

ABOUT US

We are a pool of wine professionals with a strong passion for wine and food which, in order to give the best and professional service to our customers, have achieved several certifications in all the wine fields, including sommelier, oenology and viticulture.



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The Pleasure of a
Wine **Tasting**



Passion and experience at work for you

WHAT SJL WINE EVENTS DO

SJL uses its entire knowledge applying it to all the aspect of wine tasting. We use it to help stores “to create” loyal customers, as well as help vineries and importers to make their wines brand recognizable.

Private wine events for corporations, as well as for families and friends are other services that we proudly offer. At least, but not last, we could be your private advisor for your cellar or for your wedding.



STORE EVENTS
Wine Classes and tasting for Wine stores .

TRADE SHOW EVENTS
Trade Shows, Fair, Retail Store Events for Vineries, Importers and Distributors

Wine Events for Your Business

TRADE SHOW EVENTS

Let Wine Professionals Marketing your Brand

Everybody knows that wine business is based on reputation and credibility. Reputation comes from the products offered and credibility comes from the person that introduces them. Who better than a wine’s professional operating at your trade booth could create this mix of reputation and credibility? At the same time, have you considered the image that you can create to your brand using a wine’s professional presenting your wines to potential customers in a retail store? This is the reason why we have launched a new service of wine promotion where a wine’s professional will be your ambassador for any kind of occasion.

CORPORATE AND PRIVATE EVENTS

Corporate Wine Events

You can use easily a wine tasting event as a tool for your business, for develop networking, for example, or as an occasion to achieve your business goals, or as an occasion to build up strong team relationship. There are several occasions to consider a corporate wine tasting.

Private Wine Events

Have you tried the experience of a wine tasting for your special occasion? There are several opportunity to set a wine tasting; classic examples are Birthday and Family Reunion, or celebrate a promotion or achieve a goal. At the same time never forget the simple pleasure to discover and share new wines.



WINE STORE EVENTS

Make your wine store a point of reference for wine lovers adding events and thematic classes

Around the country there are several wine stores which serve samples of wine in order to induct customers to buy the tasted wine. Generally customers come to take a sip; sometimes they buy the bottle, but most of the time they say thanks and go. We have asked ourselves if there is a more effective way to create a bound between your store and customers; a bound able to boost credibility, create loyal customers which associate your store not only to a retail store, but to a cellar where they can find a wine atmosphere and suggestions. At the end, we believe that we have found the answer proposing a service where we not limit ourselves to serve a glass of wine and tell how good it is. We go forward, explaining where the wine comes from; how it is made; why it tastes in this way instead of another; which is the best pairing for it. In few words we make of a glass of wine a trip around the world passing trough flavours and anecdotes. We want that your customers are able to associate this unique experience with your store and the products that you offer.

PERSONAL WINE ADVISOR

Have you ever think about a personal wine advisor?

A knowledgeable person who, after have found the characteristics of the wine you would prefer, and listen your needs, is able to find for you the best deals in the market. This is what a personal wine advisor can do for you.

CORPORATE EVENTS
Corporate Private Events

PRIVATE EVENTS
Private Events

PRIVATE WINE ADVISOR
Cellar Advisor

