THE TIME FOR WINE
UNCORK YOUR TIME

Wine tasting event checklist.

Planning

- Decide the **main theme** of your tasting (e.g., sparkling wines / red wines only / specific grape variety / single producer / different winemaking styles...).
- Choose a **catchy title** (e.g., Italy vs France) for your event and promote it.
- Decide **how many people** will be attending.
- Find a suitable **location**.
- Select and buy the **wines**. If it is the first event you organise, start with 3-4 types maximum.
- Make sure you have enough **glasses**!
- Work out the **cost and price**, depending on your goals (promotional event, high-ticket...)
- Decide the **wine serving sequence**.
- Prepare and personalise a nice wine-tasting **paper table mat**.
- Have a skilled **wine pourer**! (or more, if needed)
- Prepare the **wine notes** in advance.
- Select the **speaker** for the event: interactive and with some knowledge! (BTW I am available!)

On the day of the event

- ☐ **Prepare the wines** (temperature / uncorking).
- ☐ **Set up the seats** before your guests arrive.
- ☐ Make available some **water** and **breadsticks** for each participant.
- ☐ Don't run out of wine! **1 bottle** of 75 cl is fine for **12 guests**.
- ☐ Make sure **spittoons** are at hand and easily reachable by guests - you don't want them getting drunk!
- ☐ Agree on the **structure of the talk** with the speaker in advance (wine/discussion/wine or all wines served together and discussion afterwards?)
- ☐ Encourage **interaction**: it's a learning occasion and there are no wrong answers!
- ☐ Conclude the tasting with a **small bite** to eat.
- ☐ Make the empty bottles available for participants to take pictures of the labels.
- ☐ **Have fun!**