

Tatrabis

Concept



Situation:

Tatrabis made a proposal for a professional wine tasting of Moldovan wines. The tasting is meant for 10 wine producers, most of them are looking for an importer in Netherlands.

Main target groups:

We propose to organize this tasting as a business tasting for wine professionals and press. The different target groups we would like to invite are:

- wine importers
- wine shop owners
- chefs of restaurants
- wine press (wine trade press: B2B)
- journalists from consumer press
- sommeliers and restaurant owners
- connoisseurs and opinion leaders

Proposed venue:

As most of the people of the different target groups live in the western part of the Netherlands, a wine tasting in this part of the country is most efficient.

Below is a proposal for a venue in Amsterdam.

Amsterdam, Hotel Casa

Hotel Casa is a dynamic hotel and one of the biggest 3 star hotels in Amsterdam. It is centrally located and has excellent connections with public transport and is well reachable by car. The hotel is recently renovated and has a modern feeling and excellent daylight conditions. The hotel can also offer an attractive package deal for the producers, to stay in the same hotel. On the ground floor of the hotel is a nice restaurant, where all attendance of the tasting can go for a small bite, lunch or dinner. More info on the following website: www.hotelcasa.nl



Example of room size Hotel Casa:
Room size: 84 m²



Example of wine tasting
Casa



The lobby of Hotel

Wine tasting

To organize a good wine tasting, each participating winery will have its own table to serve and present their wines.

Each table will have:

- A spittoon
- Paper napkins
- Ice bucket to keep wines at a cool temperature
- Wine cooler
- A carafe with still water
- Small basket of white bread
- Cheese plate
- Name tag with the name of the winery

Presentation of the Dutch market & Masterclass

Mr. Fred Nijhuis recently visited Moldova for a wine press trip. That is why we asked him to give a market presentation on the Dutch market as well as a masterclass on Moldovan wines. The fact that we organise an extra masterclass will attract more people to the tasting and will make it more interesting for people to visit the tasting.

