



# *A Taste of Monterey*®

— WINE VISITORS' CENTER —

## *Group Events*

- **EXTRAORDINARY VENUES**
- **PRIVATE TASTINGS**
- **WINE RECEPTIONS**
- **ELEGANT DINNERS**
- **CREATIVE THEMES**



*E*vents with A Taste of Monterey are a special way to celebrate your group's visit to Steinbeck Country and the Monterey Bay. Whether you choose our facility or a local venue, our friendly and knowledgeable staff can incorporate a memorable wine tasting experience into your stay on the Peninsula.

*Please Note: Prices, tax, gratuity, times and duration are subject to change.*

Create a memorable evening at our spectacular location or add a Monterey wine tasting to your event at any local venue. You may choose our Cannery Row location, with breathtaking views of the Monterey Bay or any venue from our list of local hotels and resorts.

**CANNERY ROW BAYVIEW ROOM** - Located along one of Steinbeck's most beloved haunts, this 4,000 square foot facility is transformed from a regional wine visitors' center by day into a spectacular event room at night. Boasting one of Monterey Bay's most breathtaking views, the entire back of this former sardine cannery is comprised entirely of large pane glass windows. Guests will enjoy sampling Monterey wines as the moon rises across the bay and illuminates the pristine Pacific coastline. Built in 1918 and magnificently renovated, this regional wine showcase facility also offers several winemaking and viticultural exhibits to help make your group's event memorable.



**MOVABLE WINE COUNTRY** - Toast your group's visit to the Monterey Peninsula with a wine event designed specifically for your group, at a location of your choice. Representing over 75 area wineries, our Moveable Wine Tasting program provides a special element to your reception or dinner and a fantastic way to experience local wines. Let us bring Monterey's wine country to you!



**Hotel & Resorts**

- Asilomar Conference Center
- Carmel Valley Ranch
- The Embassy Suites
- Highlands Inn
- Hotel Pacific
- The Inn at Spanish Bay
- Intercontinental: The Clement
- La Playa Hotel
- Hyatt Regency Monterey
- Monterey Marriott
- Monterey Plaza Hotel
- Portola Hotel & Spa

**Off-Sites**

- Black Horse & Bayonet Golf Courses
- Custom House Plaza
- Ferrante's Ballroom
- Maritime Museum
- Monterey Adobes
- Monterey Bay Aquarium
- Quail Meadows
- Rancho Canada Golf Course
- The Steinbeck Center



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# Private TASTINGS

Treat your guests to an exclusive wine tasting experience. Book a Private Tasting to learn about Monterey wines at a wine bar specially reserved for you. One of our friendly and educated Wine Ambassadors will be dedicated to serving your group and sharing Monterey County's finest wines with you.

During the VIP Tasting guests will learn about Monterey County's unique wine growing region while sampling a variety of wines.

Enjoy our ocean view facility and an array of fine Monterey County wines with the privacy of a VIP Tasting. A pre-dinner wine tasting is a great way to experience Monterey!

## DAYTIME VIP TASTING

**Hours:** *Between 11:00AM - 4:00PM, Monday - Thursday;  
Between 11:00AM - 3:00PM, Friday - Sunday*

**Cost of Wine:** *\$15 - 25 per person*

**Duration:** *1 hour*

**Group Size:** *15 - 180*

**Additional:** *8.625% tax and 19% gratuity*



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# Wine RECEPTIONS

Take in the scenery and the flavors of Monterey with an evening reception at our facilities or at another local venue. Your guests will sample a selection of Monterey County wines while they mix and mingle. Our Wine Ambassadors can share information on our unique wine growing region and will ensure that your event is a success.

## CANNERY ROW BAYVIEW ROOM

**Start Time:** 6:30 PM Sunday - Thursday;  
7:00 PM Friday & Saturday  
**Group Size:** 25 - 180

## OPTIONS

**Duration:** 1 hour  
**Facility Fee:** \$100  
**Cost for Wine:** \$10 - \$20 per person

**Duration:** 1.5 hours  
**Facility Fee:** \$200  
**Cost for Wine:** \$13 - \$23 per person

**Duration:** 2 hours  
**Facility Fee:** \$300  
**Cost for Wine:** \$16 - \$26 per person

**Additional:** 8.625% tax and 19% gratuity



## FEATURES & EXTRAS

- On-Site Event Planner
- A/V Available
- Florist, Photographer and Music
- Floor Plans available
- Nearby Parking
- Handicapped Facilities

## WINE 101 SEMINAR OPTION

*Designed for Wine Receptions or Wine Dinners*

Cover the basics in this half-hour multimedia PowerPoint presentation on the making of wine and proper wine tasting techniques. With an emphasis on Monterey County wines, this is a hands-on experience in sensory evaluation and distinguishing the known characteristics of wine varietals.

### Seminar Participants Will Learn:

- Proper wine tasting techniques and etiquette
- Wine terms and common descriptive words
  - The basics of the winemaking process
  - Wine varietals and their characteristics
  - What makes Monterey Wines unique

**Total Cost:** \$200 + a wine tasting package



# A Taste of Monterey®

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# Elegant DINNERS

A Taste of Monterey adds a unique Wine Country element to any dinner occasion. We offer plated or buffet sit-down dinners and strolling buffets at either of our facilities, and we can customize the event to your group. Your dinner will be preceded by a wine tasting reception featuring a selection of Monterey County wines. Once seated, we serve wines to complement your meal, or we can create an interactive wine pairing to enhance your experience.

Our on-site coordinator will help you develop the space and create the atmosphere you desire for your guests. Music and flowers can be arranged, and chairs, tables and audio equipment are also available.

Scheduling a tasting reception and dinner wine pairing is made simple with the following three options. Each program is based on a per person fee, plus an administration/staff fee of \$50 per wine station. Choose one of our two event locations or have us come to you with our Movable Wine Country program.



## DETAILS AND OPTIONS

- Start Time:** 6:30 PM Sunday - Thursday;  
7:00 PM Friday & Saturday
- Group Size:** 25-180 onsite, 25-1,000 offsite based on venue
- Duration:** 2-3 hours strolling, 3 hours seated
- Facility Fee:** \$600 for 60 guest, \$5 per each additional guest
- Cost for Wine:** \$18 - \$30 per person, plus optional \$2.50 per person for dessert wine
- Optional:** Wine 101 Seminar (previous page)
- Seating:** Brushed steel chairs: 60 included  
72-inch round tables: \$10 each  
Wooden chairs: \$3.00 each
- Additional:** 8.625% tax and 19% gratuity



## WINE SELECTION

**Premium:** A selection of our most popular Monterey wines. The wines will satisfy a wide variety of taste preferences.

**Premium Award Winners:** A selection of our super premium award winning Monterey County Wines. These special wines are examples of some of the finest wines in the state.

**Ultra Premium Reserves:** A selection of reserve handcrafted wines. The wines are smaller in production and very rare. These wines are sure to please the most discriminating of palates.

Add a unique twist and competitive edge to your wine tasting event with interactive workshops and competitions. Whether a test of one's knowledge or palate, each game is designed to create a more memorable experience for your special guests.



**BORDEAUX BLENDING WORKSHOP** - Hands-on lesson in blending wine. Attendees are guided by the winemaker in tasting each base component wine and will have the opportunity to decipher and recreate the winemaker's master Bordeaux-style blend. The team who comes closest to the master blend wins, and each team player takes home a Reserve bottle of Meritage.

**Duration:** 2 hours **Cost:** \$49\* per person

**THE MERITAGE MISSION** - The winemaking experience - condensed into a fun and competitive one hour reception. "Winery Teams" work together to produce the best Bordeaux type blend, design a label and invent a catchy slogan and selling points for their wine. Prizes are awarded to the finest tasting Meritage blend, the most creative winery label and the best team product sales pitch. A Taste of Monterey provides all the wine, materials and guidance for this entertaining event, which your guests are sure to remember. Winning team members will receive a bottle of Meritage.

**Duration:** 1 - 1.5 hours **Cost:** \$45\* per person

**WINE & FOOD PAIRING** - Usher your guests into the amazing world of wine and food pairing! This interactive enhancement is ideal for turning an average lunch or dinner into a fun team building event. During each course the participants choose the ultimate wine and food match. Sometimes they try two wines with a single dish, while other courses consist of two dishes with one wine. Throughout the meal, guests will learn wine and food pairing dos and don'ts. Guests will enjoy the lively atmosphere while discovering Monterey County's culinary delights. Prizes are awarded for the winning table or team.

**Duration:** 2 hours **Cost:** \$30\* per person

**WINE CARNIVAL\*\*\*** - Enhance your Wine Reception and liven up your event with fun and educational wine games. Much more than a simple wine tasting. Our carnival games bring humor, creativity and wine knowledge to the party. Choose from any of the games below.

**Duration:** 2 hours **Cost:** \$5\* per person per activity

- Varietal Vertigo:** Guests smell, swirl and taste wines in an attempt to identify each varietal.
- Wine Blending:** One of our resident wine makers will guide guests in making their own personalized wine blend.
- What's That Smell?:** Guests compete to identify characteristics of wine through smelling wines that have been enhanced with various essences.
- Impossible Ring Toss:** Toss the ring around our double magnum bottle for a chance to spin the wheel and win a prize!
- Grape Spit\*\*:** Go for the distance in this hilarious contest of who can spit a grape the farthest.
- Barrel Rolling\*\*:** A Barrel of Laughs! Navigate our slalom course with real wine barrels, and learn to roll em' like the professionals.

\* 8.625% Tax and 19% gratuity not included

\*\* Grape Spit and Barrel Rolling games must have prior approval by the venue where event is being held.

\*\*\* Wine Carnival Games offered are for enhancements to a Wine Tasting Reception / Dinner only.