



Vintner Checklist

One Year - Eight Months Out

- Build Committee
- Communicate any brand (winery) preferences to WW&S

Five Months Out

- Determine wine retailer relationship (Retail Partner)
- Decide if you'll be doing Vintner Dinners
- Start cultivating a working relationship/start to promote event

Four - Three Months Out

- WW&S determines wines for event
- Secure locations for Vintner Dinners
- Kick-off Call with WW&S Wine Team for orientation
- Discuss cross-promotion opportunities with retail partner

Two Months Out

- Plan Vintner Dinners if applicable
- Continue to work with Retail Partner on promotions

Six Weeks Out

- Look for support files on BOX.com from the winery team

Five Weeks Out

- Communicate winery needs to the venue chair for rentals
- Work with wine retailer to promote the event and wines
- Determine delivery location for wines
- Vintner Dinners-Review Vintner Dinner To-Do list



Vintner Checklist

One Month Out

- Consult Checklist from winery team for wine auction lots
- Plan wine service for seated portion of event

Week of Event

- Confirm that all rentals related to wine stations have been ordered and are sufficient for the number of stations
- Know your event schematic and locations of wine stations (and wine retail station if applicable)
- Secure vintner signs with logos for each pouring station
- Check that signs have been created for wine auction lots and designate an area for their display
- Ensure that wine order forms (usually created by WW&S) are printed (75% number of attendees)
- Print Winery Checklist provided by WW&S Wine Team
- Receive and Inventory all wines – open boxes and make sure they match the bottles on the checklist. Notify the WW&S team of any discrepancies or missing wine
- Divide wines into Pouring Wines and Auction Lots, i.e. “Instant Cellar” and “Special Bottles”
- Coordinate wine delivery to event venue and storage. DO NOT pre-chill wine



Vintner Checklist

Day of Event

- Divide wine up between marketplace/reception and seated portion of event.
- Deliver wine to each marketplace tasting station – do not open or chill any wine.
- Deliver wine to the service bars for seated portion – whites can go on ice at the bar.
- Place all auction wines where they belong for the event.
- Check that marketplace/reception wine stations have supplies:
 - signage – are these visible throughout the room?
 - water pitchers
 - ice bins
 - dump buckets
 - napkins
 - extra glasses
 - order forms
- Welcome vintner reps as they arrive and show them to their station.
- Gather any auction items arriving the day of the event from the vintner reps.
- Introduce vintners/reps to retail partner.
- Orient them to the layout and timing of the event
 - Do they pour wine for guests during the seated portion?
 - Will they be introduced?
 - Are they seated? If so, is it a VIP table?
 - What time may they leave?
- If there are wines or winery reps who have not arrived, report this to the WW&S team member.
- During the event – check in with the reps and make sure they are happy and have everything they need.
- If there are winery VIPs present, make sure that they are publically introduced and thanked.
- Reps have the first option to take home left over wines. If they choose to donate them to the charity, box them up and remove them from the event venue.