

**FOR IMMEDIATE RELEASE**

CONTACT:  
Laurie Cairns  
Blast Marketing  
312-607-0016  
[laurie@blastmarketing.net](mailto:laurie@blastmarketing.net)

**PIONEERING PROGRAM ENABLES WINE CLUB MEMBERS TO  
“DINE, SIGN & GO”**

***Cooper's Hawk Member Signature Benefit Offers Unparalleled Service***

November 8, 2018 (CHICAGO) – Cooper's Hawk Winery & Restaurants, a lifestyle brand centered around food and wine, today announced *Member Signature*, the latest Member benefit for its Wine Club. The program benefits Wine Club members who dine at Cooper's Hawk restaurants, enabling them to use their signature as a recurring form of payment. Members who register can simply sign the bottom of their guest check upon completion of their meal without having to present a credit card. This approach, unique in the age of kiosks and other impersonal pre-payment methods, cultivates a sense of belonging and recognition, reinforcing their exclusive membership in the Cooper's Hawk “Club”. The program, the first of its kind in the restaurant industry, launched in all 34 restaurants on November 6<sup>th</sup>.

*“We've streamlined the guest experience while preserving a sense of pride and connection to our Wine Club Community,” says Cooper's Hawk Founder & CEO Tim McEnery. “Making Members feel special and at home every time they visit us is a key focus at Cooper's Hawk – and Member Signature is one of many new benefits that we will be introducing over time.”*

The company's business model, which is centered around a 350,000-member Wine Club, enabled the rapid operationalization of the *Member Signature* idea. From the beginning, each Wine Club member was given a Member card that was linked to their Wine Club account profile, which includes points and rewards as well as their preferred form of payment for membership. That same Member card now enables the generation of personalized guest checks through the restaurant's point of sale system, allowing Members to “sign and go” without providing a credit card and waiting for a separate signature slip.

Cooper's Hawk is very purposefully weaving the fading practice of accepting a signature into its member experience to increase their connectivity with Wine Club members – the company is tapping into the historically personal act of signing something to memorialize one's intentions.

The *Member Signature* program was designed by cross-functional teams that devised a way to use the underlying technology to elevate the Member experience in a turnkey and secured manner. The teams also contributed to the implementation of the program by working with in-venue staff to ensure that communications about the program are consistent and seamless.

*Member Signature* is one of the latest ways in which Cooper's Hawk is re-shaping the restaurant industry – the brand is recognized as a community of food and wine enthusiasts who value the dining experience as much as the food and wine.

### **About Cooper's Hawk Winery & Restaurants**

Founded in 2005 by CEO Tim McEnergy, Cooper's Hawk Winery & Restaurants is built upon the belief that food and wine hold the power to forge lasting connections. A lifestyle brand focused on creating memorable moments 350,000 Wine Club members. The concept is a fusion of familiar elements – winery, modern casual restaurant, Napa-style tasting room and artisanal retail market – that has combined to create an entirely new hospitality experience. Cooper's Hawk has won over 500 awards for its wine and has been named the Official Wine of the Screen Actors Guild® Awards through 2020. Cooper's Hawk wines are sourced, blended, aged, bottled and distributed exclusively through Cooper's Hawk.

Connect with Cooper's Hawk Winery & Restaurants

Website: [chwinery.com](http://chwinery.com)

Instagram: @CHWinery

Twitter: @CHWinery

Facebook.com: /coopershawk