



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



***Let Us
Boost Your Store
Sjl Wine Events***

“A key to boost the sales is called “Loyalty”.
We offer a powerful tool to create loyal customers;
gain new customers and create a high reputation for
your store”.



Who We are.

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.

Our belief

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 bond between your store and customers; a bond 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 through flavours and anecdotes. We want that your customers are able to associate this unique experience with your store and the products that you offer.

How we Do It.

We offer several typologies of lessons; some examples are “Introduction to the wine’s world” or “Single grape presentation” and “Country presentation”. We can also present wines that you have in your portfolio and you want increase the sales. Finally, we have several options in portfolio, from interactive classes to classes that are oriented to a more sophisticated audience with an elevated taste (and consequent interested in more important wines).

What We Use to Do

We believe in the power of the images and how they are able to complement each speech; therefore, our lessons are supported with audiovisual instruments able to offer a surrounding atmosphere to the product presented..

Visit our webpage at www.sjllwineevents.com

To Contact Us: sjllwineevents@gmail.com

Sjll Wine Events
THE PLEASURE OF WINE TASTING