



Wine Elite

Sommelier-Guided Wine Tasting Experiences

**Wine Programs for the Hotel and
Restaurant Industry**

www.*Wine Elite*.org

Introduction to The Wine Elite

“ **The Wine Elite builds and maintains profitable wine programs for top hotels and restaurants that understand the benefits of working with a professional sommelier company.**

We know that an outsourced, expert-directed wine program creates continuity, prestige and income at significant levels while minimizing overhead costs.

Our partners enjoy the reputation of being a Wine Elite property – we are a proven brand name in wine education.

We assist our clients nationwide through a network of certified wine professionals and hospitality business experts.

Let The Wine Elite create and maintain your wine program.

This brochure will explain why it makes sense. ”

—Jörn Kleinhans, Owner and Chief Sommelier



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Key Challenges of Most Wine Programs

Problems Most Restaurants and Hotels Face

1. Keeping a certified sommelier on staff is usually not economical. There is only a part-time need for a wine expert on most properties.
2. Current wine sales do not justify the business upgrade. There is no actual wine program in place that can attract more dinner guests and lift the image of the restaurant significantly.
3. Whenever a well-spoken sommelier is needed on the floor or at special events, the property doesn't have access to one.
4. Wine distributors impose their wine list suggestions on restaurants based on corporate sales agendas. The wine list remains undiversified and uninspired.
5. Hotel and restaurant staff turnover is high and often remains untrained.



Solutions of the Wine Elite

1. The Wine Elite builds an attractive and economical wine list and maintains the live program on a weekly basis on-site.
2. Our wine programs are profitable right away.
3. We are expert speakers on wine, as well as experienced floor sommeliers.
4. Taking the consumer's perspective, we independently hand-select each wine for your menu based on blind-tasting. Your menu can shine with wines from around the world, at a reduced total inventory.
5. Outsourcing to the Wine Elite creates consistency. We train your new and existing staff intensively on a monthly basis.

Wine Program Components

A great wine program includes several of the following components. We handle all of them.

- C1. Attachment to a **Renowned Sommelier** Team
- C2. Creation and Maintenance of an **Attractive Wine Menu**
- C3. Monthly “**Sommelier Fireside**” **Dinner Events** on Property
- C4. Systematic, Ongoing and Effective **Staff Training** and Reporting
- C5. **Floor Sommelier Coverage** and Special Event Hosting
- C6. **Public Visibility** and Wine Spectator Award



We have already done the homework on what can make your restaurant more profitable -- we know the wine consumer: Sommelier Joey Kleinhans of the Wine Elite has taught thousands of wine students about systematic wine appreciation.



Each program item is discussed separately on the following pages.

Component 1: Renowned Sommelier

Top hotels, resorts and restaurants hire the best talent to attach themselves to the names of great authority in the field of wine.

Master Sommeliers, Certified Sommeliers and Certified Wine Specialists lend their talents and reputation to award-winning restaurants across the country.

By affiliating yourself with a reputable sommelier company and its philosophy, you show your clients and competitors that you take your menu seriously.

All wine programs, speaker events and pairing experiences offered by The Wine Elite are created under the guidance of chief sommelier Joey Kleinhans.

Joey is a Certified Specialist of Wine (Society of Wine Educators) and a Certified Sommelier (Court of Master Sommeliers).



By partnering with The Wine Elite — Southern California's foremost providers of wine entertainment and education — you can make your restaurant a premier destination for local and traveling wine lovers and gourmets, as well as an event destination with growing prestige.

In addition to the forthcoming wine program components, our sommeliers can host any of your VIP and Special Event groups with the Wine Elite suite of Sommelier-Guided Wine Tasting Experiences.

Component 2: Attractive Wine Menu

We create audience-appropriate wine menus for top restaurants.

Restaurant owners and hoteliers are usually not well advised to build a menu based on the wine distributors' sales agendas.

Without the cost of a full time sommelier, advertise to your clients that your wine program is created and serviced by a professional Sommelier company.

Created by Joey Kleinhaus, Certified Sommelier-The Wine Elite

back bay
bistro

Old World Red Wines

FRANCE		SPAIN	
Cabernet Sauvignon & Merlot		Tempranillo	
2005 CHATEAU LYNCH-BAGES, PAUILLAC, BORDEAUX	186	2010 NUMANTHIA TERMES, TORO	54
2003 CHATEAU ROYAUMONT, POMEROL, BORDEAUX	89	2006 RAMON BILBAO GRAN RESERVA, RIOJA	32
Pinot Noir		ITALY	
2011 LATOUR, POMMARD, BURGUNDY	108	Barbera	
		2010 PIO CESARE BARBERA, PIEMONTE	46
Gamay		Nebbiolo	
2010 LOUIS JADOT, BEAUJOLAIS	27	2009 MARCHESI DI BAROLO, BARBARESCO, PIEMONTE	81
Syrah		2008 MIRAFIORE, BAROLO, PIEMONTE	70
2009 JABOUTLET, CROZES-HERMITAGE			

The Wine Elite makes you independent from distributor advice and staff turnover.

Our wine menus consider:

- Obviously, your client segment and cuisine
- Your existing cellar management and inventory priorities
- Necessary clarity of menu presentation
- Well-rounded global wine selections – no U.S.-only focus
- We blind-taste all the wines: every menu item is a winner



Component 3: Sommelier Fireside Series

We create active and highly visible wine programs that also include sommelier-guided tasting experiences at your restaurant.

With every dinner course we serve two wines, tasting and discussing them with all guests in detail.

Our signature Sommelier Fireside Dinners are running successfully in many restaurants, every month.

The success secret for these types of ongoing events is our strong sommelier team that can educate and entertain a serious gourmet audience.

We often bring in special guest speakers as well as press. Guests listen to or participate in thought-provoking tasting dialogues.

We have received hundreds of client compliments for our wine pairing dinners.



SOMMELIER FIRESIDE DINNER

FIVE COURSES WITH WINE PAIRINGS
SEPTEMBER 25, 2013 | 6:15PM

JOIN US FOR "A COMPARISON OF OLD WORLD AND NEW WORLD WINES" WITH CERTIFIED SOMMELIER JÖRN KLEINHANS
MENUS BY EXECUTIVE CHEF ALFONSO RAMIREZ

AMUSE

Uni, pumpernickel, onion jam, Fresno chile
Patina Cuvée, Brut, France

SECOND COURSE

Day boat scallops, Patagonia shrimp, lobster reduction
baby fennel
2011 Ferrari Carano, Sauvignon Blanc, Napa Valley, California
2010 La Chatellenie, Joseph Mellot, Sancerre, France

THIRD COURSE

Smoked ham hocks, beluga lentils, poached quail egg

Component 4: Ongoing Staff Training



If your wait staff has basic wine knowledge, as is standard in all European countries, you further reduce the need for a full time sommelier onsite and significantly upgrade your restaurant in the eyes of guests and reviewers.

Our ongoing training programs bring client-facing and management staff to the right level, and integrate new employees, since turnover on your side is inevitable.

Service Seminars:

- Wine Etiquette and Floor Wine Service
- Wine List and Inventory Management
- Tasting Technique, with 6 wines served, Q&A
- Upscale Wine Advice to Restaurant Clients, and Food Pairing Skills

Wine Knowledge Seminars:

- Introduction to the Key Wine Types of the World, with Q&A discussion
- Blind-Tasting Methodology for Hospitality Staff
- Regional Focus on Italy
- Regional Focus on France
- Regional Focus on Spain
- Regional Focus on New World
- Focus on White Wines
- Focus on Sparkling and Dessert Wines



Component 5: Floor Sommelier Coverage

Many of our partners choose to staff the busy dining nights with the Certified Sommeliers of The Wine Elite.

The Wine Elite team includes more than 50 sommeliers and wine educators that cover not only Southern California and Nevada tightly, but are available on many other states of the union.

Only trained and polished sommeliers can reach the top level of table service for your clients. Bring in our team on the most profitable nights for direct wine sales impact and prestige.



- Remain independent of recruiting and replacement problems
- Keep overhead low
- Just bring in floor sommeliers as needed and when needed
- Our sommeliers sell and present wine flights that change weekly

Component 6: Public Visibility

By including our wine program in your restaurant strategy, you are well positioned for powerful advertising that attracts a new level of dining guests. Food and beverage sales increase dramatically.

Press and visibility in the wine world will steer even more attention. Several of our partner locations have become a hub for sommeliers and culinary professionals.

We will also assist your restaurant in obtaining the Wine Spectator award and other critic or gourmet recognitions.

The Wine Elite only partners will top hotels, restaurants and event managers. By being an official Wine Elite location, you obtain an instant jump in credibility as a fine dining destination.



Pricing Structure

Retaining the Wine Elite comes at a base price of \$650 per month.

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

Included Retainer Features:

- Creating and Maintaining of Attractive Wine List in line with restaurant theme
- Ongoing Cellar Analysis and Adjustment with Profitability Focus
- Intense Monthly Staff Trainings
- Creation and Description of Weekly Wine Flights
- Weekly Start-Up Training Workshops during the first month
- Management reporting with business metrics and staff performance report
- Monthly Dinner Pairing Events with Sommelier-Moderated Fireside Discussions
- Outside Sommelier Speakers for Monthly Signature Dinners
- Option to advertise wine program created by Certified Sommelier Jörn Kleinhans
- Building the program towards the Wine Spectator award
- Classification as a Wine Elite partner location



Billed separately:

- Floor Sommelier Coverage with Tasting Flight Program, at \$250 per night
- Special Event Tasting Experiences and Sommelier Keynotes (event-dependent pricing)

Background of the Chief Sommelier



Jörn "Joey" Kleinhans

Joey Kleinhans is a Certified Specialist of Wine and a Certified Sommelier with the Court of Master Sommeliers, located in Orange County, California.

As an independent sommelier, seminar instructor and professional speaker in the field of wine, he consults with top hotels and restaurants and partners with corporate meeting planners, special event venues and private clubs.

Joey is the founder and owner of The Wine Elite, Southern California's high-end wine appreciation event producer, and has conducted more than 150 formal wine tastings for thousands of wine students and collectors.

His Southern California events have received critical acclaim in several publications. The Wine Elite is regionally known for its unsurpassed introductions to blind-tasting methodology.

Joey, a CFA charterholder and former Fulbright scholar with a professional investment background of 15 years, holds graduate degrees in finance and mathematics, and serves as the Vice Chairman of the Board on the Board of Directors at the American Red Cross in Orange County.



Client Lists and Partnerships

Ongoing restaurant partnerships:

Wine Elite has exclusive sommelier relationships with:

Ritz-Carlton
Newport Dunes Resort
Wine Cellar Club

and top French restaurants Pinot Provence, Mistral and Café Beau Soleil



Corporate clients:

We have presented private tastings and team-building events to top companies, including Merrill Lynch, PIMCO, Warner Brothers, Boeing, Edwards Lifesciences, Omni, Morgan Stanley, Aetna Insurance, and many more.



Many other special event locations, hotels and restaurants call the Wine Elite when top-notch wine expertise is needed.

Our programs are also actively offered by many event companies in California and Nevada.

References gladly available upon request.

Product Portfolio of The Wine Elite

Wine Elite Hospitality Programs (as described herein)

"We offer a complete suite of services to hotels and restaurants to create and maintain their upscale wine programs."

Wine Elite Special Events

"Our sommeliers organize and deliver customized wine tasting events and speeches for corporations, private parties and other special occasions."

Wine Elite Academy

"We are the leader in advanced wine appreciation courses that focus on blind-tasting and systematic understanding of the great wine classics."

Please request the separate presentations for our Special Event and Academy programs.



Wine Elite

SOMMELIER-GUIDED WINE TASTING EXPERIENCES

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Sommelier-Guided Wine Tastings

Program Ideas for Corporate Events and Private Parties

Several event formats with wine expertise are available for your special event:

1. *Sommelier-Guided Sit-Down Dinner with Wine Pairing*
2. *Social Reception with Sommelier-Staffed Wine Stations*
3. *Entertaining and Team-Building Blind Tasting Experiences for Client and Staff Incentives*
4. *Region- or Grape-Specific Wine Seminars*
5. *Tastings can include Cheese, Charcuterie, Food pairings, Cigars, Chocolate and Whiskey*

Sommelier Service pricing starts at \$39 per person, with an event minimum of \$1,200. Flat fees optional.

We are glad to accommodate your specific budget preferences.

Ask for some of our most popular wine event topics:

Old World vs. New World, The Great Wines of France, Top Grapes from Around the World, and many others.

Enjoy a fun and educational wine tasting experience as part of your event program.

In partnership with *The Wine Elite*

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