



Planning a Wine Tasting Event

March 6, 2010

Why a Wine Tasting?

- ❑ Fairly easy to coordinate
- ❑ Can often be structured as a break even event
- ❑ Great way to feature Wine-By-Cougars wine club



Where to Start

- ❑ Identify Cougar wineries in your area
 - If this isn't an option, try for a local wine bar or other event facility
- ❑ Address space issues
 - How many people can the venue hold?
- ❑ Figure out the cost breakdown
 - Total cost per person
 - Catering charges



Delegation

- Split up tasks among other volunteers
- Main contact for winery
- Caterer
- Contact WSUAA about giveaways and door prizes
- Promotion coordination

Event Enhancement

- ❑ Commemorative wine glasses for participants
- ❑ Speech by winemaker
- ❑ Discounts on purchases made the night of event
- ❑ Group tour of winery



During the Event

- Have one or two volunteers at the door to greet and check people in
- Have light hors d'oeuvres available
- Take pictures of people mingling and tasting



QUESTIONS?