



CORE VALUES

1. OPERATE IN INTEGRITY

Integrity is the straight white line on a page of gray; there is no gray when it comes to integrity. We believe everyone's actions should be guided by integrity and that those actions are aligned with a set of virtues and principles that are never compromised.

As a company, we embrace integrity in all that we do beginning with the wines we source, the producers with whom we partner, and the people we select to join our company. Integrity is a defining factor in all of our company policies as well as the core values that we live by. Remember, integrity weaves its way through everything you say and do, and reflects your character as a person as well as the character of the company as a whole.

2. HAVE THE COURAGE TO SACRIFICE COMFORT FOR POSSIBILITY

Courage is not the absence of fear, but the ability to move forward alongside it. It is only human to have fears and hesitations, especially in situations that are new or challenging. However, the only way to really grow, move forward, and succeed is to take some risks. And this, in turn, requires courage. So, be courageous and brave, and willing to push yourself outside your comfort zone. It will open the door to a world of possibility.

3. EMBRACE CHANGE AND CHALLENGE THE STATUS QUO

In order to continue to succeed as a company, we must be resilient in adapting to constant change. This means not only navigating and embracing the ongoing challenges that come our way, but also being the ambassadors and catalysts of change by driving it and inspiring others to follow suit. Our goal is to both ride the waves of change while creating our own as well.

A key part to driving change is challenging the status quo. It is very easy to keep things "as is" and accept that which is handed down to you, but this only encourages stagnation and hinders development. Challenging the status quo means evaluating the circumstance with wisdom and then often choosing a different path. Without these actions, you end up living in a world without progress or evolution. So even if it ain't broke, look again, there may be a better way of doing things. Think outside of the box, and of course, drink outside of the box too!

4. LIVE AND WORK WITH PASSION AND INSPIRATION

Passion is inspiring and contagious. Living and working with passion means not just going through the motions but sharing in a way that makes your audience feel your experience. This goes beyond just words, but to the intensity and conviction behind those words.

Without passion, life is a series of transactional steps that can swallow you up. With passion, life is a series of endless opportunities that can be seized at any moment. We encourage everyone to meet each day and each interaction ready to deliver their passion. It ensures that you will be remembered and inspires others to do the same.



5. CONNECT WITH THE POWER OF COMMUNICATION

Communication is the conduit for connection. And connection is what builds strong relationships. When the channels of communication are clear, honest and direct, it creates alignment and builds trust which is a key ingredient for connection. When the channels of communication break down and information is withheld, the connection is compromised often resulting in misunderstandings and misinterpretations.

Communication is also about asking the right questions to help create clarity, and confronting and resolving problems or issues as they arise, cleanly, with appropriate context. Ultimately, communication is about vocalizing rather than internalizing thoughts. In the end, only shared thoughts and ideas, clearly communicated, are what build connections that have the power to impact others.

6. BE RESPONSIBLE AND ACCOUNTABLE TO YOURSELF AND OTHERS AROUND YOU

At Polaner Selections, you are not an island, but rather an important part of a team. This means understanding your role and its impact on the rest of the company. Your actions affect not just you, but those around you, including our suppliers and customers. And those actions have the power to either strengthen or deteriorate the reputation of the team and all with whom we collaborate.

So take ownership of your responsibilities and follow through on what you say you are going to do. This means being accountable for your part, as well as filling in the gaps without prompting when one of your teammates needs support. This creates a strong web that is unbreakable. Remember, reliable companies are made up of a team of reliable people who will always be thought of first when it comes to future opportunities.

7. BE HUMBLE AND SHOW RESPECT

Respect is the link to making all people equal. No matter what happens, it is important to never compromise your ethics and virtues when it comes to respect. This pertains not only to our relationships with our suppliers and customers, but also to our fellow team members as well. Disrespect is simply not tolerated.

Having respect starts with a sense of self-respect and humility. This means having the discipline to always contemplate your thoughts and actions and to manage your ego. It also means that if someone is acting disrespectfully towards you, that you don't follow suit but rather find the strength and presence to respond with dignity. We are here to serve the best interests of our customers, suppliers and fellow team members and to do so with respect and humility

8. ACT WITH EMOTIONAL INTELLIGENCE

There is a world of information available to you not only in what is said, but also in what is unsaid. It has been scientifically shown that the vast majority of communication is non-verbal. It all starts with being able to read the feelings between the lines of words and actions. This awareness and attunement to the unspoken language of human interaction is known as emotional intelligence.

So be open to the depth and breadth of cues that are available to you in your daily interactions with a new level of listening to the "feeling paradigm." It will help clarify your perception of those interactions and broaden your insight on them as well.



9. BE FLEXIBLE AND READY TO WORK TOWARDS FINDING A COMPROMISE

Teamwork requires flexibility and compromise. Our philosophy is to always “work together,” especially when it comes to dealing with difficult situations. A team that is flexible is able to navigate difficult terrain by stretching beyond challenging conditions rather than being broken by them. The best solutions often arise when the team looks at the challenge with a completely new perspective that comes about as a result of finding a middle ground.

Real compromise is the place where opposing needs are resolved without sacrificing the common goal. When multiple minds meet at a central point, it not only creates alignment, but also true wisdom.

10. BE ON A PATH OF LEARNING AND RAISING YOUR PERSONAL BAR

The greatest masters and achievers in this world realize that the bar can always be raised. No matter how great you are, there is always room for growth. Everyone has layers upon layers of untapped potential. Our goal is to help each person tap into those layers by cultivating a culture of learning at the company. We accomplish this through education, brainstorming, team building, and whatever else it takes.

We also encourage our team members to develop their personal potential as well. We want to build a team that is open and curious, and are sponges for information to help them learn and gain insight. We believe our success comes from harnessing the diverse experiences and perspectives of a team that collaborates in learning both professionally and personally. So, “open your mind” and learn; it will help take your game up a few notches!

11. OVER DELIVER AND SHOW SOME GRIT

The greatest performers have the discipline and determination not only to learn, but also to go above and beyond what is expected in their daily jobs. Over delivering means not just doing what everyone else is doing, but separating yourself by giving everything you’ve got and having the character to provide an extra level of service in all that you do.

Life will always deliver its share of challenges, but when the going gets tough, the tough dig deep and find the tenacity and grit to overcome all odds. People who go above and beyond are always remembered for their commitment to providing an extra level of excellence in all that they contribute.

12. HAVE A SENSE OF MEANING AND PURPOSE IN WHAT YOU DO

At Polaner Selections, we want to build a team that is present and engaged in what they do and understands that their contribution has a tremendous impact to the company and our larger vision. Our biggest investment is in the growth and well-being of our team members and those with whom we interact.

The truth is you spend more time at work than you do at home. So, as part of your daily life, we invite you to stop and take the time to think about the world around you. Why am I here? What am I doing? How can what I do improve the lives of those around us, even in the littlest way? In fact, it is the littlest things that you give that all add up to create your personal contribution and legacy. So, do what you love, and love what you do, and invest in your own sense of meaning and purpose.