



# *Wine Elite*

Sommelier-Guided Wine Tasting Experiences

Corporate Clients and Special Events

[www. \*WineElite.org\*](http://www.WineElite.org)

In Partnership with Destination Houston



# *Introduction to The Wine Elite*

**“ The Wine Elite is the leading provider of sommelier-guided wine tasting experiences.** Our company has an extensive track record in the delivery of fun, educational, memorable wine events.

We partner with corporations, leading hotels, destination management companies, discriminate collectors and private parties to deliver the ideal wine event to your clients, guests and employees.

*Please consider creating your next event with us.*

**—Joey Kleinhans, Owner and Chief Sommelier**

”



# *Wine Programs for Corporate Clients*

Several tasting formats are available for your special event:

1. Sommelier-Guided Sit-Down Dinner/Banquet with Wine Pairing
2. Social Reception with Sommelier-Staffed Wine Stations
3. Team-Building Events with Blending and Blind Tasting
4. Region- or Grape-Specific Wine Tasting Seminars
5. Wine Country Excursions in Southeast Texas with Private Sommelier



Programs convey useful wine knowledge in a non-intimidating way, regardless of prior experience.

The Wine Elite has taught hundreds of wine students about systematic blind-tasting and wine appreciation.



Consider some of our popular wine themes:

- Old World versus New World Comparison
- The Great Wines of France and Italy
- Top Grapes from Around the World
- An Introduction to Blind-Tasting
- Secrets of the Sommeliers

# Program 1: Formal Dinner & Wine Pairing

**Add a sommelier-guided wine pairing to your group dinner or banquet.**

We pair each dinner course with two important wines, and guide the group step-by-step through the pairing and wine comparison.

The lead sommelier delivers a systematic narrative, utilizing AV equipment for larger groups. Additional sommeliers serve and advise tableside for a lot of guest interaction.

Group sizes from 20 to 1000.



Sample structure of a customized wine menu:

1. Welcome Sparkling Wine
2. Important White Wines of the Old World
3. Light Red Wine Classics
4. Full-Bodied Red Wines from Top Producers
5. Dessert Wines and Port Tasting

# *Program 2: Reception with Wine Stations*

## **Add sommelier-staffed tasting stations to your cocktail reception!**

Certified sommeliers offer 6-10 different wines at tasting stations positioned throughout the venue, entertaining small groups with overviews and comparisons of the wines at hand, as well as pairing suggestions.

Expert-staffed wine stations are a big hit at parties of 25+ people.

Enhance a tasting station with a representative sampling of cheese, chocolate, beer or whiskey—the options are limitless.



Tasting receptions allow guests to selectively sample at their own pace while greeting clients and peers.

We arm you with etiquette, wine essentials and pairing suggestions in all our events. Use the knowledge of our certified sommeliers, cheese and cigar experts during the subsequent dinner.



# *Program 3: Focused Wine Seminars*



Executives, client-facing staff, clients and guests all enjoy relevant knowledge about the wines of the world and how to make the essential information useful in social situations.

We identify and deliver the appropriate set of information and “hands-on wine learning” for every individual your group. Our entertaining seminars combine business with pleasure, opening the eyes to the beauty of food and wine.

Our philosophies of wine can be used in all parts of life.

Topics can cover all segments of the wine world:

- Introductions and Advanced Tasting Seminars
- Wine Etiquette
- Tasting Methodology
- Pairing Principles
- Regional Focuses
- Any topics of interest in the world of beverages



# *Program 4: Team Building Experiences*



Our team-building experiences can combine your social and professional development goals for the group.

## **Our two most popular team-building activities:**

### **1. Wine Blending Workshop**

After an introduction to and tasting of key wines, small groups break out to experiment with proprietary blending and presentation of their guiding wine philosophy.

### **2. Blind-Tasting Competition**

Sommeliers introduce a set of unidentified wines to all participants. Principles are given for spotting different wines, and the groups have to come to agree on the proper order of the wines in front them.

**Review our detailed brochures for these activities in the appendix,** or create your own idea and let us execute it! Events take 2-3 hours and can accommodate 20 to 500 participants.



# *Program 5: Wine Country Excursions*

**Let an objective wine educator guide you through Southeast Texas' wine country.**

Instead of visiting several wineries without qualified and consistent guidance, offer your group a fulfilling culinary outing that leaves you with significant insight.



**See our detailed program brochure in the appendix for the excursion agenda and day-trip pricing.**



Tours to wine country can be very commercial, with wineries speaking highly about all their wines and leave visitors with little information about the principles of wine.

The Wine Elite will provide you with essential wine knowledge that we discuss and put to the test together.



# Pricing Structure

Base pricing for our programs is \$52 per person, with a minimum total of \$1500.

Adjustments can be agreed upon to address program type, budget and other context.

## Included Features:

- Detailed and creative planning of the event, with 24/7 access to your sommelier
- Selecting all wines by leveraging our knowledge of typical examples and food pairings
- Procurement in close cooperation with client, hotel venue, and perhaps local vendors
- Sommelier team on site and prepared hours before the event, coordinating with venue staff
- **Sommelier-guided tasting, education and team building experience for 1-3 hours**
- Floor sommelier services at any subsequent sit-down dinner on the day of the event
- We can provide glassware if the host venue is not equipped already



## Billed separately:

- Cost of the wines. You will be billed for the alcoholic beverages by the hotel, caterer or retailer. We assist you with the whole process, within your budget preferences.
- We recommend a wine budget of \$25 to \$125 per person for wine, depending on the desired wine quality. Most clients budget \$50 per person. We can advise.
- Expert-guided tastings of cheese, chocolate, honey, coffee, whiskey and other spirits, as well as cigars can be added to any event. We handle everything.