

POWER ENTERTAINING

BizBash

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Advice for singles looking to impress
Tips for entertaining clients in restaurants
New strategies for home dinner parties



Philosophy of Power Entertaining

- People are naturally competitive....like to win
- Lots of people entertain...few with Panache
- Experienced the thrill of pleasing your guests?
- You need to create “an experience”
- Go beyond their expectations
- Give them something educational that they can replicate themselves in their homes

Appetites fragile...serve the best 1st!

- Professional tasters work at 11:30 (palate sharpest)
- Work quickly (45 min window) palate fatigues
- Serve the best tasting foods 1st...you rock!
- Typical event...too many hors d'oeuvres....people dine on your appetizers
- Do not let your guests overindulge on Superbowl munchies...

Always start with bubbles!

- Average American buys champagne twice a year (New Years or birthdays)
- Strongly perceive as special occasions only
- Therefore, if you start your dinner with bubbles your guests feel special
- Expensive not necessary
- Prosecco (Italy) CAVA (Spain)



Teach them something

- Take them outside their comfort range
- Serve 2 wines simultaneously (side by side)
- Serve 2 foods (Nova lox vs Scottish Salmon)
- This is the “educational component”
- Themes: young vs. old, horizontal & vertical tastings. New grape varieties, New World vs. Old World

Concept of Food Wines

- Squeeze lemon on fish?...citric acid amplifies
- choose a wine with high acid to pick up flavors
- What wines are best examples of food wines?
- Examples of whites and reds
- Discuss food & wine synergy (1 + 1 = 3)
- Taste food & wine simultaneously
- Food softens acidity, wine amplifies food flavors

Food Friendly Whites

Germany

- Kabinett – Slightly Sweet
- Halbtrocken – Dry
- Trocken – Bone Dry

Sauvignon Blanc

New Zealand, South Africa, France (Sancerre)

Pinot Grigio

Italy – Pinot Grigio Alsace – Pinot Gris



Food Friendly Reds

Pinot Noir

France – California - Oregon - New Zealand

Barbera

Italy

Cabernet Franc

France (Loire Valley) Chinon & Bourgueil

Gamay

France (Beaujolais – Villages ; Cru)



Food Friendly Reds

Sangiovese

Italy- Chianti

Tempranillo

Spain - Rioja

Cabernet Sauvignon/Merlot

Chile

Malbec

Argentina

Syrah/Shiraz

California – Australia – South Africa



Impact of Service Temperature

- All white wines served *too cold*
- Stored with beer....needs to warm up to 50 °
- All reds served *too warm*...need to cool to 60 °
- Graphic interpretation (on website)
- 20/20 rule
- Invest in a wine refrigerator
 - Sub-Zero, Marvel, Kenmore

Power Tools

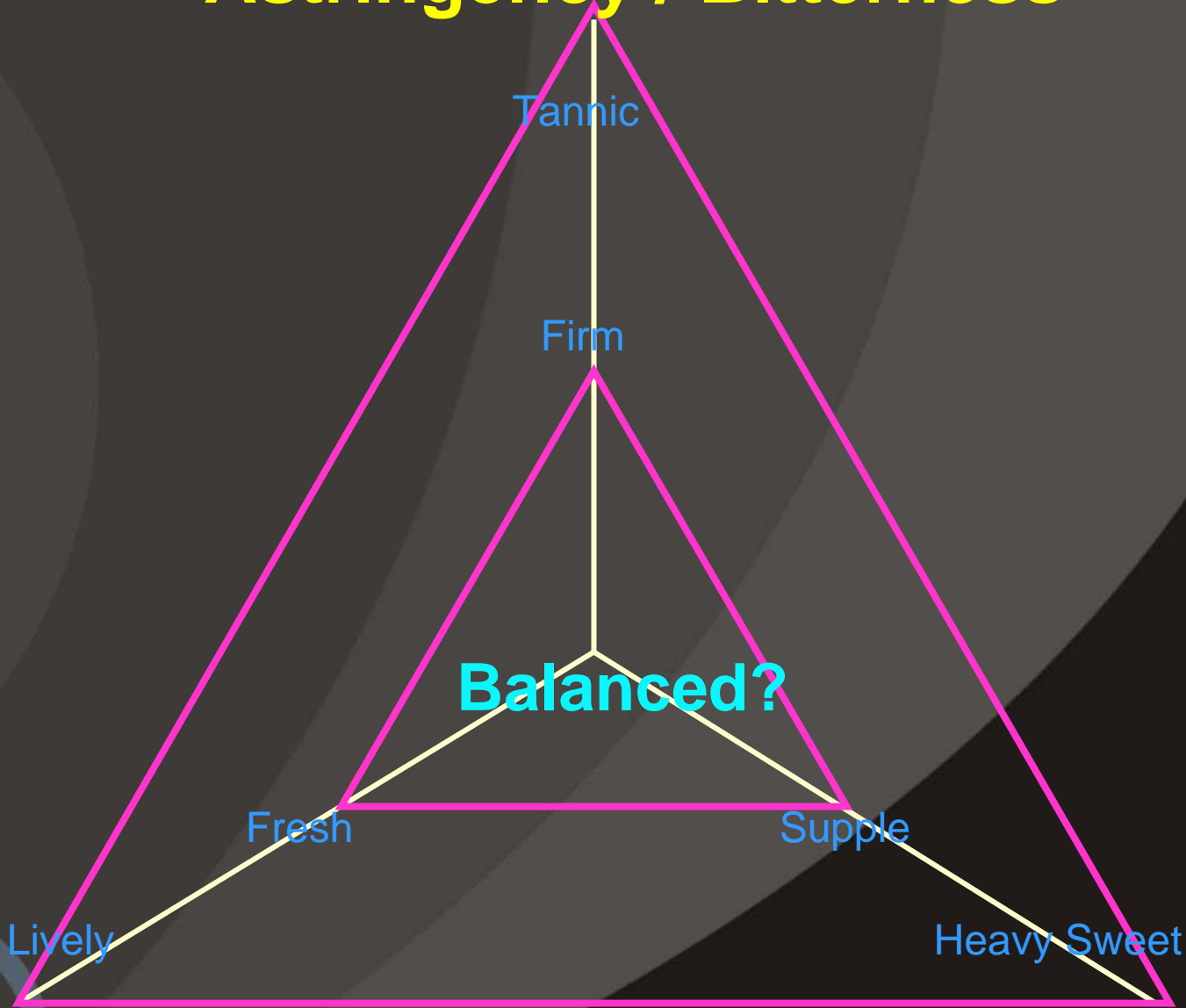
- In creating the experience, Power tools arm you with those subtle distinctions that set you apart from others.
- Glassware....inexpensive and expensive
 - Riedel has the best quality and value
- Decanters ...always decant reds (theater)
- Coolers (you must maintain proper temp)
- Openers, coolers (branded), funnels, aerators



Value for Money

- What makes a wine tick?
- Concept of balance....Vedel diagram
- Anatomy of a wine (Univ of Bordeaux)
- Attack, Evolution, Finish (graphic on website)
- Your palate is as different as your fingerprints
- Learn to enjoy what your palate enjoys
- Taste 2 wines (\$15 vs. \$30) you get what you pay for.

Astringency / Bitterness



Acidity / Sourness

Fruitiness / Sweetness



Real tasters breathe backwards

- Discuss the olfactory mechanism
- Illustrate the relationship with smell & taste
- Graphic representation (on website)
- Retro nasal breathing explained
- Use caviar analogy....30% return on investment!



Wrap up

- Best 1st
- Always start with champagne
- Educational component 2 wines side by side
- Serve food wines, expand members horizons, go beyond their expectations
- Buy Power tools (wine refrigerators, better glassware, decanters, plastic chillers)
- Create an experience that will set you apart from all the others who aren't informed