



Wine Challenge Cuisine Team Events

Team Focus: Learning experience
Innovation
Marketing

Numbers: 10 – 100 participants

Location: Indoors

Times: 1 ½ to 2 ½ hours

The Objectives:

- Encourage creative thinking and imagination.
- Stimulate creativity and thinking outside the box.
- To practice sales & marketing skills.
- Meeting deadlines and time scales.
- To learn about wine.

“A major wine merchant needs a new wine immediately to turn the company around and save it from closure. Your team needs to create a new wine and select appropriate packaging using a range of winemaking equipment and the guidance of an expert.”

Overview:

Lead by our jovial expert, teams will firstly learn the techniques of tasting, learn about grape variety and practice their swirling, gurgling and spitting techniques.

How it works:

Armed with new knowledge and resources they can then move onto creating their own wine sensation. The group will be split into teams and each team will compete to win the approval of our wine merchant and take home a case of wine.

The teams will blend wines and create their own packaging design from the materials supplied. Budgets must be adhered to but our merchant wants to appeal to a market with a highly developed sense of humour.

Results:

At the end of the session each team will present its newly blended wine to the judges with hilarious results.

Programme Includes:

- Wine expert
- Introduction to wine and tasting
- Experienced assistants
- Pre event planning
- Team wine making kits
- All tools and equipment
- Wine for tasting and blending
- Case of wine for the winning team
- £5 million public liability
- Transport & Mileage



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