 Merlot 2007
Chapter 1 Cabernet Sauvignon 2007
Chapter 2 Chenin Blanc 2008
Chapter 3 Pinotage 2008
Chapter 5 MCC 2007
Chapter 7 Cabernet Sauvignon / Shiraz '07
Chapter 8 Chardonnay 2008

