

# W<sub>ine</sub> K<sub>now</sub> P<sub>roductions</sub>

At home, work, off-site meeting or party, WineKnow Productions is your full service wine education, entertainment and catering source. Offering creative, informative and fun integrated wine-based productions for 1 to 50 people, WineKnow Productions will create a customized event based around a variety of package options that will ‘wow’ your guests, co-workers or friends:

## **Wine Only Options:**

**Wine Basics** – A ‘101 Class’ on how to taste and appreciate wine, learn about the major wine varietals and growing regions of the world, understand food and wine pairings and increase general insight. The level of the course can be adjusted for the level of the group’s general wine knowledge.

**Varietal and/or Geographic Exploration** – Want to know more about the varietals and styles produced in Argentina or the Loire River Valley in France? Trying to get a grip on Syrah, or is it Shiraz? You pick the theme and Wine Know will create a seminar styled or informal tasting to help bring you up to speed on the topic.

- A fun party variant on this theme is to do a ‘brown bag’ tasting where each wine’s identity (and price) is revealed only after everyone has tasted and ranked each wine according to their own personal preferences.

**Wine Deconstruction** – Ninety percent of wine’s flavor is perceived by aroma. With this option, we will help you and your guest identify flavors in wine through mimicking aromas found in wine with various items, such as lemons, grass, vanilla, earth, mushrooms, raspberries, etc. Advanced tasters can be challenged with multiple aromas, such as orange zest and shaved fennel to mimic Roussillon, black cherry mixed with black earth to replicate Grenache. By making such connections, tasters can begin to identify aromas found in wine and critically analyze what it is they taste in wine as well as broaden their wine vocabulary. The use of an aroma wheel and other basic tasting tools will assist in the learning.

- **Aroma game/Train the Brain** – In this exercise, individuals or groups compete against each other to determine the scents they perceive in blinded aroma containers. The objective is to create a fun, competitive environment where everyone learns to associate naturally occurring scents with those found in wine and the top finishers can win prizes.
- **Flavor Identification** – For more immediate connections, various wines can be paired with their respective main aroma components, such as limes and lemongrass with New Zealand Sauvignon Blanc. This can be done as a formal tasting or as a walk-around station tasting with wines spread through the room with their matching aromas.

## **Wine and Food Options:**

Wine truly shines when paired with the right foods. With these options, we can either start to understand why this is or explore unique, cutting edge culinary and enological pairings.

**Wine & Food Pairings** – Never know what to serve with that roast lamb or hummus appetizer? Or, do you simply like creative culinary creations paired with unique wines? With this option, the full power of food and wine pairings can be demonstrated. It can be delivered in variety of customized formats for almost every budget from guided tastings to straightforward catering with wines paired with one or several single serving appetizer/hors d’oeuvres that will make you look like a gourmand.

- **Guided food and wine pairings** – With this option we will discover why wine and food marry so well, what makes certain wines compatible with certain foods and unlock the basic (or advanced) principals of food and wine pairings – intensities, bridges and foils. The format is very flexible and could accommodate food and wine flights, discovering a varietal and it’s food flexibility (Pinot Noir, Viognier) or concentrate on certain types cuisine (ex. Indian, BBQ). If you want us to take the reigns, a wide food and wine pairing menu is ready made.
- **Food and wine catering** – If you want to explore the world of food and wine pairings, but want the focus of the event to remain on the party, we can simply provide the wine, hors d’oeuvres and information on each. A typical party would include a set of stations, each with its own wine and one or more food matches designed specifically to compliment the wine. All details are turn-key; simply select the pairing and we can deliver everything before the event right down to the serving instruments.

Examples of food and wine pairings include:

Chevre with diced lemongrass and NZ Sauvignon Blanc  
Toasted Pineapple and California Chardonnay  
Pecan butter crisps and Zinfandel (aka PB&J)  
Lemon braised peaches with drizzled honey and German Riesling Auslese

A full food and wine pairing menu that includes over 50 pairings is available upon request

#### **About the founder:**

Lee Schlesinger, a food and beverage professional for over 15 years, founded WineKnow Productions in 2006 after several years of planning. In his career, he has worked in various parts of the wine industry, from restaurants and retail to brand management for Diageo and is currently the Director of Marketing for a major wine import company. Along with a passion for wine, he was a professional brewer (yes, he can create beer based events as well), getting a degree in Fermentation Science in 1996. He has held seminars, wine education classes and hosted wine dinners for many wineries, distributors, trade associations, retail stores (such as Sam’s Wine & Spirits) and restaurants across the US. He formed the company as a call for innovative alternatives to wine education and a growing demand for more creative catering and upscale in-home entertaining.

WineKnow Productions goal is to make your event unique, providing full-service, in-home event management and catering while in the process making wine more accessible and to educate enthusiasts about wine and food in a fun and informative environment.

*Interest in an event concept not listed above? Do you have a unique idea for an event? We’ve probably already done it (or are willing to try it), so run it past us and we can make it a reality.*

To reach Lee at WineKnow Productions, call 847.275.3918