

Team Building | Winery Team Challenge



The Winery Team Challenge begins with a fun, informative **Wine Tasting** and ends with a highly entertaining and competitive **Sangria Making & Marketing Challenge**.

Our sommelier will start the program with a brief history of wine followed by a white wine and red wine tasting incorporating aroma sticks that help identify key ingredients in each wine.

Tasting can be complimented by cheese, crackers, hors d'oeuvres and questions from your group directed to our sommelier.



Next, a wine card draw forms your group into teams who will each become a different winery. Their assignment is to come up with a name for their winery after being told that they will be developing and marketing their own brand of Sangria from ingredients we supply at our marketplace.

The ingredients in Sangria vary, particularly in the type of fruit used, the kind of spirits added (if any), and the presence or lack of carbonation.

A brief history and definition of Sangria is explained followed by a fun, **Sangria Trivia Contest** which helps further educate your group about Sangria.

Each team then picks a leader who is instructed in the rules of the Sangria Making and Marketing Challenge by our lead facilitator.

Each leader explains the contest to their group who can then go to the marketplace and pick out whatever "measured" ingredients they want to make their Sangria.



Each team will be making their own brand of Sangria from ingredients they get from the marketplace. They will also create a name for their Sangria, designing a label, design logos for their aprons and decorate their tables for the final presentation to the group.



The presentation is accompanied by a song, jiggle or commercial that they write and perform about their great new Sangria.

Lastly, we organize a Sangria taste test contest to decide which team has the best tasting Sangria.

Team prizes are then awarded in three different categories; the winner of the **Sangria Trivia Contest**, the team with the **Best Marketing Campaign** and the

team with the **Best Tasting Sangria**. Large groups could award prizes to the second place team in each category as well.

This is an extremely fun and fast paced team building event that encourages creativity, cooperation, experimentation, and team support to come up with the best product and a snappy marketing plan.

Group Size: 20 to 200 participants

Program Length: approximately 2 hours.

Note: While your group will be sampling different wines, the tastings are small and can be accompanied by cheese and crackers, hors d'oeuvres or small plates.



The Sangria making/marketing portion of the program is the longest with participants tasting their Sangria only in an effort to get it to taste the way they want. We can also include non-alcoholic sangria in the Winery Team Challenge.

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