

Email 1: Introduction & Problem Statement

Subject Line: [First Name], Are Rising Healthcare Costs Hurting Your Winery's Staff Retention?

Hi [First Name],

As a winery owner, you're likely facing two major challenges right now:

1. Skilled vineyard workers and tasting room staff are harder than ever to find and keep (especially with seasonal harvest demands)
2. Traditional health insurance is becoming unaffordable for wineries operating with seasonal revenue and long production cycles

I work with wineries across [region/country] who tell me the same story - they want to offer benefits to attract and retain good staff, but the cost of traditional insurance is crushing their margins.

What if you could offer your winery team valuable health benefits without the crushing cost of insurance?

Alllutional has created a non-insurance benefits package specifically designed for wineries like yours. Our winery clients are seeing:

- 36% higher staff retention rates
- \$3,700+ savings per employee compared to traditional insurance
- Consistent vineyard management and customer experience through experienced staff

I'd like to share a quick 3-minute video showing how wineries like yours are using this solution to keep their best staff while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]
Wine Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. If you're interested but don't have time for a video right now, you can check out the benefits package directly at alllutional.com

Email 2: Value Proposition & Social Proof (Send 3 days after Email 1)

Subject Line: How [Local Winery] Solved Their Staff Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your winery team.

Did you know that wineries with some form of health benefits retain vineyard and tasting room staff 40% longer? In an industry where product quality and customer experience depend on experienced staff, that's significant for your winery's reputation and direct-to-consumer sales.

[Winery Name], a winery in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good vineyard workers to larger agricultural operations with benefits packages, and our tasting room staff to hospitality companies. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with our seasonal revenue. Allutonal's solution costs us less than \$40 per team member per month, and our staff loves the telehealth access that works with their varying schedules." - [Owner Name], Winery Owner

Here's what Allutonal's non-insurance benefits package includes for your winery team:

- 24/7 telehealth access for staff and their families (perfect for addressing seasonal harvest demands)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services
- No minimum employee requirements
- Simple setup with no paperwork hassle

Would Tuesday or Wednesday at 10 AM work for a quick 15-minute call to see if this might be a fit for [Winery Name]?

Best regards,

[Your Name]
Wine Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. You can see the full benefits package and pricing at allutonal.com

Email 3: Specific Benefits & ROI (Send 4 days after Email 2)

Subject Line: The Real Cost of Losing Experienced Vineyard Staff (And How to Stop It)

Hi [First Name],

When an experienced vineyard worker leaves your winery, it costs approximately \$15,000 to replace them. For tasting room staff, it's around \$8,000.

For a winery with 8 team members (4 vineyard, 4 tasting room) and an industry average turnover rate of 40%, that's \$46,000 walking out the door each year.

But what's driving them away? Our research with winery owners shows:

- 67% of winery staff would choose a winery with benefits over one with slightly higher pay
- 78% worry about healthcare costs for themselves and their families
- 82% value the ability to speak with a doctor without missing work (especially important during harvest season)

Alllutional's benefits package directly addresses these concerns at a fraction of the cost of traditional insurance:

COST COMPARISON:

Traditional Insurance: \$450-700 per employee/month

Alllutional Benefits: Starting at just \$39.95 per employee/month

ROI CALCULATION:

If you retain just 3 team members per year who would have otherwise left, you're saving \$38,000.

That covers the Alllutional benefits cost for your entire 8-person team for over 8 years!

Take 5 minutes to see how it works: [Custom link to alllutional.com]

I'm happy to answer any questions you might have about implementing this for your winery team.

Best regards,

[Your Name]

Wine Industry Benefits Specialist

[Your Phone]

[Your Email]

Email 4: Overcome Objections (Send 5 days after Email 3)

Subject Line: [First Name], 3 Minutes Is All It Takes

Hi [First Name],

I understand you're busy running your winery. Most of the winery owners I work with initially had concerns about adding any new benefits:

"We don't have time for complicated benefits administration."

→ Alllutional takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your team can enroll between vineyard tasks or tasting room shifts.

"My staff won't use these benefits with their seasonal schedules."

→ 91% of winery teams with access to Alllutional's telehealth services use them at least twice per year, saving an average of 4 hours of productivity per use by not missing work.

"We've looked at benefits before and they're too expensive with our seasonal revenue."

→ Unlike insurance, Alllutional starts at just \$39.95 per employee per month with no minimum participation requirements - less than the cost of a single premium bottle.

Here's what [Owner Name] from [Similar Local Winery] told me after signing up:

"I was skeptical at first, but my team started using the telehealth service immediately. One of our vineyard managers was considering leaving for a larger agricultural operation with benefits, but decided to stay after we added Alllutional."

I've set up a special link for you to explore the platform: [Custom link to alllutional.com]

It takes just 3 minutes to see how it works, with no obligation.

Best regards,

[Your Name]
Wine Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. I'm available for a quick call if you have any questions about how this would work specifically for [Winery Name].

Email 5: Final Call to Action (Send 7 days after Email 4)

Subject Line: Final Thoughts on Staff Benefits for [Winery Name]

Hi [First Name],

Over the past few weeks, I've shared how other wineries are using Alllutional's affordable benefits package to:

- Attract and retain skilled vineyard and tasting room staff in a competitive market
- Provide valuable healthcare access without insurance costs
- Maintain consistent quality and customer experience through experienced staff
- Save thousands compared to traditional benefits

I understand you're busy running your winery, so this will be my final follow-up.

If staff retention and offering affordable benefits is a priority for your winery this year, I'd encourage you to take just 5 minutes to see how Alllutional works.

Visit alllutional.com or use this direct link to see pricing for your team size: [Custom link to alllutional.com]

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps during a slower time in your production schedule.

Thank you for your consideration, [First Name]. I wish you continued success with [Winery Name].

Best regards,

[Your Name]
Wine Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. Feel free to reach out anytime if your situation changes or if you have questions about how Alllutional could work for your specific winery needs.