



The
Wine Tasting
Company

C O R P O R A T E

WINE TASTING EVENTS 2012

"I can certainly see that you know your wine. Most of the guests who stay here wouldn't know the difference between Bordeaux and Claret"

Basil Fawly – Fawly Towers

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The
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Why Wine Tasting Events?

Our wine-themed events offer a stylish, entertaining and successful solution for corporate hospitality, networking, team-building, incentives, conferences and events.

We can provide stand-alone events, or many of our wine tastings are a great addition to conferences and meetings, often providing a fun way to end the day, or deliver pre-dinner entertainment.

In addition, our executive hospitality packages include vineyard tours, trips to Champagne, gourmet dinners and a full day food and wine experience in Paris. Ideal for VIP entertaining and incentives, these fully-escorted options provide a turn-key solution for corporate hospitality.

With events to suit every budget and scenario, we can deliver solutions just for you. Our competitive pricing, innovative ideas and engaging delivery all contribute to ensure success for your event.

We look forward to seeing you.

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The Wine Tasting Company

The Great Wine Quiz



This is a fun wine tasting quiz that pits one or more teams against each other, but we ensure that whatever the level of wine knowledge, everyone is on a level playing field.

Each team of between 2 and 6 people is presented with a wine tasting tutorial which is always light hearted and fun, but will provide guests with the basic knowledge and tasting notes needed to identify grape varieties. Then, with tasting notes in hand, you will taste 8 wines, and each team member will be poured a taster from the anonymous bottle. They know the wines they have, just not which is which!

Along with a few surprises and some fast-ball questions, pub-quiz style, they then compete to be the prize-winning team.

Great fun, lively and always gets really competitive!

Why not add The Great Wine Quiz to your existing events?

Besides our stand-alone wine quizzes, we can also tailor our wine competitions to fit in with existing events and these make an excellent addition to conferences, training days, team building or simply something different to link various aspects of a corporate day.

There is no set formula; we simply work out a programme to suit you, so whether you have 15 minutes for a quick-fire quiz or an hour and a half to link the conference to dinner, why not contact us and see what we can do.

Good for Hospitality, Networking, Team-Building, Conference & Events, Social
Duration 1.5 – 2 hours
Minimum 10 people

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The Wine Tasting Company

Themed Wine Tastings



This is an ideal way to acquire new skills, delivered by our entertaining and expert wine hosts. We simply pick a theme and then after our informal wine tasting tutorial, we will taste our way through 8 wines, all based around a specific subject.

These events can entertain in your offices, boardroom, a favourite hotel, pub, restaurant, art gallery or venue of your choice. Tastings are innovative and fun, pitched at a level that ensure everyone learns something new, whatever their level of wine knowledge.

We turn wine education into first class entertainment. You can choose from a huge range of subjects, or we can work with you to theme something appropriate to your event or company.

Examples include:

Old World vs New World

Champagne vs Sparkling Wine

Fine Wine Appreciation

Icons of the Wine World

New Kids on the Block

South American Adventure

The European Tour

Where in the World

Italy Beyond Pinot Grigio

France Under One Roof

Good for Hospitality, Conference & Events, Social, Incentives

Duration 1.5 – 2 hours

Minimum 6 people

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The Wine Tasting Company

Network Tastings



A walkabout format, where our entertaining wine experts host a number of themed tasting stations. Themes can be tailored to your company and objectives, so for example, if you have subsidiaries in France, Spain and Italy, let's theme the tastings that way!

Guests are free to sample, learn and enjoy at their leisure whilst networking and socialising at the same time. Our team are on-hand to engage with guests as much or as little as they like.

Our Network Tastings can include from 3 to 10 tasting stations and between 12 and 40 wines, specifically tailored to suit your event, budget and number of guests.

This flexible approach means our Network Tastings have been used successfully for product launches, conferences, new office openings and networking events.

We can also incorporate a simple, interactive quiz format into this event.

Good for Hospitality, Networking, Conference & Events

Duration 1 – 3 hours

Minimum 30 people

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The Wine Tasting Company

The Wine Apprentice



A unique, innovative and social team-building challenge that sees each team learn how to taste wine properly, and then use their creative, marketing and teamwork skills to get their own, currently unidentified, wine to market.

This fun 2-hour exercise starts with an engaging and light-hearted tutorial about how to taste wine properly, sufficient to impart enough knowledge to understand how to smell, taste and evaluate. Then each team has to taste and assess an unknown wine, write the tasting notes, design the label and identify a marketing strategy to present to the other groups.

As the challenge progresses, our staff will arm each team with other tasting samples for comparison (and to keep the creative juices flowing!), as well as wine labels for inspiration and current marketing ideas for guidance, as they work together to brand their wine.

Our team are constantly on hand to give tips and guidance, and after their time is up, each team takes it in turn with a 2 minute presentation of their new wine, all being scored by the other teams. The experts score them on accuracy of their tasting notes.

The combined scores reveal the winning team who are rewarded with champagne for their 'hopefully' innovative presentation.

A fun way to develop key skills such as creativity, evaluation, comprehension, marketing, presentation and teamwork; all based around wine tasting!

Good for Team-Building
Duration 1.5 – 2 hours
Minimum 15 people

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The Wine Tasting Company

Food and Wine Events



The art of matching food and wine is one of our most popular themes. The two most natural partners in the world offer an unrivalled set of opportunities for hospitality. Our food and wine matching skills have been honed through several years experience running these events, and allow us to provide a range of events that includes:

Gourmet Dinners

Wine Tasting Lunches

Perfect Cheese & Wine

Wine & Chocolate

Champagne & Canapes

Pasta Making & Wine Tasting

Each experience is unique to you, and we provide a complete service from simply adding wine matching to an existing event, through to menu selection, venue sourcing and assistance with invitations, all delivered with an exceptional eye for detail.

Food and wine events can be tailored to individual budgets and we work with restaurants, hotels, stately homes, art galleries, client premises or any venue to suit, ensuring that our food and wine events are exactly right for your needs.

Good for Hospitality, Conference & Events, Social, Team-Building,
Incentives Duration as required
Minimum 6 people

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The Wine Tasting Company

Vineyard Trips



An exceptional way to entertain, from a day-trip to a 3-day experience, our tours combine vineyards, cellars, tastings and suitably matched dining options, all fully escorted to provide a complete solution tailored to your budget.

Regions include The Loire Valley, Bordeaux, Burgundy, Southern France, Champagne, Spain, Portugal and Italy.

With travel arrangements from chauffeur-driven executive vehicles to private jets, and itineraries to suit your timescales, we can offer tour solutions for every scenario.

In some regions, our extensive contacts offer access to private estates and in many cases 'money can't buy' experiences. Please enquire about our day-trip to Champagne with exclusive access to the private dining room of a top Champagne house.

Good for VIP Hospitality, Incentives
Duration as required
Minimum 6 people

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The Wine Tasting Company

Parisian Food and Wine Experience



A fully-escorted day trip to Paris, combining some of the very best food and wine experiences in this stunning city.

On arrival our champagne breakfast awaits, before we embark on an informal and entertaining cheese and wine tasting session in historic Parisian cellars.

Once our skills are perfected and taste buds prepared, it's on to a relaxed lunch (with matching wines of course!) at a traditional Parisian bistro. This is followed by a little free time to walk off lunch before the final indulgence of a champagne tasting cruise on the River Seine.

This most enjoyable day can be tailored to your own timings with flight and rail options available.

Good for VIP Hospitality, Incentives

Duration 1 Day

Minimum 6 people

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The Wine Tasting Company

Why The Wine Tasting Company?

We know what corporate events are all about. Before studying wine, and launching our innovative wine business, Ian Harvey worked in the professional services sector and really understands the purpose and requirements of a corporate event.

We also know that people don't want to be lectured at; wine based events should be fun and informative, not stuffy and technical, so that participants enjoy themselves while gaining some knowledge to take away with them. Also they shouldn't be intrusive, people need the opportunity to talk and network. All our events have been developed with this in mind.

Combine this with a superb portfolio of wines sourced from independent producers; not homogenous high street brands; a lively and engaging presentation style, and some great testimonials from existing clients, our team are perfect to deliver your event.

Whatever your requirements we can assist you with everything you need from start to finish ensuring your event is a great success.

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What Our Customers Say?

*"Ian, I would like to say now I am back from my holiday a very big thank you for a most enjoyable wine tasting event. I have been informed on my return that clients that have spoken to my boss said what a great evening it was. Thanks again. Oh and I have also given all your details to a client of ours, so hopefully you should be receiving a phone call?"***Alliance Planning and Environmental**

*"This is one of the best (wine tasting) events I have seen and proved very successful from a business perspective. Unusually it was pitched at just the right level and had enough information delivered in a relaxed way. We also had good feedback from our clients so I think this may become a regular feature"***Barclays Corporate**

*"This (wine tasting) was a new thing for us so we weren't sure what to expect. Ian Harvey gave a polished yet informal event which we thoroughly enjoyed"***KPMG**

*"Thank you again for running such a great event last night for our Birmingham Future members. We had a great turnout with a total of 95 people in attendance and some very positive feedback as people were leaving. We have already had some e mails this morning to say how much people enjoyed the event. I hope that you did too. Thank you again."***Birmingham Future**

*"A response from Head Office, as you can see the evening was a great success. Many thanks for your help with this; we appreciated the smooth organization and the fact that you made all the arrangements after the initial phone call. Comments such as 'excellent', 'well-structured-good balance between tasting and information'. Thanks Ian, it was great and at such short notice. Once again full marks for a really popular and successful event."***Maconomy**

*"I am just dropping you a quick email on behalf of all the Katie Bard consultants and staff to say thank you for a thoroughly enjoyable evening last night! The wine and canapés were delicious, combined with the fantastic format, and nothing helps team bonding like a touch of friendly competition! We particularly liked the balance you struck, by being informative yet keeping it light, festive and fun. All in all it was a fantastic success, as was expressed by our clients. We hope that you enjoyed it yourself and very much look forward to working with you again in the future. Once again, many thanks."***Katie Bard**

So don't hesitate to contact us with any of your requirements, we look forward to hearing from you!

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