

Wine Tasting Challenge



Introduction

Have you ever wondered how Masters of Wine identify grapes, countries and years in wine without seeing the label? With the unique formulas behind the Taste of the Vine Blind Tasting Challenge™ you and your group will be enthralled at just how much you can detect in wine and how quickly the necessary skills can be developed.

Structure

- Taste of the Vine events are a blend of comedy, theatre and interaction, they create a convivial atmosphere and develop corporate relationships. However, with the application of the principles of accelerated methods of learning, guests leave with a new skill.

Format

- With the assistance of our 'Virtual tour of the Palate'™ (plus an optional computer animated show), our experts leads teams on an interactive exploration of their senses. After the show, guests (tasting in teams, as well as individually) are given a range of unidentified wines to taste with the assistance of our sensation charts. The aim is to detect the grape, country and vintage of each wine, which, due to our unique formula soon becomes second nature! Guests will also learn to unlock the mysteries of picking good from bad, finding the bargains and avoiding corked and problem wines.

Quiz & other interactive elements

- A quick-fire, team wine quiz can be added between rounds. Questions based on the opening show are asked along with those submitted by the guests along the lines of 'All they ever wanted to know but were afraid to ask'. Other lighthearted competitive elements are added, as deemed suitable for the event.

Summary

- The success rates for the tasting are high, for expert & novice alike, as it is not reliant on prior knowledge. Guests will learn rather more than they would at a standard tasting, though the atmosphere is light hearted and fun and the format is that of an interactive, humorous show.

Format

I suggest that the event is run as a fun interactive show with guests seated 'cabaret style' around tables of 8 -10 people. Alternatively, for a standing format I suggest that we set the room with stalls from which the guests are served. The tables are given a light wine theme and dressed with amphorae, fresh grapes, walnut framed wine pictures, pewter ware, barrels and other related items. During the introduction guests face the speaker with a glass of wine to be given a 'Virtual Tour of the Palate™' before commencing the tasting, in groups as well as individually.

Wine Tasting Challenge

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Timings are given to indicate duration

- 7.00pm** Taste of the Vine Introduction (and Virtual Tour of the Palate Clue Show)
- 7.15pm** Tasting begins (see choice above)
- 7.30pm** 1st round Quiz as second pair of wines are poured
- 7.45pm** 2nd round Quiz as third pair of wines are poured
- 7.50pm** Summary / Prizes
- 8.00pm** Finish (+ onto dinner)

Cost

For up to first 40 people: **£2875.00 + vat**

Per person for extra people: **£28.00 + vat**

Examples of Wines

Huia Sauvignon. Marlborough, NZ

Sancerre, Domaine Andre Neveu, Chavignol. Fr

Chassagne Montrachet, Ch du Puligny Montrachet. Fr

Catena Alta Chardonnay. Nicolas Catena. Argentina

Chateau Duhart Milon, Grand Cru Classé Fr

The Angelus Cabernet Sauvignon, Wirra Wirra, Australia

Wines are between £10-£30 retail or equivalent. They are included in the costing.

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Cost includes

- 1 Wine expert entertainer / host
- Wine assistants
- *Six wines for the Challenge (glasses topped-up throughout)
- Six professional ISO tasting glasses per person
- Animated 'Virtual Tour of the Palate™' clue show
- Multimedia equipment - laptop, data projector and screen for the show
- Bespoke tasting cards (company logo & colours can be added)
- Glass mats, pencils, etc
- Wine decoration for tables & presentation tables (Pictures, spittoons, pewter ware and other related items)
- Example prizes - 1st Prize individual winner - Hugh Johnson's Wine Atlas
Group prizes – Hard-backed Jancis Robinson wine guides
- Booby Prizes may be included at your discretion

Optional Extras

- PA & Sound System - We can supply at Fender Deluxe PD250. For groups of 60+ this is highly recommended, as alternative amplification for the host may otherwise be required - **£300.00 + vat**