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PR Newswire - Press Release

WinEsideout Gives a 'Buzz to the Biz'

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NEW YORK, July 23 /PRNewswire/ -- Do you remember your company's last teambuilding retreat? The meeting room on the 8th floor with coffee and bagels, sitting around a conference table and attempting to brainstorm as you picked poppy seeds out of your teeth? Now imagine a different scenario in which you and your colleagues visit a private room in an eclectic wine bar and sample various delicious wines, relax and really let the ideas flow. Which experience do you think will elicit fond memories and produce a more comfortable atmosphere that allows relationships to build?

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080723/NYW048LOGO>)

You aren't the only one who chose the latter. Wine tastings are becoming a popular alternative for those already interested in wine or for those who are

curious first-time tasters. A good tasting will educate, entertain and give participants a chance to get to know one another in a casual setting. For business, this translates into great opportunities for relationship building in an enjoyable atmosphere.

"We confer with our clients on what exactly their needs are and what type of event they envision," says Antonia McCarthy, president and CEO of WinEsideout, a wine tasting event company based in New York City. "Once we understand what our client is looking to accomplish, we can recommend the right theme, venue, wines and foods to create a truly memorable event."

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WinEsideout specializes in custom wine events for businesses and private occasions. The tastings are organized by a professional team in collaboration with the client and delivered by wine educators, editors and other wine professionals. Blind tastings are extremely popular for teambuilding purposes where the group is broken into groups and asked, as teams, to taste and identify various wines presented by our wine educators. On the other hand, more traditional tastings where each wine is introduced by the presenter and then analyzed and discussed as a group, are the perfect fresh idea to enliven a more traditional marketing plan targeting prospects and clients.

"Our events are geared to help tasters learn about wine, but the end result is a fun, friendly atmosphere that allows participants to learn about each other," continues McCarthy. "We like to think of it as turning 'work talk' into 'wine talk'. When the conversation turns to a neutral subject, a level playing field is created." A comfortable, laid back environment enables bonding between junior and senior teammates, networking among colleagues, and smoother business interactions with potential clients.

WinEsideout works within any budget to provide wine tasting events for corporate as well as private settings. A themed tasting can spice up your next dinner or cocktail party.

Based in New York City, WinEsideout was founded in 2007 with a focus on custom wine events for both the business and private sector. Each occasion is organized by an event-planning team with more than ten years of event management experience in Fortune 500 companies. Events are delivered by wine educators, editors and other wine professionals and are guaranteed to be professionally planned and executed so that both hosts and guests can relax and enjoy. For more information on WinEsideout, please visit our website at www.winesideout.com.

Swirl, sniff, sip and enjoy!

SOURCE WinEsideout

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