

Serve up a world class learning experience that's fun! Create added value for your next meetings.



EDDIE OSTERLAND, MASTER SOMMELIER

...Your Personal Wine Coach

Overall Benefits

A session with Eddie Osterland will:

- 1 Demystify wine and answer questions like:
 - Why should all red wines be served slightly chilled?
 - Which wines need to be aged?
 - Why shouldn't you smell corks?
 - What is a "food-wine"?
 - What makes some wines very expensive?
 - Which are the best wines to combine with foods?
- 2 Improve business impact by incorporating new executive entertaining strategies.
- 3 Empower people by showing how to choose/combine foods and wines with confidence, both in their homes or at restaurants.
- 4 Teach you how to taste wine like a Master Sommelier.
- 5 Ensure a lot of fun gaining these new insights while building strong team relationships within your company.

Receptions

The Grape Escape: Passport to the Wines of the World

Dinners

The Affinity of Food and Wine: How to Harmonize Flavors

Break-outs

Winning with Wine: Executive Entertaining at Home or on the Road

Quest for the Best: Discover the Finest Wines in the World

How to Taste Wine Like the Masters: How to Become a Wine Expert in 45 Minutes

Wall Street Journal May 5, 2000
TASTINGS By Dorothy J. Gaiter and John Becher

"Wine at business meals is askirmish 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."

Los Angeles Times April 24, 2001

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

How You Can Best Use "Your Personal Wine Coach"

Bring Eddie to:

- Organize your opening night "Passport to the Wines of the World" in a networking reception or your hospitality suite
- Host his most popular "The Affinity of Food & Wine" dinner
- Present his *state of the art* multi-media presentation... "Tasting Wine Like the Masters" more affectionately known as "How to become a wine expert in 45 minutes!"
- Conduct one of his many "break-out" sessions or spousal programs
- Coach your executives in wine selection and executive entertaining at your next corporate retreat
- Coordinate the wines with foods and save you money for your next event

Eddie's programs offer new horizons in corporate entertainment, business enhancement tools and adds the important component of levity to your meeting. Please reference the Web site: eddieosterland.com to see a more detailed description of his programs.

About "Your Personal Wine Coach"

Eddie Osterland lightheartedly entertains audiences while teaching them how to enjoy wine whether entertaining at home or dining out.

He has all the expertise and none of the pretensions of a French-trained and certified Master Sommelier. He is a pioneer. There are only 47 Master Sommeliers in the U.S. today and Eddie was the first! He received the prestigious Diplôme D'Aptitude A La Dégustation Des Vins from the Université de Bordeaux, France.

Esquire Magazine featured him as their expert for its "Wine Advisor Video."

For eight years he was the Wine Editor of *Restaurant Business Magazine* and produced the popular audio training series, "*Discovering the Pleasures of Wine.*"

He is the author of the book *Wine & the Bottom Line* written for the National Restaurant Association.

Audiences everywhere know him as funny, approachable and non-intimidating. He gives them the knowledge and skills they need to enjoy wine, and gives them confidence to entertain impressively!

Partial Client List

American Express Company

Seagram

Esquire Magazine

Crystal Cruises

E. & J. Gallo Winery

Goodyear

Heublein

Ritz Carlton

Food and Wines from France

National Restaurant Association

Italian Trade Commission

Sitelab International

Plaza Hotel

Hotel Del Coronado

SAIC

Metropolitan Club

Presenting Solutions!

Sterling Vineyards School of Service and

Hospitality

The International Wine Center of New York City

Call Today to Schedule . . .

Eddie Osterland Enterprises

800-679-3141

858-483-0358 fax

eddieo@eddieosterland.com

5580 La Jolla Blvd., # 021

La Jolla, CA 92037

www.eddieosterland.com

.....
"Wine knowledge is a powerful tool for today's businessperson—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
.....

.....
"Everyone likes to splurge on food and wine when entertaining guests, Eddie Osterland facilitates that certain "savior-faire"
.....



EDDIE OSTERLAND
MASTER SOMMELIER