

## ***5 Master Sommeliers and a Malbec***

### ***Concept and Utilization***

#### ***Concept:***

5 Master Sommeliers and a Malbec was created as an educational reference point to help tell the story of the regional aspects of Malbec, highlighting a unique strength of Vino del Sol, and utilizing the best of the best presenters available in the world of wine.

Each MW/MS will talk 10-15 minutes about the specificities of their terroir and do a virtual tasting of the Malbec from their particular area, and discuss how that particular malbec expresses the terroir of the area.

With an opening by Jean Claude Berrouet of Chateau Petrus fame, Doug Frost, Evan Goldstein, Brian Koziol are participating via a video over Zoom. We have hired a professional video team who will make this as pro as possible.

#### ***Utilization:***

This video and promotional additions will be placed on our website and YouTube, to be available at all times for whatever manner of use you/we see fit. This video has purposely been kept to play as more of an educational reference point and not scripted as a sales pitch, with the only reference to the wine being as it is tasted and dug in to. The nuanced approach keeps this effort more useful over a longer period of time and something to garner repeated viewings.

Please share with our standard channels of sales teams, accounts on an off, media influencers, friends and family. In addition to promoting Vino del Sol and our brands, there will be ways to monetize this program via tastings of these products (please find our 5 Masters Map), and any other way you find to utilize.

This team presenting is the top of the top, who I asked to not follow my script but to let their minds blow up when speaking to these wines. I would suggest the same for all of us as we let our creativity blow up as well and take advantage of this strong tool