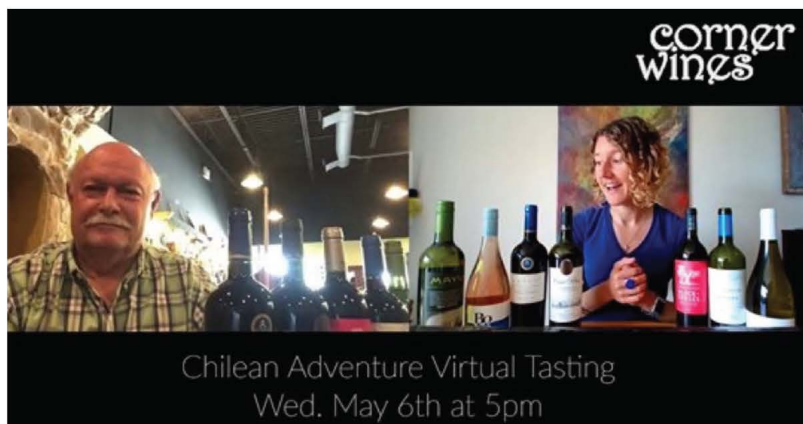


VIRTUAL EVENTS CASE STUDY

VINE CONNECTIONS IS HERE TO HELP YOU NAVIGATE

we can manage & execute your next virtual event



Watch Here: <https://youtu.be/GL2rYz8eYU>

THEME IDEAS

- **Taste the Andes:** the Great Wines of Argentina and Chile
- **Sake 101:** Intro in to the sake category
- **A Journey of Geology and Climate** - Tasting through the map of Chilean Wine
- **Sake + Cheese:** A dive in to this delicious pairing
- **South American Icons:** Iconic wines from Argentina & Chile
- **Sake & Terroir:** Focus on producers who are putting greater emphasis on the regions their sake comes from
- **The Magic of Mendoza:** The region's best producers and varietals
- **Sake & Chocolate:** Delicious, satisfying, and unexpected
- **Passport to South America:** Travel & taste through the regions of Argentina & Chile
- **Female Brewer Spotlight:** Tasting of sake made by female producers
- **Every Night is Wine Night:** Under \$20 bottles w/ recipes
- **Summer of Sake:** Perfect bottles for the warmer weather ahead
- **Cheers to you, Mom:** Mother's Day wine picks

WHAT WE DID

- A retailer in Texas didn't feel like they had the digital know-how to host a virtual event, but wanted to engage their loyal customer base
- The retailer wanted to offer a unique line-up of wines to their customers to keep things interesting and engaging - not just the bottles you find at every corner store.
- Vine Connections reached out with some virtual ideas, and we scheduled a call to sort through details

THE OUTCOME

- A multi-week Chilean Adventure Tasting!
- The Chilean Adventure Pack is a 7 bottle pack that customers can order ahead of time
- Each tasting will give an overview of new valley and region, to showcase the diversity of Chile.

DELIVERABLES

- Recorded intro/teaser via Zoom to post on social media and customer email newsletter
- Host virtual tastings via Zoom or preferred software
 - Zoom link can be given to customers who purchase the tasting pack to keep it intimate and exclusive.
 - Or spread the word & we can help you "Go Live" on Social Media.

Contact us to set up a virtual event today!