



# Touring Wine Country with Wine On The Road



Wine On The Road, LLC, a luxurious, behind-the-scenes, wine-focused touring company, would like to work with you to organize a tour for your clientele that would travel to whichever part of wine country you want to visit. We have high-level wine country contacts all over the world, so the destination is really a product of your desires and where you think your customers want to go.

Assuming sufficient paid travelers as described below, we will include you on the tour by paying your airfare, lodgings and non-optional tour expenses at no charge to you. As part of this process we will jointly host an organizational dinner to educate our target audience about the trip. The tour itself will include from six-to-ten days in wine country, typically one week that runs Sunday - Sunday.

Wine On The Road has developed a template for this process, outlined below. A sample brochure, dinner menu (provided by the restaurant) and preliminary itinerary/booking form are included at the end of this document. Additional information is available at [www.wineontheroad.com](http://www.wineontheroad.com). If you have any questions please email [benweinberg@wineontheroad.com](mailto:benweinberg@wineontheroad.com) or call Ben at 303-522-6738:

1. Picking the dates and details of the promotional dinner and tour
  - a. The dinner is for well-off wine lovers interested in learning more about the trip (no obligation is incurred by attending). We do not ask for any of your revenues from the dinner and we can offer a special tour discount to those who attend.
  - b. Wines will come from the region we're visiting and food will focus on the relevant cuisine.

Go to [www.wineontheroad.com](http://www.wineontheroad.com) for more details. You can also email Chief Wine Sherpa Ben Weinberg at [benweinberg@wineontheroad.com](mailto:benweinberg@wineontheroad.com) or call 303-522-6738.

- i. It's important to agree on menu and wines pretty early, at least in outline form. We've learned that specifics are big sellers for high-end tours.
  - c. The dinner should be at whatever time and date you feel will attract the most interest from your affinity list (your social media/newsletter distribution list, essentially).
  - d. A good rule of thumb is at least six and at most 12 months between dinner and trip. People need time to plan, but too far in advance and they forget about it. We also need sufficient time after the dinner to collect deposits and pay our vendors any non-refundable advance fees. Because of the beauty of wine country at these times, typical tour dates are in the spring (April, May and June) and fall (September, October and November).
  - e. Tour possibilities include but are not limited to:
    - i. Italy: Tuscany, Piedmont
    - ii. France: The Rhone Valley, Burgundy, Alsace, Champagne
    - iii. Australia: Barossa, McLaren Vale, Margaret River
    - iv. South America: Chile, Argentina
    - v. U.S.A.: Napa, Sonoma, Oregon, Washington
- 2. Marketing the dinner
  - a. Focused on communications to your affinity lists.
    - i. We will also use our lists and talk to local media, but your best customers are the most likely to want to be part of the tour. There is a natural tie-in between list and tour, especially if a restaurant owner or chef comes along. We have marketing text and templates that can be used and modified as needed.
  - b. The pitch: you are hosting a dinner for customers interested in a behind-the-scenes, luxurious, wine-focused tour of a specific piece of wine country. The dinner will be fairly priced and will include food and wine from the region(s) involved, plus a short presentation by

Go to [www.wineontheroad.com](http://www.wineontheroad.com) for more details. You can also email Chief Wine Sherpa Ben Weinberg at [benweinberg@wineontheroad.com](mailto:benweinberg@wineontheroad.com) or call 303-522-6738.

Ben Weinberg, Chief Wine Sherpa for Wine On The Road and perhaps a local lifestyle media celebrity (whom we would also bring on the tour at no additional charge under the same conditions), including pictures and videos of some of the wineries we'll visit on the trip.

### 3. Pricing

#### a. Dinner

- i. Prix fixe and created to pair with the wines. A vegetarian option needs to be available, and if you would like we'll help source wine from the areas and wineries we'll be visiting. Whatever wine we can have contributed at no or minimal cost (via our special relationships) will reduce the dinner cost, increase the perceived value, and will probably be included as a stop on the tour. However, some wine will probably have to be factored into the cost of the dinner.
- ii. Typical consumer cost for this dinner has been between \$85 - \$185 inclusive of wine and food, exclusive of tax and tip. We're not interested in keeping the price low because we're trying to attract those who can afford and want a behind-the-scenes tour of wine country in luxury and style.
- iii. We'll provide brochures for you to give to special customers you know would want to be notified of this opportunity. Brochures can also be included in bill wallets and left at registers and in the cellar/wine bar as well as the restaurant itself. Posters and other marketing materials are also available at no additional charge.
- iv. For the short presentation during the dinner we can bring all media, LCD projectors, screens and speakers, etc.

#### b. Tour

- i. Pricing obviously depends on location, duration and amenities. A good rule of thumb is approximately \$7,000 -

Go to [www.wineontheroad.com](http://www.wineontheroad.com) for more details. You can also email Chief Wine Sherpa Ben Weinberg at [benweinberg@wineontheroad.com](mailto:benweinberg@wineontheroad.com) or call 303-522-6738.

\$15,000 per person for between six and ten days in wine country, exclusive of airfare and optional activities. This is obviously very high-end but similar in price to a top-notch cruise and other affinity-based travel options.

- ii. In addition to the affinity relationship between attendees, your store/restaurant and possibly a media star, a big draw is the ability to benefit from Wine On The Road's special access to winery owners and winemakers. This is a wine-focused tour, although there will be other activities available including spa days, golf and going to artisanal markets. Almost all meals are included in the base price and many will be held at wineries with winemakers, winery owners, local chefs, etc.
  1. Here is where including the restaurant's owner or chef on the tour is really exciting. We can offer customers exclusive cooking classes with their favorite chef and local talent, held in wine country and often at a winery.
- iii. If a minimum of eight customers from the dinner sign up and pay for a tour we can bring along one VIP (you or another business owner or employee) at no additional charge. If we get 10 signups (two less than the maximum of 12) we are able to bring along two such VIPs.
  1. This element is not necessary and if it bothers you to be seen as benefitting yourself while promoting the trip then we don't have to do it. However, we've found that having the natural object of the client's affinity on the tour makes it much more interesting to this sort of prospect.

Go to [www.wineontheroad.com](http://www.wineontheroad.com) for more details. You can also email Chief Wine Sherpa Ben Weinberg at [benweinberg@wineontheroad.com](mailto:benweinberg@wineontheroad.com) or call 303-522-6738.



# Explore Wine Country

with Rioja's Jen and Beth and Wine Expert Bruce Schoenfeld



## Spanish Wine Dinner at Rioja Restaurant

February 22, 2012 at 6:30pm

Rioja's Executive Chef Jen Jasinski, General Manager Beth Gruitch, and award-winning wine journalist Bruce Schoenfeld of **Wine On The Road** have created the ultimate tour of Spain with behind-the-scenes access to top winemakers and their incomparable wines. Join us at 6:30pm on February 22<sup>nd</sup> for a wine dinner and an exclusive offer. \$195/per person including food and wine. Call (303) 820-2282 for reservations.

## Tour of Spanish Wine Country September 16-23, 2012

Highlights include:

- One-of-a-kind tours of acclaimed Spanish wine estates selected by Bruce, Jen and Beth for their distinctively local terroir
- Up-close time with well-known winemakers, exclusive and exceptional tastings, and exquisite wine and food
- Luxurious accommodations at a spectacular estate in the heart of the region
- Optional activities include spa treatments and appointments with local artisans

For more information visit [www.wineontheroad.com/spainunfiltered.php](http://www.wineontheroad.com/spainunfiltered.php) or email [tour@wineontheroad.com](mailto:tour@wineontheroad.com)



## Meet Bruce Schoenfeld . . .

Wine Sherpa Bruce Schoenfeld is Wine & Spirits Editor of *Travel + Leisure Magazine* and has written extensively about wine, food and travel for *Saveur*, *Gourmet*, *Food & Wine*, *Departures*, *The World of Fine Wine* and *Cigar Aficionado*. He travels to Spain annually and has written a book on bullfighting, "The Last Serious Thing: A Season at the Bullfights." Schoenfeld serves as the business travel columnist for *Entrepreneur Magazine* and his work has appeared in *Sports Illustrated*, *GQ*, and *The New York Times Magazine*.



[www.riojadenver.com](http://www.riojadenver.com)  
(303) 820-2282

## and Jen and Beth . . .

Rioja's Executive Chef Jennifer Jasinski's credits include stops at Postrio, Spago and Ledoyan, a Michelin two-star restaurant in Paris, France. In 2000, Jasinski became Executive Chef at Panzano. There she first worked with Rioja's General Manager Beth Gruitch, whose stints include Boogie's in Las Vegas and high-end concepts Bistro 110 and Voila in Chicago.

Learn more at [www.wineontheroad.com/spainunfiltered.php](http://www.wineontheroad.com/spainunfiltered.php)

# SPAIN UNFILTERED WINE DINNER AT RIOJA

**Wednesday, February 22nd 6:30pm**

If you love Spanish wines, this is the wine dinner you don't want to miss. Join award-winning wine journalist Bruce Schoenfeld, Rioja Chef-Owner Jennifer Jasinski, Rioja Wine Director-Owner Beth Grutch and Wine On The Road's Ben Weinberg for a five-course Spanish wine-country dinner served with an assortment of outstanding Spanish wines.

We'll discuss our plans for a luxurious, behind-the-scenes, wine-focused tour of Spanish wine regions in late 2012 including a short presentation during the meal to introduce this exciting, one-of-a-kind adventure. Serious travelers only, please!

Dinner is \$195 per person plus tax and gratuity. Please check out Chef Jen's fantastic menu and these very special wines on the reverse of this card.

**Make your reservations for this special dinner today by calling Rioja at 303.820.2282. Your reservation must be secured with a credit card.**



# SPAIN UNFILTERED

## THE MENU & WINES

### RECEPTION

#### **Pata Negra**

Iberian ham wrapped around quince, fennel marmalade

#### ***Gurrutxaga Txakoli***

### 1ST COURSE

#### **Spanish Mackerel**

pan roasted, Meyer lemon confit, celery root puree, pine nut "gremolata"

#### ***1993 Viña Tondonia***

### 2ND COURSE

#### **Roasted Squab**

chestnut purée, black trumpet mushrooms, pomegranate, black liquorice-red wine demi glace

#### ***2006 Acoustic Brao***

#### ***2006 Clos Martinet***

### 3RD COURSE

#### **Colorado Lamb**

wood-grilled lamb loin over handmade saffron ravioli filled with red wine braised lamb sugo, cocoa nib sauce

#### ***2006 Vega Sicilia Valbuena***

#### ***2006/7 Pago de los Capellanes***

### DESSERT

#### **Napoleon of Caramelized Phyllo**

jasmine layers, sweet Valencia orange cream, orange confiture, honey anglaise

#### ***2008 Jorge Ordóñez Selección***

#### ***Especial Moscatel***

**Make your reservations for this special dinner today by calling Rioja at 303.820.2282. Your reservation must be secured with a credit card.**













