

Introduction to wine appreciation

Program Introduction

You're hosting an important business meal with foreign clients or business partners, and it's time to choose the wine. The waiter presents the wine list, displaying wines from all over the world. So which wine will you order? Which wine will best match the food you (and the other guests) will be eating? How should you check the wine when the waiter asks you to taste it? What is the correct way to hold a wine glass, and what is involved in saying 'cheers'?

During this enjoyable and entertaining workshop, participants are introduced to how to choose the right wine, the important steps in checking a wine, and how basic wine appreciation knowledge can significantly contribute to the enjoyment of an important meal. Whether as a host or guest, by learning, understanding and practicing what to do (and what not to do) participants improve their confidence and wine etiquette in international dining situations. Participants will taste and compare different wines, thus making it a highly practical and effective learning experience.

Content

The history of wine
The different types of wine
Wine and your health – the benefits of drinking wine
The ingredients, grape varieties, storing wine
Choosing a wine for a dinner: pairing wine with food
The bottle, the label, and the serving temperature
Wine glassware, decanters, holding the wine glass
Checking the wine: The cork, the color, the smell, and the taste
"Cheers"

Program Results

By the end of the module, trainees should be able to:

Demonstrate basic wine appreciation etiquette and knowledge
Use correct wine glass handling and drinking techniques
Know the correct serving procedure and temperatures, and why this is important
Check the wine, by examining the cork, color, smell and taste
"Cheers" politely and correctly

Who will benefit from this program?

In the international environment, during almost every important meal, wine is consumed with food. Also at networking events, parties and celebrations, wine is often served. Absolutely anyone who ever orders or enjoys drinking wine, but has yet to learn the basic steps in wine appreciation, will benefit from this workshop. Participants will take away the fundamentals of wine appreciation, which will allow them to feel more relaxed and comfortable next time they are offered a wine list at an important business or social event.

Program length

This intensive 3-hour evening workshop gives participants both the basic knowledge as well as the opportunity to practice in a real-life situation. By tasting various wines during the training, participants have a relaxed and informative environment in which to practice and demonstrate wine knowledge and tasting techniques.

Note

Please ask about our special advanced wine seminars that are conducted together with our wine partner **Aussino World Wines**. These seminars focus on areas such as specific wine types, varietal grapes or growing regions, and in-depth knowledge of wine producers.



Moments of truth*

Hosting an important meal (business or social)
Being offered a wine list, and/or being asked to choose a wine
Food and wine consumption in an international environment
Formal dining events
Networking events
Wine tasting events

* Situations and events in business in which specific knowledge and skills will make the difference between success or failure.