



# Planning a Beer Tasting Event?

***“THE SOMMELIER COMPANY is Your Gold Standard Resource for Beer Specialists and Sommeliers”***

If you are planning a private event and are looking for a **turn-key package for a classy, fun and educational beer tasting**, you’ve found the best solution.

**We offer Sommelier-Guided Beer Tasting Experiences at the location of your choice.** Our team of beer educators, certified cicerones and sommeliers is famous for delivering powerful tasting sessions. We also have sommeliers for wine, whiskey (scotch and bourbon), tequila, and cigars.

## YOUR SOMMELIER FOR THIS EVENT:

Our sommeliers are certified by the Court of Master Sommeliers, the Cicerone Certification Program, or the Society of Wine Educators.

We can deliver our systematic, highly entertaining and informative tasting experiences for groups of any background.

## YOUR BEER TASTING LINE UP:

We can arrange for a theme of your choice, or take your guests on a tour of world classics—or local craft beers—such as:

### Ales

1. IPA
2. Amber or Blond
3. Hefeweizen
4. Stout
5. Porter

### Lagers

6. Pilsner
7. Schwarzbier
8. Bock

## YOUR COSTS:

Please contact us now to discuss your situation, and the costs, as there are a few moving parts that determine our final quote.

You will receive clarity on pricing, plus other useful information, once we understand the preferences and plans you have so far.

## YOUR NEXT STEP:

Call **(415) 289-9760** for a quote, or inquire via email at **[office@SommelierCompany.com](mailto:office@SommelierCompany.com)**. We reply quickly.

Visit **[www.SommelierCompany.com](http://www.SommelierCompany.com)** to learn more.

Feel free to ask for past client testimonials, as well as our event preparation checklist.



## Tasting Formats

### Sit-Down Event (Seminar-Style)

Entertaining and educational 2-hour beer tasting seminar with 6 beers. Taste important styles in direct comparison and learn the secrets of the sommeliers. The knowledge and skills gained will last a lifetime:

- Essential overview of key production methods and types of beer.
- How to taste, appreciate and identify unknown beers in a blind tasting.
- Tips and tricks for business or social gatherings, pairing with food, gifting, collecting, and more.

### Walk-Around Event (Reception-Style)

In this more casual format, the sommelier presents from a tasting station, guiding guests through the beers as they approach individually. This 2.5-hour reception-style format allows guests to:

- Taste at their own pace.
- Socialize with other guests.
- Spend more or less time with the sommelier, based on interest.

### Popular Add-Ons:

Paired tastings of cheeses, charcuterie and chocolates are available. Utensils included.

***Everything can be customized.  
Call us now for additional details!***