



Thank you for volunteering to be a concierge. Your primary function is to do the facilitating, so the hosts can focus on mingling with guests, sponsors and donors.

### Concierge Responsibilities

- Communicate all information to host and chef
  - Give wine list to host
  - Give wine list to chef
  - Dress code suggestions to Vintner via WW&S
  - Host info list to host 3 weeks before event
  - Charity or Concierge to email all guests the address, suggested dinner attire, & phone number to call if there are any last minute changes or questions by 2 wks prior
  - Concierge to email host with final guest list by one week prior
- Day of event – deliver Host Kit to home
- Day of event – deliver wine to home – include the pouring wine and large format bottle (or other special bottling) from the charity or retail partner and deliver to the host's home
- Set-up the wine
  - Make sure all white wines get chilled
  - Set up the reception wine, along with glassware, prior to arrival of vintner
  - Communicate to the catering staff which wines go with which course. Make sure the catering staff pours LIGHT
- Display the bid sheet and the large format bottle for auction
- Display other Host Kit contents: donor envelopes, event program, charity information, etc.
- Manage timeline of the evening
  - Charity speaker – if there's someone there to talk about mission etc
  - Winery speaker
  - Facilitate the auction of the large format bottle
  - If the concierge is also the charity rep, during the speaking portion please do the following:
    - Thank the hosts
    - Thank the sponsors/patrons
    - Give a “snapshot” of the Charity (details attached) and be sure to mention that *all* proceeds from WWS support the program
    - Thank and introduce the vintners
    - Mention the auction
    - Remind everyone that wines poured during WWS are available through the retail partner. Charity gets 10% of all sales. Be sure to distribute order forms.
- **That same night**, bring **bid sheets** and order forms home with you

- Monday – Bring all original bid sheets and order forms directly to the charity office

### **For the Chef**

- You'll receive a list of the wines that will be poured that evening. Please note that occasionally the vintners make last minute changes without notice
- Please base your menu selections on the wines that are being poured. If you need tasting notes, most wineries have tasting notes on their website, or feel free to ask [rebekah@winewomenandshoes.com](mailto:rebekah@winewomenandshoes.com)
- Please avoid the following things when designing the menu:
  - Sweet & sour e.g. no sugary sweet sauces or sour flavors
  - Asparagus, artichokes, green peppers, hot spicy foods with certain wines
  - Use your expertise when pairing wines with the menu e.g. don't serve white fish in lemon-butter with a big cab. sauv.
  - We recommend serving cheeses instead of dessert. Sugar can make wines taste bitter, while cheeses complement them

### **Host Event Kit**

- List of sponsors/patrons in attendance at your home
- Wine order forms (and pens)
- Bid sheet
- Auction item (magnum or other special bottling)
- Donor envelopes
- Info on charity/collateral
- Event program (about half the # of attendees)

### **In-home Vintner Dinner Timeline: standard 6:30-9:30**

- 5:30 Concierge arrives at hosts' home with Host Kit, pouring wine, auction wine. Concierge immediately puts all whites on ice
- 5:45 Concierge, with catering staff, sets up reception pouring wine, glassware, auction display, and charity display  
Also organizes dinner wines
- 6:00 Vintner arrives with their collateral and completes reception wine display/set up, puts any collateral on the dinner tables  
Any instruction to catering staff.
- 6:30 Guests arrive. Vintner evening begins.  
“cocktail hour” and chat (and optional hors d'oeuvres)
- 7:30 Guests are seated
- 7:35 Host welcomes guests
- 7:37 Charity rep speaks – snapshot of charity, thank host, thank and intro vintners
- 7:40 1<sup>st</sup> vintner speaks on winery story and 1<sup>st</sup> wine
- 7:45 2<sup>nd</sup> vintner speaks on winery story and 1<sup>st</sup> wine
- 7:50 Speaking concludes and first course is served
- 8:05 Vintners each talk about the 2<sup>nd</sup> wine – 2 minutes per vintner
- 8:10 Main course is served
- 8:30 Before 3<sup>rd</sup> course (cheese pairing/chocolate), conduct the live auction.

- Live auction of special bottlings conducted by vintner, host, or charity rep. If using the item as a silent auction lot, try to elicit a high bid & announce that it will close at 9:00. Revisit donor envelopes. Remind them all WW&S event wines avail on order form (p.u. at retail shop) with 10% of sales going to Charity.
- 8:35 Vintners talk about 3<sup>rd</sup> wine – 2 minutes per vintner
- 8:39 Final course is served - cheese pairing/certain chocolates (avoid desserts as sugar can make wines taste bitter, while cheeses complement them)
- 9:00 Dinner concludes. Silent auction of special bottlings closes. Concierge collects bid sheets and ensures winner departs with the bottle. Concierge begins collecting wine order forms.
- 9:30 Event concludes. Last order forms collected. Guests depart.
- 9:35 Concierge collects: event programs, charity info/collateral, wine order forms, bid sheets and places all in host kit. Return entire kit to charity office.
- 9:45 Concierge thanks hosts and departs.

### **Pre-Event Host Information**

- We suggest renting quality glassware (Reidel knockoffs) with 10 oz plus bowl and thin lip – examples see Target.com Riedel Vivant Red Wine Glasses 12.6 oz. Depending on the number of wines being poured and the number of courses being served, you will need to rent sufficient china, stemware and flatware.
- Dinner hosts typically hire service help to serve the guests as well as clean up at the end of the evening.
- Vintners will likely want to interact with guests, not be stuck behind a table in a corner, so during the cocktail hour, put the vintners in a central area of the house, where guests will naturally want to congregate. Introduce the Vintners and give them a name tag so they are easily identified
- Please let us know if you have any dress code suggestions
- There will be one Vintner Concierge per home, who is a volunteer from the charity
- Vintner Concierge will manage timeline for the evening and facilitate the wine delivery and auction, freeing host up to mingle with guests and donors
- An auction of the special bottling will take place
- Wine order forms are provided
- Concierge or other charity attendee will share charity mission with all the guests
- Have the catering staff provide wine service for dinner
  - Don't open all bottles in advance
- Be sure to have plenty of ice and a couple of large plastic tubs for chilling white wines (estimate one 20-lb bag per case of wine, more if outdoors)
- Wine tasting engages many senses including smell, so winemakers prefer your centerpieces do not include scented flowers or candles which compete with the tasting experience
- Plan to play fun music (example: Pandora's Jamie Cullum station) throughout