

TIM HANNI MW, CWE THE WINE ANTI-SNOB SEMINARS, TASTINGS AND PRESENTATIONS



TIM HANNI MASTER OF WINE

Known for his engaging style, irreverent humor and elite professional status in the wine and food community, Tim Hanni MW has been hailed as a guru, visionary and dubbed the Wine Anti-Snob by the Wall Street Journal.

In 1990 Hanni was awarded the title Master of Wine, becoming one of the first of two resident Americans to achieve what is regarded as the highest accolade in the international wine industry. He also holds the Certified Wine Educator credential from the Society of Wine Educators and trained and worked as a professional Chef.

His seminars, wine tastings, culinary demonstrations and keynote presentations and dazzling demonstrations of sensory perception offer unique perspectives on many facets of wine enjoyment and matching wine and food,

Hanni provides his audiences with the most modern, innovative and inclusive approach to personalizing the enjoyment of wine and food for people at every level of interest and expertise.

WHY YOU LIKE WHAT YOU LIKE®

**Rollicking, Myth-busting
Wine and Food Tasting and Lecture**

*Discover the source of
your PERSONAL passions
and preferences!*

Based on years of high-level research and is distilled down into a simple set of principles. You will learn how to consistently find the wines YOU will love the most and how to get the most pleasure from wine on YOUR terms. This seminar provides a unique context for the enjoyment of wine appropriate for every level of interest and expertise.

Eat, drink and learn:

- ◆ Learn how your unique Taste Sensitivity Quotient affects the styles of wines we love the most.
- ◆ Discover how the brain processes, stores and recalls sensations to create our individual wine preferences - sounds technical but this is a guaranteed blast!
- ◆ Understand why many experts can't agree on wine quality and appropriate wine and food matches!
- ◆ Identify who YOU should turn to for wine recommendations, rating and reviews that meet YOUR standards.
- ◆ Experience interactions between wine with food and learn flavor balancing techniques that will ensure the wine YOU love tastes great with the food YOU choose.

Special Events

Conferences

Business Development Seminars

Keynote Presentations

Breakout Sessions

Private and Company Parties

Board Meetings

Spouse Programs

Pre-dinner Presentations



"Tim Hanni challenges every one of us to re-think how we perceive a wine's quality, value and enjoyment. He is the founder of a new paradigm and his work empowers consumers by demonstrating that *we all experience taste differently.*"

Jeff Mathy

Managing Director
Vellum Wine Craft



Tailored for any size group and budget. Call today to discuss your event needs!

TIM HANNI MW

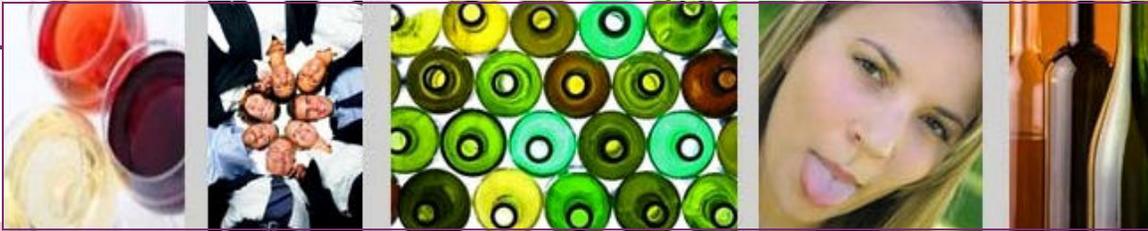
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WINE TASTINGS

Not your run-of-the-mill, cliché laden and boring events! The number of wines, styles and price range can be customized to meet any need and budget. Formats range from introductory level tasting of general wine styles to highly advanced – and anywhere in between!

- ◆ Varietal-specific or range of grape varieties.
- ◆ Tastings with examples from the region or country of choice.
- ◆ Budget considerations from 'best-value' wines to boutique, rare and/or cult wines.



*“What Tim Hanni is proposing ... represents a quantum leap forward for expanding the enjoyment of wine and food. (His) message is **easy to grasp, empowering and useful** to anyone who is the least bit curious about wine.”*

Robert Mondavi

WINE AND FOOD SEMINARS

The focus is on why YOU like the style and features of wine YOU do and how to get consistently more enjoyment from wine on YOUR terms. Each program can be individually tailored with the selection of wine types and styles best suited to the audience and your budget. The programs also cover wine and food interactions and understanding our unique sensory sensitivities and preferences.

CULINARY WORKSHOPS AND DEMONSTRATIONS

Learn culinary secrets and techniques that “Flavor Maven” Tim Hanni, MW has taught to some of the greatest Chefs in the world.



WINE AND FOOD PAIRING *REVISED*

Old School:
$$\left(\begin{matrix} \text{Chicken} \\ \text{Beef} \\ \text{Fish} \\ \text{Salad} \end{matrix} \right) + \sum \frac{(\text{Color} \times \text{Region}) \geq \text{Price}}{\sqrt{(\text{Rules} \times \text{Traditions})}} = \lim_{n \rightarrow \infty} \left(\frac{\text{Confusion}}{\text{Overwhelm}} \right)$$

New School:



Wine
YOU
Choose

+

Food
YOU
Love

+

Flavor
Balancing

}

=

PERFECT
PAIRING

CUSTOM PROGRAMS

Seminars, workshops and wine-related activities for individuals or any size group

- ◆ Wine Blending Workshops – teams compete to create the winning blend!
- ◆ Individual and small group programs.
- ◆ Keynote addresses for a wide range of events.
- ◆ Wine and Food dinners.

BUSINESS DEVELOPMENT SEMINARS

Brainstorm new ideas in the context of “The Art of Critical Thinking”. Use wine and food marketing as a platform for new thinking in your business or industry. Motivating and thought-provoking exercises to build teams, analyze opportunities, re-think your customer base, increase sales and generate new ideas for your business, organization or industry.

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