



Event Services | 2023

About Us



The Sommelier Company is the leading provider of expert-guided wine, spirits & specialty food tasting experiences for corporate and private events.

Sommelier & Wine Specialist Network

- *The largest sommelier & spirit specialist network*
- *Experts in fine wine, spirits, specialty food products*
- *Nationwide events, managed by an expert team*
- *Custom packages for a wide range of budgets*



Our Sommeliers



Our wine & spirits specialists are certified by the leading educational bodies in the world, including:

- Society of Wine Educators
- Court of Master Sommeliers
- The Council of Whiskey Masters
- Wine & Spirit Education Trust
- Institute of Masters of Wine
 - Wine Scholar Guild

Many have extensive experience in winemaking and the wine trade.

*More Than 500 Sommeliers &
Specialists Reliably Available*

The Largest Sommelier & Specialist Network in the U.S. and Abroad



We're America's Go-To Provider of Private Tasting Experiences

Corporate clients & partners include...





We've Created Thousands of Successful Tasting Events Nationwide...



... In a Variety of Seated, Reception-Style, and Team Activity Formats

Seated Seminars

The Secrets of the Sommeliers



- *How to taste like the sommeliers*
- *Wine history, culture and etiquette*
- *Key regions, appellations and grapes*
- *Recommendations and shopping tips*
- *The art and science of food pairing*
- *How to start your own collection*





Popular Wine Tasting Themes

- *Wine Classics from Around the World*
- *Kings & Queens of the Old World*
- *France vs. Italy*
- *Old World vs. New World*
- *Exploring the Wines of California*
- *Hidden Gems of the Southern Hemisphere*
- *Multi-course Dinner & Wine Pairing*

Other Popular Themes

Whiskey, Tequila, Brandy, Rum, Gin, Beer, Saké, Mixology, Cigars & More



Intimate Groups

Executive, Board & VIP Entertainment

Our sommeliers can provide elegant, entertaining experiences for small groups of any size.

Food and wine pairing dinners with sommelier and chef speakers are a popular option for executive off-sites, board meetings, and client appreciation.



Tasting Receptions

Walk-Around Reception & Networking Formats

This casual format balances the priorities of social interaction and an insightful, entertaining experience, ideal for

- *Pre-dinner welcome & cocktail hour*
- *Relaxation after a day of meetings*
- *Business networking opportunities*
- *Offering a local touch to travelers*



Large Events

Company Off-sites, Conferences & Incentive Events

The Sommelier Company has a significant presence in all major U.S. cities, and many cities abroad. We can accommodate events of any size without the need of travel costs.

Large events create opportunities for novel themes and a variety of specialty tastings, including non-alcoholic options like rare coffees, chocolates, honeys or olive oils.



Team Building Workshops

Blind Tasting and Wine Blending Master Classes



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Blind Tasting Workshop: Guests learn the secrets of “blind” tasting from a professional sommelier—the skill of methodically identifying a wine’s grape variety, region of origin, age, and other key characteristics by appearance, smell and taste alone. After an initial non-blind tasting of 8 wines, bottles are covered and served again in random order. Participants may work together to identify the wines, or compete to correctly identify the greatest number.

Wine Blending Workshop: Participants taste and learn to appreciate key characteristics of 8 distinctive wines made from single grape varieties. They learn about the history and culture surrounding each wine and receive a crash course in the purpose and methods of wine blending. They work individually or divide into competing groups to create their own proprietary blends. Each group presents its unique blend and a tasting panel of judges determines the winner.

Virtual Tasting Experiences

Bring the Tasting Room to Audiences Anywhere



- Shipping throughout the U.S., Canada, Europe, and Australia
- Accommodation for small teams or up to hundreds of attendees
- Client engagement, team incentive, sales and marketing, team building, or executive or board gatherings

Expert-Led Winery & Distillery Excursions

Wineries and distilleries operate in all fifty states of the Union. We offer popular guided tours in California, Oregon, Washington, New York, Virginia, Texas, Missouri, Kentucky, Tennessee, and beyond.



Corporate Gifts

Special Touches for Client or Team Appreciation

- *Gift certificates*
- *Auction or raffle items*
- *Wine & spirits accessories*
- *Access to old and rare bottles*
- *Holiday or seasonal wine sets*
- *Etching, engraving, custom labels*
- *Baskets, gift boxes, or wooden crates*
- *Custom landing pages to order*



Summary

Why Choose The Sommelier Company?

- **Location and date flexibility.** We are the largest network of wine and spirits experts, with unrivaled events capability.
- **Seasoned team of experts managing events.** Clients value our efficiency, professionalism, and focus on event success.
- **Quality of experience.** All our events are led by certified experts with speaking and entertaining experience.
- **Independence.** We do not represent any beverages used in our tastings. Tasting discussions are objective and informative.



Contact Us for More Details and an Immediate Quote

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