

# Conducting a tasting



Pick and Taste  
[www.pickandtaste.pl](http://www.pickandtaste.pl)



# What do we do?

## Complex organisation of trainings and tastings on:

- Whisky
- Wine
- Cigars
- Cognac and Brandy
- Meads and Liqueurs
- Bar Liquors
- Savoir Vivre Trainings

## Organisation of Bartenders Shows:

- Flair Shows - Individual
- Flair Shows - Tandem
- Cocktail Mixing Trainings

## Eno-Touristic Trips

Tourism including getting to know the most beautiful wine-making regions of Europe (Hungary - Moravia; Piedmont - Tuscany; Bordeaux - Provence)



# Who are we?

- First company in Poland which does complex organization of trainings and tastings of all kinds of spirits and cigars.
- Acting in accordance with a motto: "The highest quality and best brands are a guarantee of unforgettable sensations"
- Cooperation with best specialists in their field in Poland.
- Experience and innovative attitude, the guarantee of an exciting meeting.

## Partners



[www.whisky.org.pl](http://www.whisky.org.pl)

**RYNKI  
ALKOHOLOWE**  
OGÓLNOPOLSKI MIESIĘCZNIK BRANŻOWY

**Świat Alkoholi**



# Tasting Theme - 1

Apart from giving basic information on Whisky, Wine and Cigars we offer thematic tastings:

## Whisky

- A walk in Scotland
- Highlands vs. Lowlands
- Silent Stills - distilleries already closed
- Single Malt big wigs
- Single Malt selected specially by Pick and Taste
- Isle - The Land of Peat

## Wine

- A journey through the world of wine
- Cabernet Sauvignon - the king of red wine?
- Year 2000 - the last great vintage of the XXth century
- The taste of the barrel
- The taste of great regions
- Raisins of the world wine-making

## Cigars

- Cuba, the living legend
- Tasting: The most famous brands - Cohiba, Montecristo, Romeo y Julieta..
- Dominicana and Honduras - the rising stars
- Churchill, Robusto or Torpedo: that is the question?



# Tasting Theme - 2

## Noble Polish Spirits

- Ancestral Treasures  
*(meads)*
- The Sarmats' Liquor  
*(liqueurs)*
- Polish Specialities  
*(liqueurs, meads, Starkas)*
- Poland vs. The Rest of the World  
*(Polish liquors vs. World equivalents)*

## Bar Spirits

- The Alcoholic Strongman  
*(strong spirits)*
- A pinch of Sweetness  
*(sweet liqueurs)*
- A journey through the land of liqueurs  
*(dry liqueurs)*
- Unknown Liquors  
*(world spirits)*

## Whisky and Fortified Wine

- Whisky aged in barrels after  
Sherry  
Porto  
Madera
- Type of Wine:  
Sherry  
Porto  
Madera



# Savoir Vivre

Savoir Vivre is the art useful not only in everyday life, but also during company lunches or elegant dinners. The knowledge how to find oneself adequate in a given situation may turn out to be of fundamental importance for deriving desired profit from the meeting.

The training includes mainly the following aspects:

- Dress
- Welcome
- Restaurant and principles of eating
- Noble spirits
- Wine
- Tobacco
- Souvenirs



# Presentation – exclusive meeting

## Characteristic features

- Exclusivity
- Unique atmosphere of the place and intimacy of the meeting
- Informalization of the atmosphere and establishing informal contacts
- Interactive form of presentation enriched by numerous anecdotes and curiosities from the world of spirits and cigars
- Unforgettable sensations for all participants
- Number of participants: up to about 40 people





# Presentation - Connoisseur's Corner

## Characteristic features

- The ability to train big groups
- The ability to coexist with other attractions
- The participation of interested guests



- Informal and social atmosphere
- Answers to all questions
- Unlimited time
- The number of participants: Unlimited





# Presentation - multimedia training

## Characteristic features

- Conveying knowledge
- Participants interested in this theme
- Photographs and maps of discussed regions
- Dynamization of the show
- Bigger effectiveness of the message
- The way to spend free time in an interesting form
- Number of participants:  
10 - 500 people



# Weekend Trainings

- Relaxation  
*(far from the haste of the everyday life)*
- Learning  
*(dynamic and full of useful information meetings)*
- Tasting  
*(the opportunity to taste about 20 exquisite liquors)*
- Three Thematic Meetings
- Intimate Atmosphere  
*(small group in a cosy hotel)*
- Meeting connoisseurs  
*(other participants have similar passion)*
- Other attractions  
*(quads, horse riding, archery, cooking classes, etc)*



# Liquors and Cigars

- During our trainings and tastings we offer products of the highest quality, available only in best restaurants and specialist shops.
- Whisky, wine, other spirits and cigars that we serve come only from reputable producers from the best regions. The majority of them was awarded for their achievements in international competitions and fair many times.



# Liquors and Cigars

- The cigars are stored in special "humidors" so that they have perfect humidity during tastings.
- The cigars are bought only from reliable sources from official distributors.
- We rely on well-known and appreciated on international markets producers.





# The method is the place

- The events are organised in all parts of Poland and abroad, at any time and place.
- We can help in choosing the appropriate localization, as well as adapt our needs to a place chosen by the clients.
- The events can be organised inside, as well as in the open.



# The method is the place



The most important thing is to have appropriate amount of space in relation to the number of invited guests.

We always try to create intimate and unique atmosphere so that every participant can feel relaxed.





# The method is the time

- From 1 to 5 hours, depending on the size of the group, the form of the tasting and the wish of the participants.
- Usually the duration of the tasting is from 1,5 to 3 hours. A shorter lecture usually means a bigger number of questions from the participants after it.
- We answer all questions which are asked by the participants even after the end of the presentation. We remain at the disposal of guests until their knowledge is fully satisfied.
- The tasting is the time to relax. It is worth remembering it and devote to it as much time as possible.



# Equipment - Materials

- We use equipment of the highest quality only. Only this allows to fully appreciate the values of exquisite liquors and cigars.
- The materials contain all necessary information for the proper process of tasting and evaluation.
- Tasting cards and aroma wheels are designed in an easy and visible way so that even real beginners can make use of them.



## Equipment - Cigars



Cutters, scissors, gas lighters, humidours, ash trays - all this equipment come from the leading producers. Thanks to it our guests can be surrounded only by the best products.



# Equipment - Glass

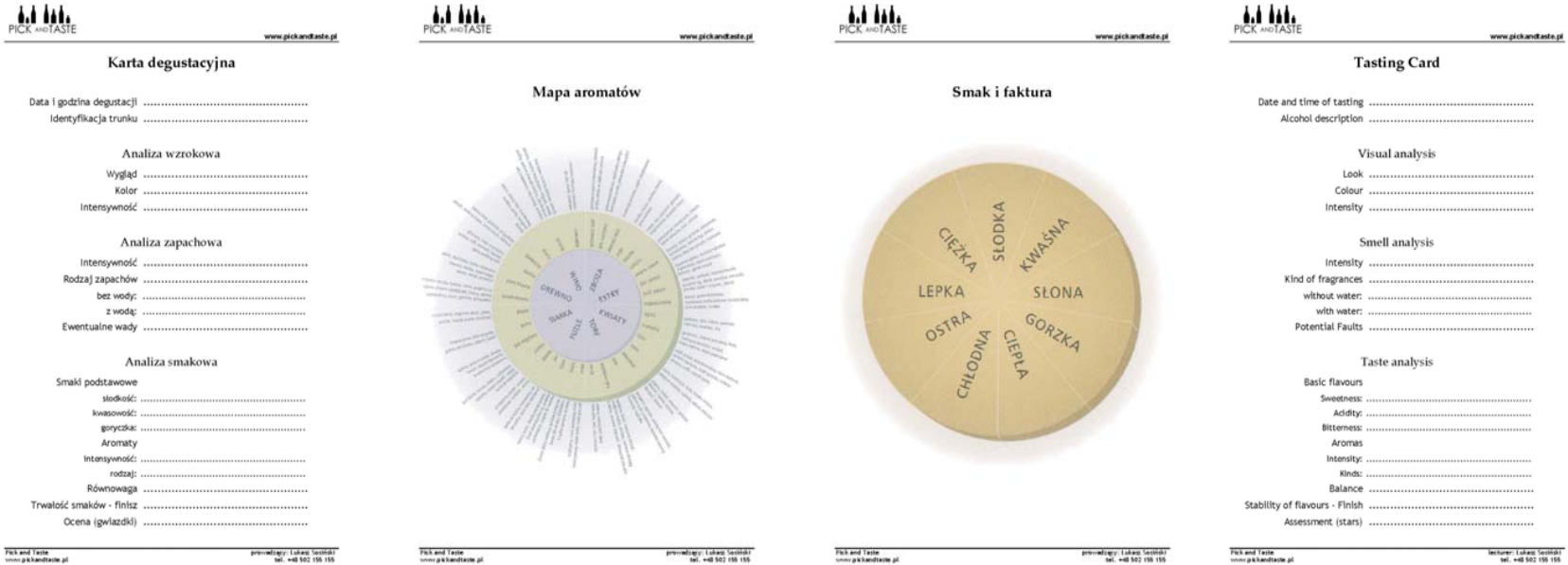


At our tasting we use glasses of the highest quality produced by Schott - Zwiesel. This company does not require recommendation apart from the fact that its glasses are used in all most important tasting panels in the world. The glasses are specially chosen so that they can best fit the type of the tasted spirit.





# Additional Materials



Every participant receives additional materials in the form of tasting cards and aroma and taste wheels. All the materials are available also in the English and German languages.



# Certificates

- Every participant of the exclusive meeting and multimedia training can obtain the certificate of completing the course.
- The Certificate is issued by „*Connoisseurs of Alcohol & Tobacco Association*”.
- In order to obtain the certificate it is necessary to pass the final test.
- The test checks the knowledge only of the issues discussed during the presentation.





# The most important features of every tasting

- Every tasting is conducted in a dynamic and amusing way.
- It contains much practical and useful in everyday life information.
- Limited amount of theoretical information.
- Additional materials in the form of tasting cards, aroma and taste wheels, maps of the regions - all readable and not very complicated.
- Only highest-rate products from best producers.
- During every tasting we use at least: 5 types of whisky, 7 types of wine and 3 cigars.
- We act in accordance with a motto: "The highest quality and best brands are a guarantee of unforgettable sensations"
- Spirits and cigars is not only our work, but also and first and foremost our passion.



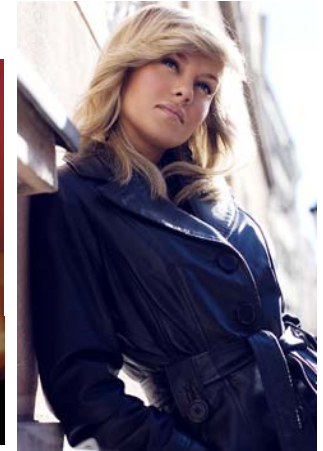
# Bartender shows

- Best bartenders in Poland.
- Many medals on Polish and European Championships.
- The guarantee of unforgettable sensations.



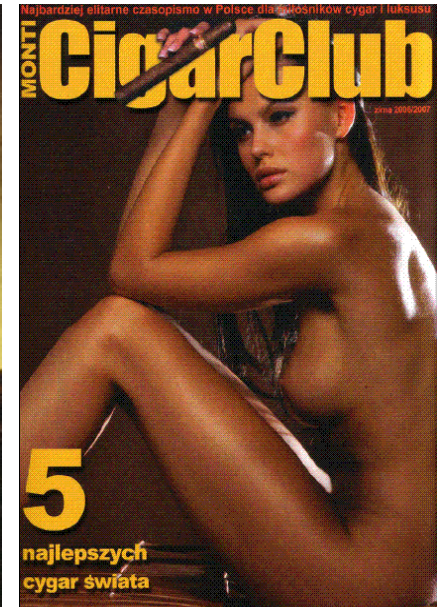
# Additional services

- We conduct tastings in foreign languages (*English, German*).
- We find best places to conduct a tasting.
- We help in choosing a restaurant, catering company and the menu itself.
- We cooperate with Polish stars interested in the spirits and cigars theme.
- We cooperate with fully qualified waiters.
- In our shows we are helped by hostesses who have basic knowledge of spirits and cigars.





# Press



- We publish in best Polish professional magazines
- We create whole cycles of articles on different topics
- We are experts during tasting panels of various spirits



# Our Clients - 1



## Our Clients - 2

**ALPLA**



*Danfoss*



nextiraOne







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