



**Wine and Cocktail Event Formats, Unique Interactive Activities and Pricing  
for Liza the Wine Chick's Events**



**A savvy wine writer and educator with two decades of  
experience who makes  
wine fun, accessible and part of the team-building experience  
for groups of all  
sizes and backgrounds.**

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## Range of interactive wine activities that events can include are:

- 1) **Blind Tasting Wine Station:** guests attempt to guess the type of wine, provenance and vintage and if the producer was male or female
- 2) **Sugar Shakedown:** a competitive tasting of two wines with different sugar levels
- 3) **What's in a Vintage:** guests have to guess the vintage specific wine
- 4) **Color and Taste:** guests taste wines in opaque glasses and have to guess what color the wine is (it's harder than you think)
- 5) **Food Pairing:** guests pair different foods and wines—such as lemons and potato chips—and discuss how acidic, sweet or fatty flavors affect the taste of wine
- 6) **The Importance of Aroma:** guests experience how sample items taste different when you can and can't smell them
- 7) **What's it Really Worth:** a blind tasting of two similar wines sold at very different price points, during which guests have to guess what the wines cost

**Food pairing events can also be conducted with water.**

**Interactive activities are suitable for groups of any size. Wine battles and seminars work better for groups of 60 or less. Most programs run approximately two hours.**

## The most popular topics for Liza the Wine Chick's past events:

- 1) **Great value wines** from California, the U.S. or any region of the world
- 2) **Wine for Business Etiquette:** everything you wanted to know but were afraid to ask
- 3) **Champagne Indulgences:** a seminar on types of sparkling wine and Champagne
- 4) **Sweet Treats:** a look at different styles of dessert wines (from Port to Muscat)
- 5) **Bubbly Cocktails:** a preview of fun and easy to make Champagne cocktails
- 6) **Wine and Chocolate Pairing:** a little dessert decadence
- 7) **Affordable Trip to South America:** an interactive seminar on Latin-inspired drinks
- 8) **How to Seek out Tasty, and Well-Priced, Wines** at retail and in restaurants
- 9) **Great Wines Under \$20:** wines for everyday drinking and to impress guests/ clients
- 10) **Tailored Tastings for Special Interest Groups:** wines made by women for girls' getaways, cocktails that make use of gay-friendly brands

**Seminars can also be conducted as breakouts from a larger group gathering. All seminars can be tailored to specific group interests and price points.**

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## **Wine Country Events and Tours (Napa, Sonoma and Beyond):**

- 1) **Events**—corporate, private and couples focused—can be conducted at wineries, wine country venues and exclusive restaurants.
- 2) **Tastings and seminars** can focus exclusively on one winery's range of offerings or regional, stylistic or grape varietal comparisons.
- 3) **Progressive dinners and tastings** can be conducted by bus, car and boat.
- 4) Liza the Wine Chick can use two decades of long-term, relationships with restaurants, sommeliers and vintners to give your guests access to lesser-known, highly rated **not open-to-the public wineries and unique dining experiences.**

## **Custom Wine-Blending and Cocktail-Making Events Can Take Several Formats:**

- 1) **Iconic Blend challenge**—guests strive to recreate wines—such as Phelps' Insignia—and try to reproduce the blend in teams. The team that gets closest wins.
- 2) **Food Pairing Challenge**—attendees strive to pair items such as prosciutto or savory cheese tarts with a suitable wine blend. The event organizer judges the pairing.
- 3) **Create-your-own Latin Cocktails Session:** guests are introduced to a range of spirits popular in South America: such as pisco, rum and cachaça. They use a variety of mixers and are encouraged to create their own versions of classic Latin drinks.
- 4) **What is a Martini?** Attendees are given a wide range of spirits, mixers, juices and fruits and work in teams to create inventive drinks.

**Guests can take home a bottle of their custom blend or a written version of their favorite new cocktail. These competitive blending events can also include seminars on the background of the main red and white grapes used in wine blends or the history of the cocktails they have made.**

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**Wine Battle Team Building Events are modeled on the iconic Food Network's program *Iron Chef***

**Sample questions for wine battle competitive events might include:**

**Wine Challenge # 1 and 2**

**Sparkling Wine Battles (wines No. 1 and 2):**

Which wine is from California? Triple points for guessing where the other wine is from.

A) 1 or B) 2 The other wine is from: \_\_\_\_\_

**Are these two wines made from the same grapes?**

- A) Both are primarily Chardonnay
- B) No
- C) Both are primarily Pinot Noir

**Wine Challenge #3**

**Source of Inspiration Battle: What classic European style of wine is this white modeled after?**

- A) Bordeaux
- B) Tuscany
- C) The Rhône Valley

**Wine Challenge #4**

**Battle Altitude: What difference do those mountains make anyway?**

- A) Wine No. 4 is from a higher altitude
- B) Both are grown at about 1,000 feet above sea level
- C) No. 5 was grown at one of the highest altitude vineyards in California

**These events can be tailored to any group size, level of wine or cocktail. background, price point or wine region that may be of interest to your clients.**



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**The following services are included with all of Liza the Wine Chick's events:**

- 1) Up to two hours time to decide the specifics of this event (theme, focus and vibe)
- 2) Coordinate with the venue and your team to create and set up all event-related (interactive- and seminar-related) activities
- 3) Train the venue's staff in how to execute all activities and seminars
- 4) Work with the venue in advance to assist your team in choosing stemware/food. This may include suggesting a range of caterers and bringing one in.
- 5) Prepare all written material for tasting, seminar and competitions.
- 6) Strategize about/produce all educational materials and goody bags (if desired).
- 7) Conduct all wine events for your event

**Wine, food, stemware and venue rental costs are not included in regular event pricing. All inclusive packages available.**

**Liza the Wine Chick can also negotiate on your behalf for more favorable venue rates and use her wine retail partners across the country for a significant discount passed onto the client.**

**Ideal venues include:**

Private party spaces with abundant parking, where wine can be brought in and food catered, such as Dogpatch Studios and the Robert Fountain Studio in Potrero Hill  
Full-service restaurants with unique private rooms like Perbacco and Dosa on Fillmore  
Private homes and boardrooms, consulates, winemakers' homes and wineries not open to the public

**Pricing:**

Per-person costs begin at \$60 a head with a minimum of \$800 for an hour-and-a-half event. This does not include any food, wine or beverage costs. All-inclusive packages are available (wine, food and stemware included) starting at an additional \$25 per person with a 20-person minimum.

Hiring an additional wine expert for approximately \$300 is recommended for most groups over 60 people and can be included in all-inclusive pricing packages.

Liza the Wine Chick can also leverage her long-term relationships with top restaurants and sommeliers to find/negotiate on your company's behalf for unique private venue space—with water views, parking, top-notch local food or exclusive private homes. She can also recommend top caterers and have stemware delivered for your event, at a discount, for an additional cost.

**Tailored proposals created free-of-charge for each client. Discounts offered for larger groups and multiple bookings. Seasonal discounts are available.**

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