

#### WHAT IS WINE SPEAK PASO ROBLES?

Wine Speak Paso Robles is a premier industry summit that brings sommeliers, wine industry leaders and hospitality professionals together for an intimate educational journey.





Join master sommelier Chuck Furuya and his peers as they steer winemaker seminars, hospitality workshops, dinners, tastings and exclusive vineyard excursions - all designed to advance collaboration, knowledge and performance throughout the wine industry.

#### OUR VISION

Our vision is to create an opportunity for the wine community to gather for a time of learning, sharing and camaraderie. By featuring a diverse range of topics, wines, regions and panelists, we want to kickstart dialogue that will move our community forward.



FOUNDERS:
AMANDA WITTSTROM HIGGINS, ANCIENT PEAKS WINERY
CHUCK FURUYA, MS, DK RESTAURANTS

200+ WINES 6 MASTER SOMMS

3 DAYS 1 INTIMATE EXPERIENCE



## HISTORICAL PANELIST SUMMARY

#### 2018 PANELISTS

Serge Carlei (Carlei Vineyards, Australia)

Matt Dees (Jonata)

Guillaume Fabre (Clos Solène )

Greg Harrington, Master Sommelier (Gramercy Cellars, Washington)

Bruce Neyers (Neyers Vineyards/ Kermit Lynch Wine Merchants)

Andy Peay (Peay Vineyard)

Michael Sinor (Ancient Peaks)

Justin Smith (Saxum)

Tyler Thomas (Star Lane/Dierberg)

Adam Tolmach (Ojai Vineyard)

Nunzio Alioto, Master Sommelier

Renee Awana (Hawaiian Airlines)

Fred Dame Master Sommelier

Chuck Furuya Master Sommelier

Alisia Onishi (Hawaiian Airlines)

Amanda Wittstrom-Higgins (Ancient Peaks)

#### 2019 PANELISTS

Richard Betts, Master Sommelier (Sucette Wines, Australia)

Stewart Cameron (Ancient Peaks)

Cris Cherry (Villa Creek)

Fred Dame, Master Sommelier (Daou Vineyards)

Jason Drew (Drew Wines)

Jordan Fiorentini (Epoch)

Helen Keplinger (Keplinger)

Bob Lindquist (Qupe)

Pax Mahle (Pax Wines)

Brandon Moss (Gramercy Cellars, Washington)

Justin Smith (Saxum)

Fred Scherrer (Scherrer Wines)

Matt Trevisan (Linne Calodo)

Nunzio Alioto, Master Sommelier

Randy Caparoso (The SOMM Journal)

Fred Dame Master Sommelier (DAOU)

Chuck Furuya Master Sommelier

Cameron Ingalls (Acacia Productions)

Matt Kettmann (Wine Enthusiast)

Shelley Lindgren (A16/SPQR restaurants in SF)

Meredith May (The SOMM Journal)

Peter Neptune, Master Sommelier

Alisia Onishi (Hawaiian Airlines)

Amanda Wittstrom-Higgins (Ancient Peaks)

#### 2020 CONFIRMED PANELISTS

#### PANELISTS CONFIRMED AS OF 7.9.19

Bruce Neyers (Neyers)

Madeline Triffon, Master Sommelier

Stephan Asseo (L'Aventure)

Jordan Fiorentini (Epoch)

Jason Haas (Tablas Creek)

Emanuel Kemiji, Master Sommelier (Clos Pissarra, Priorat, Spain)

Tegan Passalacqua (Turley)

Thomas Brown (Schrader/Rivers Marie, Napa Valley)

Lionel Faury (Rhone Valley, France)

Laura Catena (Argentina)

Fred Dame, Master Sommelier (DAOU)

Nunzio Alioto, Master Sommelier

Matt Kettmann (Wine Enthusiast)

Randy Caparoso (The SOMM Journal)

## Wine Speak 2020 Event Details

DATE	TIME	EVENT DESCRIPTION
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1.13.20	ALL DAY	Visit Paso Robles
1.13.20	5:30-7	Welcome to Paso Robles VIP Reception
1.14.20	8-9:30am	Sense of Place
1.14.20	10-11:30pm	Paso Robles Overview
1.14.20	12-1:15pm	Talk Story with the Wine Yoda
1.14.20	1:45pm-3:15pr	Talk Story
1.14.20	5:30-8:30pm	Wines of the World
1.15.20	8:00-9:30 am	Inside/Outside "A Journalist Point of View"
1.15.20	10-11:30 am	Dream Big Darling
1.15.20	12:30-2pm	Crazy Red Blends
1.15.20	2:30-4pm	Cabernet Sauvignon Around the World
1.15.20	5:30-8:30pm	BYOB
Professional Development Day: "Talk Story on Hospitality"		
1.15.20	9-10:15am	Tasting wines with 3 icon Master Sommliers
1.16.20	10:30-12 pm	Talk Story about Hospitality
1.16.20	12-1pm	Tasting BYOB
1.16.20	1-2:30pm	Wine and Food Workshop featuring Paso Robles



45

PASO ROBLES WINERIES 98% 13 804 10

SELL OUT

**EVENTS** 

ATTENDEES

SCHOLARSHIPS

#### SCHOLARSHIPS

8 Dream
Big Darling



- Alissa Diaz (NY)
- Ariana Tsuchiya (HI)
- Wendy Rob (Anaheim, CA)
- Melissa McAvoy (FL)
- Alicia Cuadra-Cutler (Marina, CA)
- Maria Degrezia (Chino, CA)
- Holly La Porta-Jones (HI)
- Lily Hays (Tahoma, CA)



- 2
- Danny Steiner (TX)
- Wednesday Nowak (AZ)



Dream Big Darling lunch at the Carlton Hotel featuring lead women from the Wine Industry

#### ATTENDEE TESTIMONIALS

- "I definitely fell in love with Paso as a region! I think that it was very important to have a mix of Paso Robles producers juxtaposed to producers from outside the region. That was a neat element. I also enjoyed the intimacy of being able to speak candidly with the winemakers. I think the seminars and BYOB dinner were the perfect sizes for curating conversation."
- -Ariana Tsuchiya, Sommelier, Alan Wongs Hawaii (Dream Big Darling Scholarship recipient)
- "...The world's lesser known wine regions produce amazing wines but it is up to us as sommeliers to seek those examples out to share with our guests. Wine Speak showed me that Paso Robles is full of great wine that has a place on any wine list,"
- -Danny Steiner, Guild Somm scholarship recipient
- "...Coming back to Paso...really helped solidify and strengthen my belief in the region as a world class wine producer,"
- -Wednesday Nowak, Guild Somm scholarship recipient

 We had attendees from Australia, Texas, Arizona, New York, Florida, Washington, Massachusetts, Georgia, Maryland, Illinois, Hawaii and all over the state of California



- Sommeliers, media, and consumers have inquired about attending the 2020 event
- Earned media highlights: The Tasting Panel, The SOMM Journal, The Krush Radio, KJug Radio, Wine Industry Advisor, Travel Paso, Paso Robles Daily News, Wine Business Blog, and Guild Somm.













#### 2018 GRAND TASTING

27 PARTICIPATING WINERIES







#### 2019 GRAND TASTING

36 PARTICIPATING WINERIES



#### EARNED MEDIA

https://www.wineandspiritsmagazine.com/eventcalendar/test

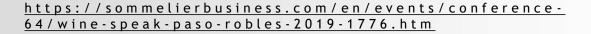


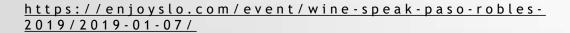


https://www.guildsomm.com/4cb697f52c/memberevents/f/international/13913/wine-speak-paso-robles---january-2019



https://www.wineindustryadvisor.com/event/wine-speakpaso-robles-2019





https://calcoastnews.com/2019/01/wine-speak-paso-robles-pairs-master-sommeliers-and-wine-lovers/

http://www.travelpaso.com/media/press-release/"winespeak-paso-robles"-return-january-7-10















THE SOMM JOURNAL



"The Somm Journal", February/March 2018, page 4

"The Somm Journal", April/May 2018, page 22

"The Somm Journal", October/November 2018, page 102-103

"Tasting Panel", September 2018, page 74-75

"Tasting Panel", October 2018, page 72-73

"Tasting Panel", November 2018, page 70-71

https://atascaderonews.com/article/wine-speak-grows

#### MEDIA COVERAGE

American General Media helped us tell our story of Wine Speak through several narrative avenues including liquid lunch segments starring featured guests, interviews with the speakers and founders of Wine Speak, as well as several other short vignettes.

- Exposure through 5 stations
- Net reach of 31,000 unduplicated persons ages 25-54
- # of times hearing the message: average of 3.5 times











#### WHAT THE MEDIA IS SAYING

"Wine Speak is essential for anyone in the wine business or anyone who wants a peek behind the scenes. Listening to the combined wealth of knowledge of the professionals who share their stories gives great insight to today's relevant wine topics.

-Meridith May, Somm Journal & Tasting Panel

"As I've come to expect each year, Wine Speak delivered a richly informative, honest, and engaging series of talks and experiences. This year the offerings were amplified by pairing lunches, blending workshops, and a highlight on important producers during the BYOB night. I'll be back again and again!"

- Matt Kettmann, Wine Enthusiast

#### WHAT INDUSTRY LEADERS ARE SAYING

"Wine Speak in a short two years has become a Mecca for those looking for a refreshing wine experience. The participants here truly "participate" in all the events. The Paso Robles region is producing some of the most exciting wines in California. This is a true wine community event."

-Fred Dame, MS, Global Wine Ambassador DAOU Vineyard & Winery

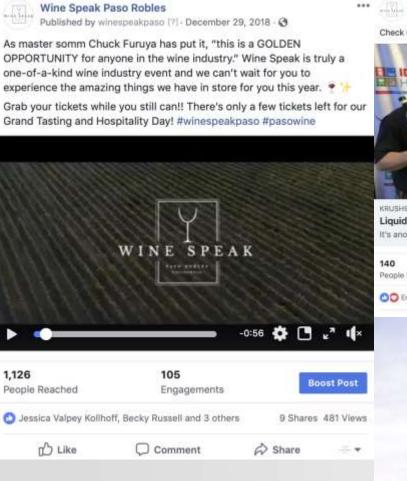
"Just in its second year, Wine Speak elevates the dialogue among sommeliers, educators, hospitality, sponsors, and the winegrowing and winemaking community to lift the collaborative spirit. Thoughtfully curated to showcase the jewels of Paso Robles and Atascadero, Wine Speak raises the acumen of participants regardless of background or expertise to bring even more passion to their respective tables, impacting the bottom line. The standing ovation for Amanda Wittstrom-Higgins after her female leadership panel said it all."

-Cynthia Lohr, trade and brand advocate, co-owner at J. Lohr Vineyards & Wines

"The Wine Speak Event 2019 was an incredible confluence of winegrowers, winemakers, master sommeliers, and wine industry insiders interacting with wine professionals in an intimate, inclusive environment which highlighted education, tasting, and fun."

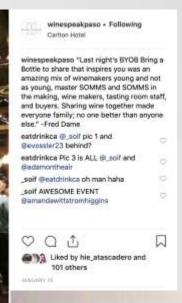
-Peter Neptune, MS, Neptune School of Wine

#### SOCIAL MEDIA SAMPLING













#### TARGETED EMAIL CAMPAIGN



Don't miss this truly unique apportunity to mingle with follow wine lovers, out great food, taste great wines, and meet other likeminded blends at this cenual and his event



Our email campaigns were shared by several of our key partners including:







And several participating wineries

Our email campaigns reached an estimated list of approximately 30,000 people

## TARGETED PRINT CAMPAIGNS



ANUARY 7-10, 2019 COMMUNITY, CAMARADERIE & COLLABORATION

DAYS



200+

EXPERIENCE

WINESPEAKPASO.COM









#### **HOSPITALITY DAY**

JANUARY 10, 2019

If you are looking to develop an AWARD WINNING strategy in the wine or HOSPITALITY business, this day is tailor-made for you and your employees.



#### **ELEVATE YOUR STAFF**

The goal is to impart tangible examples and skills that business owners and hospitality professionals can use to grow their success and build loyal followings.

WINESPEAKPASO.COM

WINESPEAKPASO.COM

RICHARD BETTS

COMMUNITY, CAMARADERIE & COLLABORATION

## WHY SUPPORT WINE SPEAK?

Your business is built upon the economic prosperity of the wine industry, which is largely driven by agriculture, hospitality and tourism.



Wine Speak Paso Robles is uniquely designed to help fulfill the potential of each of these industries.

THE NEED Paso Robles is increasingly attracting affluent and informed wine tourists who are drawn by our growing reputation for world-class wines.

However, a reputation for quality wines can only take us so far. In order to compete with other elite wine regions in matters of hospitality and tourism, we need to bridge the current gap between wine quality and wine service.

## SPONSORSHIP LEVELS

#### SPONSORSHIP OPPORTUNITIES ARE EXTREMELY LIMITED

As a sponsor, your support will be broadcast to all attendees and leaders in the local wine, hospitality and tourism industries.



Gold \$15,000



Silver \$10,000



Bronze \$5,000

If you would like to be a sponsor of Wine Speak Paso Robles 2020, please visit our website at www.winespeakpaso.com/sponsorship

## SPONSORSHIP BENEFITS





- Event signage
- Email, print and web campaign visibility
- Verbal recognition throughout event
- Event tickets
- Entrance to private VIP Reception



#### THANK YOU TO OUR GENEROUS SPONSORS





#### TO SECURE YOUR SPONSORSHIP NOW CONTACT:

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