

"The Winery program went great. The wine tasting was very informative and the Sangria making part was a blast. It was a huge success and everyone really enjoyed it!"

M. – CAMPBELL SOUP

## WINERY TEAM CHALLENGE

*Raise a Glass to Creative Teamwork!*

### Benefits & Results:

- Boosts morale and camaraderie
- Fosters creative thinking
- Promotes collaboration
- Advances strategic thinking
- Encourages communication
- Celebrates teamwork

### *An Unforgettable Team Building Experience!*

The *Winery Team Challenge* delivers a fun, competitive and uniquely memorable team building experience! It begins with an interactive **Wine Tasting** and ends with a highly entertaining **Sangria Making & Marketing Challenge** that really brings teams together.

To get everyone in the spirit of the program, our sommelier gives a brief history of wine and leads teams in a white wine and red wine tasting. As participants sip and taste, aroma sticks help identify key ingredients in each wine. Tasting may be complimented by cheese, crackers and hors d'oeuvres as our sommelier takes questions.

After the tasting, groups are formed into teams via a wine card draw. Each team becomes its own winery and will



develop and market its own brand of Sangria from ingredients we supply at our marketplace. The challenge inspires teams to create some unique and delicious Sangria blends, since the taste of Sangria varies greatly according to the type of fruit used, the kind of spirits added (if any), and the presence or lack of carbonation.

After teams learn about the interesting history of Sangria, they take part in an entertaining **Sangria Trivia Contest** before creating their own blends.

### The Sangria Making & Marketing Challenge

*Who will create the best-tasting Sangria?*

*Who will have the catchiest jingle or the most persuasive marketing campaign?  
The competition heats up!*

Continued

“Amazing! The Winery Team Challenge event was a HUGE success! Everything was perfect... the participants thoroughly enjoyed themselves.”

B. – KRONOS

## WINERY TEAM CHALLENGE cont.

*The Sangria Making & Marketing Challenge* is the heart and soul of the program, as teams vie for top honors. Our facilitator instructs team leaders on the rules of the Challenge. Team leaders rally their teams, explain contest rules and set the team off to the “marketplace” to pick out the “measured” ingredients desired for their signature Sangria.

With ingredients in hand, each team creates its own delicious brand of Sangria along with everything they need to market it! They’ll develop a name, design a winery logo and label, and decorate their team aprons and their tables for the final judging and presentation. They’ll also write and perform a song, jingle or commercial to enthusiastically sell their product.

After the final challenge, The Sangria Taste Test Contest, winners are announced with great fanfare.

Teams receive awards in three categories: the winner of the **Sangria Trivia Contest**, the **Best Marketing Campaign** and **Best Tasting Sangria**. For large groups, second place teams in each category may receive awards, if desired.

*The Winery Team Challenge* is an extremely fun and fast-paced team building event that encourages creativity, cooperation, experimentation, and team support! Whether using alcoholic or non-alcoholic ingredients, it’s a sure-fire way to get your team together for unforgettable and team building fun!

**Group Size:** 20 to 200 participants



**Program Length:** Approximately 2 hours.

Please note that while your group samples different wines, the tastings are small and may be accompanied by cheese and crackers, hors d’oeuvres or small plates. *The Sangria making/marketing portion of the program is the longest as participants taste their Sangria only in an effort to test its flavor during the process. Please note that non-alcoholic Sangria can also be used in the Winery Team Challenge.*

**Space:**

This program can be facilitated anywhere.

*This program does not include the cost of ingredients or room rental. These costs will be determined by your site selection and paid to the site according to your consumption.*