



EDDIE OSTERLAND

“Wine at business meals is a skirmish in a boardroom war, played out on a linen table cloth. Your handling of wine, whether ordering it or just drinking it, matters more than you think to your colleagues. Sometimes people see your comfort or expertise with wine not as a comment on your knowledge, but on your character.”

Wall Street Journal, TASTINGS
By Dorothy J. Gaiter and John Becher

“And regardless of the economy, (Zraly says), wine will always be a key part of any business-person’s life.”

Los Angeles Times

Eddie Osterland, M.S., is a nationally acclaimed speaker on food and wine. He also works with event planners and hosts to customize corporate and private parties and special occasions, adding his own unique touch and perspective to create unforgettable culinary experiences. For the last 25 years, while sharing his philosophy of Power Entertaining, his clients have included Fortune 500 companies such as General Mills, IBM, American Express, Morgan Stanley Smith Barney, and Procter & Gamble. As the exclusive Master Sommelier for Jetset Magazine and author of an upcoming book, he is passionate about sharing his quest for all to achieve the best of the best.

Eddie was trained at the French L’Institut d’oenologie at Universite de Bordeaux for his D.U.A.D. degree and was the first American to receive the Master Sommelier Diploma, which is the highest international distinction that a professional can attain in fine wine, beverage and food service.



Corporate Events and Conventions

Dinners and Receptions

Do you remember your last corporate dinner or reception? Probably not – and yet in this economy it's important to make the greatest impact for every dollar spent. With Eddie's signature events "Power Entertaining with Food & Wine" and "Passport to the Wines of the World" you'll see why top clients have never forgotten their experiences. Did you interact with other guests at your last "mixer" or reception? Eddie's receptions encourage people to move around, have engaging conversations and leave with a branded souvenir of the event to take home and replicate and remember their experience.

Conventions: Keynote Speaker, Hospitality Suites, Break-Out Sessions and Spousal Programs

Are you still looking for one of the most important pieces of the business puzzle? Entertaining is usually overlooked in executive and management training, and Eddie is the acknowledged expert on this subject. This is more important than ever in this economy, when every meeting and entertainment dollar has to be carefully spent to obtain the highest result. Everyone wants to know the latest... How to grow your business by taking a client to lunch; How to taste wine like a Master Sommelier; How to pair food & wine for powerful impact.

Have you ever wondered what else you could do to attract clients to your hospitality suite? Draw new clients and surprise old customers with something different – wine and food pairings as well as America's First Master Sommelier.

Women's Associations and Groups

As women have succeeded in reaching the highest levels of business, why not add one more way to keep the momentum going with a concept that will set you apart from the competition. "Giving Women an Edge in Business Entertaining" has been one our most popular new programs – lots of aha! moments that he would love to share.

Private Events

How can you make sure your special occasion will never be forgotten? You have the three star chef, now add the special "Touch of the Master Sommelier" to Dinners, Receptions and Themed Wine Tasting Parties. Working with hosts and event planners, Eddie can take your special occasions to a higher level. He will introduce you to wines you won't find at any other event that will keep your guests talking for months.

Hospitality Industry Consulting and Training

Do you want to take your restaurant, winery or private club up a notch, plus increase revenues? Some restaurants have nice wine lists, while others are wine destinations. Eddie can give you the recipe that will set you apart.

Wineries

Many wineries engage Eddie for their wine tasting events to showcase their wines and attract new wine enthusiasts. He demonstrates how to use wine while entertaining privately in their own homes, creating a new customer base.

Partial Client List

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| Accenture | Heublein Wines | Procter & Gamble |
| American Express Company | IBM | Qualcomm |
| ASC Fine Wines, China | Italian Trade Commission | Ritz Carlton Hotels |
| Citibank | Jetset Magazine | Shop Rite |
| Crystal Cruises | Merrill Lynch | Sprint |
| Deloitte | Morgan Stanley Smith | Symantec |
| Entrepreneurs' | Barney | UBS |
| Organization | National Australia Bank | Vistage |
| Esquire Magazine | National Restaurant | YPO/WPO |
| General Mills | Association | |
| Goodyear | Oracle | |

"Edmund Osterland is not only America's First Master Sommelier, he is a brilliant businessman who understands the principles of how to make occasions special. He can show you how to make any meeting or event a more memorable and impactful event. His mastery is matching the elements to the intended results. He has toured the world training senior executives in the finer touches of leadership and gracious business practices. Let him show you how to make your business dealings more fun and more creative. I learn from him and admire him. You will too!"

Jim Cathcart, Author, Relationship Selling, Past President of the National Speaker's Association

"Wine knowledge is a powerful tool for today's business person—providing leverage in all business entertaining. Eddie Osterland's dynamic but expert approach makes learning about wine just as much fun as drinking it!"

Mary Ewing-Mulligan, Master of Wine and co-author, Wine For Dummies

"Eddie Osterland is one of the most dynamic, entertaining and knowledgeable wine experts in America."

Kevin Zraly, Author, Windows on the World Complete Wine Course

"Eddie Osterland is the top gun in the field of wine consultants."

Mort Hochstein, Market Watch

"Eddie Osterland shows people how to gain access to 'special things' without breaking the bank...he is a lifestyle motivator"

John Davis, program attendee

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