



**EDDIE OSTERLAND**  
MASTER SOMMELIER

**Book an Event:**  
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**NewEvent@EMEvents.com**  
**www.EMEvents.com**

- ◆ America's First Master Sommelier
- ◆ Available locally or nationally
- ◆ Entertaining, unpretentious, and will change the way you entertain with food and wine



Looking for something a little out of the ordinary for your next event? America's 1st Master Sommelier is now available to personally deliver his tailor-made series of entertaining and informative wine events. Watch him captivate your guests as he casually demystifies the intimidating world of wines & foods. Twenty years in the making, these wildly popular seminars are always the talk of any conference.

## Overall Benefits

**A Session with Eddie Osterland will:**

- 1 Demystify wine and answer questions like:
  - ◆ Why should all red wines be 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, in their homes or at restaurants.
- 4 Teach attendees how to taste wine like a Master Sommelier.
- 5 Ensure an entertaining experience gaining these new insights while building strong team relationships within your company.

## 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 (during dinner keynote) "Power Entertaining with Food and Wine"
- ◆ 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.



## FAQs

- ◆ Currently there are 60 Master Sommeliers in the United States. Eddie Osterland was the first of them...a pioneer!
- ◆ French Trained- graduated (in 1975) from the University of Bordeaux France with a degree of professional taster (D.U.A.D-Diplôme Universitaire D'Aptitude A la Dégustation Des Vins
- ◆ Master Sommelier, Guild of Sommeliers, London England
- ◆ Former head Sommelier Hôtel de la Poste, Beaune France
- ◆ Past Director of Trade Education for the International Wine Center in New York, where he traveled for 5 years to 25 cities each year presenting his unique multi-media style events on behalf of companies like American Express, National Restaurant Association, Heublein Inc, Foods & Wines From France and the Italian Trade Center
- ◆ Author of the unprecedented *Wine & the Bottom Line* written for the National Restaurant Association
- ◆ Former Wine Editor for Restaurant Business Magazine for more than a decade
- ◆ Chosen by Esquire Magazine to do their "Wine Advisor Video"
- ◆ Creator of "Discovering the Pleasures of Wine" audio series
- ◆ Member National Speakers Association (NSA)
- ◆ Degree in Psychology
- ◆ Instrument-Rated pilot

## Sample Wine Programs

### Receptions:

- ◆ Passport to the Wines of the World
  - ◆ Use Eddie to custom design an international wine tasting event to "kick-off" your meeting. Participants will be issued passports that direct them to various stations that will feature delicious wines and appetizer combinations. Eddie will be on hand to answer one-on-one questions.
  - ◆ This wine tasting offers a good opportunity for networking and building rapport amongst attendees as it gives them a point of reference to talk about, (often people feel uncomfortable at these receptions, feeling that they have to make some idle "chit-chat"), the wines, strategically chosen to enhance the hors d'oeuvre, offer them something to talk about.

### Dinners:

- ◆ Power Entertaining with Food and Wine
  - ◆ Have Eddie conduct his most popular program, *Power Entertaining with Food and Wine*. Eddie will choose wines to enhance your dinner, or he can work with your chef to design the dinner of your choice. Eddie discusses the most important grape varieties and styles of wines and demonstrates how certain food and wine combinations can be truly impressive.
  - ◆ This is an entertaining "multi-media show" much more than some kind of wine lecture...with an explosive start-up, followed by humorous anecdotes and true stories.
  - ◆ It really serves to be an "ice-breaker" for people who don't know each other at the dinner table as it gives them something to occupy their discussion-time in between courses.