

# Why Wine & Spirits Trade Associations from Around the World Partner with the THE SOMMELIER COMPANY



***"The Sommelier Company is Your Nationwide Live Event Resource for Sommeliers and Wine Specialists in the United States"***

**Do you regularly arrange wine tasting events across North America to present your portfolio to buyers and the public?** Are you frustrated with the difficulty of finding a reliable local team on the ground in each city, and irritated by the huge cost and effort of booking events for each city separately?

**We are your nationwide partner in preparing and executing first-class wine events.** Let our independent wine expertise company represent your wines nationwide. Our central event management office can handle all details.

**We assist you with local teams of certified sommeliers and wine experts in all metropolitan regions of North America.** Whether you are targeting the public, or retail and restaurant buyers, we will prepare and host events capable of impressing your audience, exactly according to your preferences.

We draw from a large company-trained talent pool of **Certified Sommeliers, Advanced Sommeliers, Master Sommeliers, WSET Diploma holders, Certified Specialists of Wine and Certified Wine Educators**, certified by the **Court of Master Sommeliers**, the **Wine and Spirit Education Trust**, and the **Society of Wine Educators**.

## RECENTLY FEATURED IN:



Trade associations, top hospitality firms, and corporations trust us with their most important events. Clients and partners include **Wines of Garnacha, WineAustralia** and many other wine trade groups in addition to our list of corporate clients like **Ritz-Carlton, House of Blues, Live Nation, Boeing, Disney, Hewlett-Packard, Merrill Lynch, and PIMCO**.

## YOUR KEY BENEFITS:

- **Nationwide sommelier coverage:** One call books the whole road show. Sommelier panel presentations are available, or individual sommeliers.
- We ensure **consistency of presentation** from event to event through centralized training, and 100% reliable, responsive preparation with central management.
- Our **well-polished experts** are capable of presenting your wines in a way that upholds the integrity of your brand.
- **Strategic partnerships** can encompass one or more events, or we can act as your U.S. industry representatives.
- Leverage our **nationwide credibility** with press and consumers, and cut down on travel and marketing costs.

## CONTACT:

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