



Wine Elite

Sommelier-Guided Wine Tasting Experiences

Corporate Clients and Special Events

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

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.

We are based in Southern California and assist our clients nationwide through a comprehensive network of certified wine professionals and educators.

Please consider creating your next event with us.”

—Joey Kleinhans, Owner and Chief Sommelier



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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 California with Private Sommelier



Our 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 reach from 5 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 6 to 500 participants.



Program 5: Wine Country Excursions

Let an objective wine educator guide you through California's 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.

Explore Napa Valley, Santa Barbara and Temecula on a chauffeured day-tour with food, wine and relaxation.



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.

Resources of the Wine Elite

Our core expertise is the sommelier-guided wine experience.

We can do much more for you:

1. Tastings of coffee, chocolate, honey, cigars, whiskey, other spirits, charcuterie and cheese

We have specialized educators on our team that allows us to go beyond wine, while maintaining our signature style of sommelier-led tasting.

2. Vast Access to Experts

We have spent years building relationships with experts in the field.

Depending on the size of your event, we bring in the appropriate number of sommeliers.

We can arrange for specialized sommeliers anywhere in the United States. We support the event activities of your company nationwide, for consistent and reliable program implementation.

3. Access to cult wines and related luxury products

We can help you source any type of wine or spirit for your Wine Elite hosted event. Cult wines like Screaming Eagle, Chateau Petrus and others are no obstacle.

4. Access to Infrastructure

We have a vast network of caterers, event specialists, venue contacts and exclusive hotel relationships on the West Coast and in the South West.



Pricing Structure

Let us know which program type interests you, and we will provide a quote immediately.

We will accommodate your preferences related to event format, budget and other context.

Typical event features included in all programs:

- 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 or 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 \$20 to \$100 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.

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 100 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, 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

Corporate clients:

We have presented private tastings and team-building events to top companies, including Merrill Lynch, PIMCO, Warner Brothers, Boeing, and many more.

Partnerships:

Wine Elite has exclusive sommelier relationships with:

Ritz-Carlton
Live Nation - House of Blues
Newport Dunes Resort
Wine Cellar Club

as well as properties of the Hilton, Hyatt, Marriott, and Joie de Vivre families.



Many special event locations, restaurants, DMCs and event companies call the Wine Elite on behalf of their clients.

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

References available upon request.

Product Portfolio of The Wine Elite

Wine Elite **Corporate Events** (as described herein)

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

Wine Elite **Hospitality**

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

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 Hospitality and Academy programs.

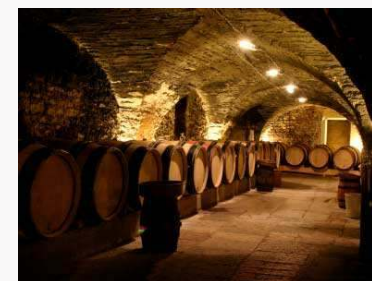


Wine Elite
SOMMELIER-GUIDED WINE TASTING EXPERIENCES

www.WineElite.org

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Appendix with Detailed Brochures

- I. Team Building Detail: Blind-Tasting Experience
- II. Team Building Detail: Blending Workshop
- III. Wine Country Excursions: Day-Trips with Private Sommelier
- IV. Wine Elite One-Sheet for Corporate Events



Wine Blind Tasting Experience

A Team-Building Program with the Sommeliers of the Wine Elite

Join a hands-on and challenging blind-tasting workshop with lots of fun and interaction:

1. *An experienced sommelier will welcome your group and assign tables.*
2. *Each attendee finds 3-4 glasses with wine lined up in front of them.*
3. *Under close sommelier-guidance, the group learns about proper tasting techniques and the characteristics of the major grapes in the world.*
4. *The sommelier explains which wines are being tasted, but does not reveal the order of the wines in front of the attendees. Ample hints are provided.*
5. *Breakout sessions begin at the tables. Each team has to come to an agreement about the suspected order of the tasting samples. No prior wine knowledge is required.*
6. *The teams use negotiation and democratic principles to formulate a single group response.*
7. *Each team announces their collective decision and explains how they came to their conclusion.*
8. *A second round with an additional 3-4 wines is served and the breakout tastings resume.*
9. *A winning team is determined by the sommelier, and a prize is awarded.*

The event takes 2-3 hours. We gladly incorporate your program preferences.

This program conveys useful wine knowledge in a fun and non-intimidating way, regardless of prior experience.

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

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Wine Blending Workshop

A Team-Building Program with the Sommeliers of the Wine Elite

Join a hands-on and fun wine blending workshop with lots of laughs, wine tasting and interaction:

1. *An experienced sommelier will welcome your group and assign tables*
2. *Your sommelier provides the group with a guided wine tasting of 6 different bottles, covering a wide range of wine flavors and colors from around the world.*
3. *Break-out sessions begin, with competing teams experimenting and creating an actual wine blend that represents the philosophy of their team. Sommeliers assist each team to arrive at their blend*
4. *Each team will present their blend to a tasting panel of judges and will explain the philosophy they applied to arrive at their blend formula*
5. *The judging panel determines the best blend, while the whole group decides with help of the sommelier about the best explanation of the team philosophy*
6. *Prizes are awarded to the winning team*

The event takes 2-3 hours. We gladly incorporate your program preferences.

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Wine Country Excursion

A One-Day Wine Appreciation Tour with the Wine Elite Sommeliers

Join a hands-on, relaxing and educational day-trip to California wine country Santa Barbara or Temecula:

1. *Our tour leaves from your location in Southern California at 9:00am*
2. *On board the bus, your sommelier will provide an introduction to the important grapes we will study on site*
3. *We are visiting the first winery at 11:00am, receive an owner tour of the cellar and wine making facility*
4. *We proceed to taste all wines of this winery systematically together*
5. *Your sommelier provides the group with a guided discussion and objective comparison of the wines*
6. *We will learn about identification of specific grapes and spotting quality differences*
7. *We have a sit-down outdoors lunch in the vineyards at 12:30pm. Food pairing discussion.*
8. *A guided stroll through the vineyards, with berry inspection and vine growing information is followed by a blind-tasting of this properties wines.*
9. *At the next winery on our schedule we will conduct a formal wine, cheese and charcuterie pairing*
10. *Later in the day we summarize all experiences of the day together during the bus ride.*
11. *Dinner with European wines for contrast is optional*

We gladly incorporate your program preferences. We can arrange a sommelier-guided tour for any wine region in the world.

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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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