

# Vine to Dine Education Programs

*A Comprehensive Food & Wine Experience for Hospitality Professionals*

**F**rom operating a small restaurant in northern Italy in the early 1900s to producing the most popular premium wines in the United States, the Trinchero family has truly experienced the American dream. The Trincheros attribute their success to giving what their customers want, and then some—the essence of true hospitality.



✱ **Our Vine To Dine™ Education Programs** are designed to inspire the spirit of hospitality and prepare participants to meet the expectations of increasingly sophisticated customers. From the basics of viticulture and winemaking to effective service techniques and unique wine and culinary team-building events, our programs guide participants through the entire spectrum of wine education. Designed in modules, a curriculum can be customized to suit the needs of your operation. Our on-site programs are conducted at our state-of-the-art Culinary Center and the historic Sutter Home Victorian, both located in the heart of the Napa Valley.

✱ **Interactive education** is the hallmark of our Vine to Dine programs. Many people including some hospitality professionals, perceive wine as mysterious and intimidating. Through hands-on, interactive learning, participants not only have fun, they more readily learn and retain beneficial wine knowledge.

*\*The Vine To Dine Education Programs of Trinchero Family Estates are offered exclusively to Hospitality Professionals. All programs must be arranged through a Trinchero Family Estates Sales Representative.*



# Accommodations

*Our unmatched hospitality staff is waiting to welcome you to one of the jewels of the Napa Valley.*



## ✧ **The Historic Sutter Home Victorian Inn**

The Victorian Inn, constructed in 1884 by John Thomann, has long been one of Napa Valley's most picturesque landmarks. Acquired by the Trinchero family in 1986, it has been painstakingly restored to its original splendor and today is used for meetings, hospitality events and private tastings for wine and food industry guests.

Nine guestrooms are located in the adjacent carriage house and water tower, replicas of the original 19th century buildings on the site. All have been meticulously restored and have private baths. Three cottages at our nearby Zinfandel Ranch property are perfectly suited for larger parties.

*All reservations for accommodations and tours must be scheduled prior to your visit through a Trinchero Family Estates' sales manager or other authorized employee. Reservations are subject to availability.*

## ✧ **A Breakfast Feast**

Our Inn Chefs take great pride in presenting wine country's best breakfast. Our morning coffee service begins at 7:00 am in the carriage house, after which early risers can enjoy a morning stroll in our beautiful rose garden.



Working closely with local farmers, our chefs source the freshest ingredients to work their magic. Our seasonal menus often feature country-style fritatas with homemade peach salsa, smoked ham, maple sausage, and biscuits and gravy, always accompanied by freshly baked breakfast breads. Our specially-blended Sumatra coffee and the finest English teas from Harrod's of London make for the ultimate breakfast experience.

All accommodations include an educational tour of our facility followed by a tasting of our wines.



# Wine Education

*No matter how much you think you know about wine, there is always something more to learn because the world of wine is constantly evolving. These sessions build a strong foundation for understanding the basics of wine while addressing current changes in the wine world.*

## ✧ Wine Basics 101

Our *Wine Basics* session covers the fundamentals of premium wine production and addresses commonly asked questions such as: What is wine? Why are grapes used to make wine? Where do wine aromas come from? What is the proper pronunciation of popular wine grapes? Using the wines of Trinchero Family Estates as examples, we explore distinguishing characteristics of all major grape varieties. *Wine Basics 101* is a must seminar for the beginning wine professional.

Discussion & tasting | 1.5 hours



## ✧ California Wine Intensive

California is undeniably one of the great wine capitals of the world. Within this great state lay many rich and diverse wine growing regions. This detailed presentation will explain the American Viticulture Area (AVA) system and the most up-to-date review of the many California AVAs. Special attention will be given to the Napa Valley AVA. Only 30 miles long and 5 miles wide, this relatively small region accounts for only 4% of California's wines, but continues to earn world-wide acclaim for its wines.

Discussion & tasting | 2 hours



## ✧ World of Wine Seminar

Regarded as one of the industry's most thorough and enjoyable wine seminars, this all-day experience covers a detailed explanation of all of the world's great wine regions. Not only will participants learn the wines of each key region such as France, Italy, Spain, United States, Germany, Australia, South Africa and New Zealand, they will also learn about emerging regions such as Greece, Hungary and Romania. Throughout the day there will be numerous blind tastings to reinforce the recognition of these great wines. The seminar concludes with a presentation on the essential elements of viticulture and winemaking.

Discussion & tastings | 9 hours

## ✧ Grand Sherry Dinner or Lunch *(offered as an accompaniment to World of Wine Seminar)*

Sherry is one of the most complicated and fascinating wines in the world. The *Grand Sherry Dinner* (or Lunch) simplifies the Sherry region and the many styles of Sherry. The Trinchero Family Estates' Culinary team assembles an unrivaled array of authentic tapas dishes to accompany each style of Sherry.



# Wine Education Events

*Ready for a challenge? Expanding your wine horizons can be educational and entertaining. These fun events incorporate friendly competition, fostering team-building and group spirit.*

## ✧ Mastering Wine Aromas and The Aroma Wheel of Fortune

Wine is experienced through different senses — sight, smell and taste — but over 90% of our sensory perception is derived from aroma. Inspired by Dr. Ann Noble's Wine Aroma Wheel, this innovative presentation was pioneered by Trinchero Family Estates where participants become familiar with common aromas while promoting a thought-provoking, *fun* competition.



Participants learn how to define wine aromas, understand off-aromas (faults), and develop an aroma “vocabulary” to identify and discuss wines and their characteristic aromas (e.g., what does a great cabernet sauvignon taste like?). This presentation is especially valuable for underage service staff who may not legally taste wine.

Discussion and event | 1.5 hours

## ✧ Mastering the Palate and The Tongue Fu Challenge

The art of winemaking involves balancing important taste components such as acid, sugar, alcohol and tannin.



Participants in the Tongue Fu Challenge learn the meaning of wine terms such as flat, thin, flabby and hot, and are challenged to correctly identify wines which have been slightly altered to accentuate fruit acidity, sugar, tannin, and alcohol.

Discussion and event | 1 hour



# Food & Wine Pairing

*A solid wine education includes understanding how chefs can achieve great wine and food pairings.*

## ※ **Mastering Food & Wine Pairing**

Forget everything you've learned about pairing food with wine! Much of the conventional wisdom on this subject is misleading or plain wrong. This hands-on presentation demonstrates that taste balance, texture, and flavor are the keys to a successful food/wine marriage. Participants learn how to utilize the basic tastes of sweet, sour, salt, bitter and umami (the recently discovered fifth taste) to bring food into balance with wine. The results are amazing.

*Discussion & demonstration | approx. 1 hour*



## ※ **Beyond Beer — Pairing Wine with Global Cuisine**

In Europe, the concept of food and wine pairing does not exist. Throughout the wine regions of France, Italy, and Spain, regional dishes invariably are served with the local wines. Yet, American chefs today are combining flavors from around the globe, including regions with no wine tradition.



In *Beyond Beer* we will discuss the roles of taste balance, texture and flavor in successfully marrying wine with the cuisines of Asia, Latin America, the Pacific Rim, and the Caribbean, focusing on versatile wines such as Pinot Grigio, Sauvignon Blanc, and Gewürztraminer.

*Prerequisite: Mastering Food & Wine Pairing  
Discussion & demonstration | approx. 1 hour*

## ※ **Real Food, Real Wine — Practical Applications in Food & Wine Pairing**

Whether you're a restaurateur, server, chef, or wine distributor, learn how the concepts learned in *Measuring Food & Wine Pairing* can increase wine sales and expand your business. In *Real Food, Real Wine*, we experiment with different food and wine combinations, analyze restaurant menus and wine lists, and provide you with the tools to make confident decisions on wine buying, selling, and serving.

*Prerequisite: Mastering Food & Wine Pairing  
Discussion & demonstration | approx. 1 hour*

# Culinary Education Events

*Hands-on culinary events have long been a trademark of our Vine To Dine™ program. Applying your new food and wine knowledge has never been so entertaining!*

## ✧ Iron Chef

Inspired by the popular television show *Iron Chef*, our culinary competition encompasses new culinary trends, global cuisine, seafood, pasta, and even the all-American burger.



Each team is equipped with all the necessary culinary tools and supplies as well as a selection of meats, seafood, and produce. After an orientation and presentation on *Mastering Food and Wine Pairing*, teams prepare their own recipes with the assistance of Trinchero Culinary Center chefs. Winners are selected based on creativity, presentation, taste, and selection of the accompanying wine.

Discussion and event | 1/2 day



## ✧ Farmers Market Or Chinatown Blitz

Teams visit Napa Valley farmers markets to shop for some of the best and freshest foods in the wine country, such as specialty cheeses, heirloom tomatoes and freshly smoked salmon. Off-season, teams tour Chinatown and purchase some of its unique produce. After visiting the farmers markets or historic Chinatown, teams return to our culinary center to compete in a food and wine pairing cook-off.

Event time | Full day



# Service Basics

*Great service sells! This session focuses on the secrets and psychology of world-class service and provides practical tools to create satisfied, loyal customers.*



## ✳ **Our Product Is Service**

Our hospitality professionals have created a results-oriented program to guide you through both the fundamentals and finer points of superior wine and food service to create a truly memorable dining experience for your customers.

Topics in this session include:

- *Wine service*
- *Effective Salesmanship*
- *Food and wine pairing*
- *Table etiquette*
- *Reading customers*
- *Common mistakes*
- *Interviewing service staff*
- *Creating an unforgettable dining experience*

*Discussion and demonstration | 1.5 hours*



# Certified Specialist of Wine (CSW) Certified Wine Educator (CWE)

**M**any Hospitality Professionals are now focusing on wine as a career; in fact, demand for wine education has never been higher. Trinchero Family Estates and the Society of Wine Educators joined together to offer these highly regarded credentials to wine industry professionals.

## ※ **The Certified Specialist of Wine (CSW) Exam**

The CSW exam is a comprehensive test consisting of 100 multiple choice questions based on a core knowledge of wine. The certificate will be awarded to those who answer at least 75 percent of the questions correctly.

*Review Session | Full day*  
*Exam Time | 1 hour*



## ※ **The Certified Wine Educator (CWE) Exam**

The CWE program has been offered in excess of twenty years, and as of 2006 there were only 120 individuals who have achieved this esteemed credential. The Certified Wine Educator examination is a challenging three-part exam which includes a written segment and two sensory evaluation exercises. A combined score of 80 percent or better is required to pass.

*Review Session | Full day*  
*Exam Time | 3 hours*

