

JANUARY 14<sup>TH</sup>-16<sup>TH</sup>, 2020 | ATASCADERO, CA

2020



MEDIA KIT

WINE SPEAK

PASO ROBLES  
CALIFORNIA

# 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**

# EVENT OVERVIEW

**200+**  
**WINES**

**6**  
**MASTER SOMMS**

**3**  
**DAYS**

**1**  
**INTIMATE  
EXPERIENCE**



**WINE SPEAK**

**PASO ROBLES  
CALIFORNIA**

# 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
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-3:15pm	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
<b>Professional Development Day: "Talk Story on Hospitality"</b>		
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

# 2019 EVENT OVERVIEW



45

PASO  
ROBLES  
WINERIES

98%

SELL OUT

13

EVENTS

804

ATTENDEES

10

SCHOLARSHIPS



# 2019 EVENT OVERVIEW

## 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)



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

# 2



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

# 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***

# 2019 EVENT OVERVIEW

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



# 2019 EVENT OVERVIEW

- 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*.

THE  
tastingpanel  
MAGAZINE

THE **SOMM** JOURNAL

WINE BUSINESS MONTHLY

THE  
krush  
92.5 • THE PERFECT BLEND

PASO  
PASO ROBLES, CA

GUILD SOMM

# 2018 GRAND TASTING

27 PARTICIPATING WINERIES



# 2019 GRAND TASTING

36 PARTICIPATING WINERIES



# EARNED MEDIA

<https://www.wineandspiritsmagazine.com/event-calendar/test>

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

<https://www.wineindustryadvisor.com/event/wine-speak-paso-robles-2019>

<https://sommelierbusiness.com/en/events/conference-64/wine-speak-paso-robles-2019-1776.htm>

<https://enjoyslo.com/event/wine-speak-paso-robles-2019/2019-01-07/>

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

<http://www.travelpaso.com/media/press-release/“wine-speak-paso-robles”-return-january-7-10>

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

**Wine & Spirits**



**ADVISOR**  
WINE INDUSTRY NETWORK



**ATASCADERO NEWS**



THE **SOMM** JOURNAL



THE **tastingpanel** MAGAZINE

“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

# 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

**Wine Speak Paso Robles**  
Published by winespeakpaso [?] · December 29, 2018 · 🌐

As master somm Chuck Furuya has put it, "this is a GOLDEN OPPORTUNITY for anyone in the wine industry." Wine Speak is truly a one-of-a-kind wine industry event and we can't wait for you to experience the amazing things we have in store for you this year. 🍷 ✨

Grab your tickets while you still can!! There's only a few tickets left for our Grand Tasting and Hospitality Day! #winespeakpaso #pasowine



1,126 People Reached      105 Engagements      [Boost Post](#)

👍 Like      💬 Comment      ➦ Share

**Wine Speak Paso Robles**  
Published by Christine Curtis [?] · December 19, 2018 · 🌐

Check us out on liquid lunch!! 🍷 🍷



KRUSH925.COM  
**Liquid Lunch - 12/19/18 - Wine Speak Paso 2018 Round 2**  
It's another round of Wine Speak on the Liquid Lunch today! We got Co-...

140 People Reached      28 Engagements      [Boost Post](#)

👍 Emily Louise Irene Dunn, Renee Apiki Awana and 14 others      1 Comment



**winespeakpaso** · Following  
Carlton Hotel

winespeakpaso "Last night's BYOB Bring a Bottle to share that inspires you was an amazing mix of winemakers young and not as young, master SOMMS and SOMMS in the making, wine makers, tasting room staff, and buyers. Sharing wine together made everyone family; no one better than anyone else." -Fred Dame

eatdrinkca @\_soif pic 1 and @evossler23 behind?

eatdrinkca Pic: 3 is ALL @\_soif and @adamonthear

\_soif @eatdrinkca oh man haha

\_soif AWESOME EVENT

@amandawittstromhiggins

👍 Liked by hie\_atascadero and 101 others

JANUARY 31



**winespeakpaso** · Following  
Atascadero, California

winespeakpaso The latest on the blog → why we love #atascadero 🍷 🍷  
#visitatascadero @visitatascadero #winespeakpaso #pasorobleswine #winetime

carndonaghkitchen Adore Atascadero! markasterling! 🍷 🍷 🍷 ...

👍 Liked by hie\_atascadero and 51 others

JULY 18, 2018

[Add a comment...](#)

**winespeakpaso** · Following  
Atascadero, California

winespeakpaso Who's at Wine Speak this week experiencing world class wine and meeting their makers?  
@caroblanchevine @daouwinery @scherrerwinery @myfavoriteneighbor ...  
#sommelier #mastersommelier #winelover #guidesomm #pasorobles #travel #travelpaso #visitcalifornia #redwine #pasowine #cheers #wineclock #sommelier #mastersommelier #winelover #wine #winespeakpaso #pasorobles #travel #travelpaso #visitcalifornia #redwine #pasowine #cheers #wineclock mr.swiggergoodtimes Great tasting tonight! Cheers!



👍 Liked by hie\_atascadero and 134 others

JANUARY 8

[Add a comment...](#)

# TARGETED EMAIL CAMPAIGN

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

**"BYOB" - CASUAL KICKOFF NIGHT**  
JAN 9th, 5:30-8pm  
COST: \$166  
Location: The Historic Carlton Restaurant  
"BYOB" - Bring your own bottle that inspires others. Let's get together, hang out, and have some fun!

**SPACE IS LIMITED**  
[GET TICKETS](#)

Thank You to our Sponsors:



**"TASTE OF PASO ROBLES" GRAND TASTING**  
JAN 8th, 6-8pm  
COST: \$85  
Location: The Marston Lake Pavilion  
Our Grand Tasting event will host top producers from our region, including:



Don't miss this truly unique opportunity to mingle with fellow wine lovers, eat great food, taste great wines, and meet other like-minded friends at this casual and fun event.

[GET TICKETS](#)

*Your exclusive invitation...*



**WINE SPEAK PASO ROBLES**  
JANUARY 7th-10th, 2019

Wine Speak Paso Robles is an exclusive wine event that brings top wine producers and professionals together on an educational journey. Give the ultimate gift to the special wine enthusiasts in your life, **purchase tickets now!**  
Space is limited.

**4 DAYS**   **6 MASTER SOMMS**   **200+ WINES**   **1 INTIMATE EXPERIENCE**

[GET TICKETS](#)



And several participating wineries

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

# TARGETED PRINT CAMPAIGNS



**WINE SPEAK**  
PASO ROBLES CALIFORNIA

**JANUARY 7-10, 2019**  
COMMUNITY, CAMARADERIE & COLLABORATION

4 DAYS    6 MASTER SOMMS    200+ WINES    1 INTIMATE EXPERIENCE

WINESPEAKPASO.COM



**JANUARY / 7-10 / 2019**  
COMMUNITY, CAMARADERIE & COLLABORATION

4 DAYS    6 MASTER SOMMS    200+ WINES    1 INTIMATE EXPERIENCE

**MASTER SOMMS**

**CHUCK FURUYA**  
DK RESTAURANTS

**FRED DAME**  
CHAIRMAN OF THE BOARD  
GUILD SOMM

**NUNZIO ALIOTO**  
FORMER CHAIR, COURT  
OF MASTER SOMMS

**GREG HARRINGTON**  
GRAMERCY CELLARS

**PETER NEPTUNE**  
THE HENRY WINE GROUP

**RICHARD BETTS**  
SUCETTE

**WINE SPEAK**  
PASO ROBLES CALIFORNIA

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PROUDLY SPONSORED BY  
**THE SOMM JOURNAL**

**FEATURED SPEAKERS**

**MERIDITH MAY**  
SOMM JOURNAL & TASTING PANEL

**HELEN KEPLINGER**  
KEPLINGER WINES

**FRED SCHERRER**  
SCHERRER WINERY

**SHELLEY LINDGREN**  
ALF & SONS

**PAX MAHLE**  
PAX WINERY

**JASON DREW**  
DREW WINES

**ERIC JENSEN**  
MY FAVORITE NEIGHBOR &  
BOODIE WINERY

**JUSTIN SMITH**  
SAYUM VINEYARDS

**CRIS CHERRY**  
VILLA CREEK WINERY

**MATT TREVISAN**  
LUNIC PASO WINERY

**JORDAN FIORENTINI**  
SPOCK BROSKEY

**BOB LINDQUIST**  
GURE WINERY

**RANDY CAPAROSO**  
SOMM JOURNAL

**WINE SPEAK PASO.COM**

**JOIN US FOR AN INTIMATE EXPERIENCE**  
SEMINARS • WORKSHOPS • GRAND TASTING  
BYOB DINNER • VINEYARD TOURS • NETWORKING  
& MUCH MORE

**MASTER SOMMS**

**CHUCK FURUYA**  
DK RESTAURANTS

**FRED DAME**  
CHAIRMAN OF THE BOARD  
GUILD SOMM

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KEPLINGER WINES

**FRED SCHERRER**  
SCHERRER WINERY

**MERIDITH MAY**  
SOMM JOURNAL & TASTING PANEL

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LUNIC PASO WINERY

**JORDAN FIORENTINI**  
SPOCK BROSKEY

**BOB LINDQUIST**  
GURE WINERY

**RANDY CAPAROSO**  
SOMM JOURNAL

**MATT KETTMAN**  
SANTA BARBARA INDEPENDENT  
& WINE CONSULTANT

**WINE SPEAK PASO.COM**  
COMMUNITY, CAMARADERIE & COLLABORATION



**WINE SPEAK**  
PASO ROBLES CALIFORNIA

**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.

**WINE SPEAK PASO.COM**

# 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.



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

## THE NEED

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](http://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

TO SECURE YOUR SPONSORSHIP NOW CONTACT:

AMANDA WITTSTROM HIGGINS

OFFICE: 805.458.8939

CELL: 805.440.9766

EMAIL: [INFO@WINESPEAKPASO.COM](mailto:INFO@WINESPEAKPASO.COM)

[WWW.WINESPEAKPASO.COM](http://WWW.WINESPEAKPASO.COM)

