



Case Study

INTERNATIONAL DINNER

THURSDAY EVENING 3 COURSES 8 AUSTRALIAN WINES
INTERNATIONAL COMPLIANCE LAW DINNER.

The Client Request

“ We have a very important dinner coming up for international lawyers from around the world. They are all very senior lawyers in the compliance field and some are in fact heads of their countries compliance bodies. They are here for an international conference and we have invited them to attend a dinner on the Thursday night. We would like you to host again for us, can you come up with a theme? ”

Our Response

“ Thanks Kate, I would love to host this for you. Australian wines come to mind straight away, I can do a journey through all the major wine producing states and match them as normal to the food. We can really showcase Australian wine and food, I know your kitchen will come up with the goods! I can start with a vintage Tasmanian sparkler matched with canapés pre dinner, then two whites and a rosé with entrée, three reds over main and finish with a lovely Tokay. Easy done. ”

The Clients Response

“ Great, glad we are showing off Australian produce. The partner is keen to express how important this dinner is and that the attendees are VVIP; he has asked for teleconference with you. ”

What we did

Provided eight wines from premium regions, hired in beautiful glassware, matched the wine and food, presented a fun, social, educational event.

On The Day

PRE DINNER – By 6.30pm the tables were set, and the staff were briefed, by 7pm all the 55 lawyers had arrived for a 7pm start... they are compliance lawyers! We were ready with a Tasmanian vintage sparkling matched with salmon canapés. The host made a brief introduction and I talked about the sparkling and why Tasmania is so special for sparkling and salmon.

ENTRÉE – Three wines (two white and one rosé) pre poured matched with Morton Bay Yabby Tails in broth. I introduced the wines and ran a quick section on how to taste wine like a pro, Australian wine history, Australian wine today, a run-down on the wines and why they matched so well to the entrée. No long winded wine talk here, just a short fun, social education that allows conversation to start and relationships to build over wine and food.

MAIN - Three different style reds matched with Grass Fed Yarra Valley Angus Beef in red wine jus. I changed tables to engage more guests over dinner. Following a brief speech by the host, the main courses were served and I ran through the wines, the regions, how Australian wines now sit in the world market and food and wine matching. Not too long, just a fun, social education.

DESSERT - Hot Chocolate Fudge Sponge matched with Rutherglen Tokay. Iconic Australian fortified wine. Professor Alan Fells spoke about his work at the ACCC. I moved tables again and spoke about the last pairing. I answered some questions from the floor and then went from table to table answering questions. 5 attendees asked me for recommendations on wineries to visit during their stay in Australia, I subsequently provided interaries.

IMMEDIATELY AFTER DINNER - The guests stayed, and stayed... a sign of a successful event.

THE NEXT DAY - I sent tasting notes on all the wines to the host, these acted as another touch point to the guests.

The Result

“ We have used Ben for a number of events and I never worry that he isn't going to do a fabulous job. He just gets it and is so flexible with our requirements. The feedback has been excellent. ” Kate Panchel - Events Manager - Minter Ellison

“ Ben was a great facilitator for the wine tasting at our dinner, he is very knowledgeable and can work a difficult room very well. Ben made a lasting positive impression on our guests. ” Paul Schoff - Partner, Head of Compliance Section - Minter Ellison

If you want a safe, fun, social educational event for your clients that will help you build relationships, contact **BEN HUGHES** – Head of Liquids

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