

9 AWARD-WINNING WINE COMPANIES GO VIRTUAL

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Virtual wine tastings are surprisingly entertaining. They represent a rare, positive outcome of the COVID-19 pandemic this year — creating fun-at-home events for wine consumers and producing a financial surprise benefit for the hard-hit hospitality businesses that host the events. Recognizing these benefits, early in May 2020, co-owner Chris Brundrett, William Chris Winery, Hye, Texas, commented, “We have had such terrific feedback from our club members, that I see doing these [virtual tasting sessions](#) much into the future.” Wineries and wine retailers like [Wine.com](#) have voiced similar positive feedback from their attendee friends.

Virtual wine tastings range in sophistication from Academy Awards-quality productions to private and corporate event tastings, to casual family birthday-theme events. Most wine companies offer a discounted “set” of 3-6 wines to order far in advance of the tasting. Celebrity winemakers, Trivia quizzes, and DJ’s spinning “Name That Tune” contests are seen at these events.

Let’s take a virtual trip to three U.S. States—California, Oregon, and Texas—to discover the joys of online wine tasting events. Consult the **Virtual Wine Tasting Tips** below to create your perfect home or corporate setting.

Napa Valley's Premiere Wineries Go Virtual



Alpha Omega Winery Virtual Luau Wine Tasting Event

The “Best Fine Wine Party” Oscar must be presented to [Alpha Omega Winery](#) for their Fall Virtual Luau event. Stage, sets, design, chefs, and entertainers were first-class and performed outdoors on the scenic winery property. Master Sommelier, Bob Bath, and Virtual Ambassador, Barrett Speigel, kept the party moving while tasting the wines and giving food pairing suggestions. Hawaiian Chef Tom Wong offered grilling tips on traditional dishes, like the wine and food pairing recommendations for each wine in the expansive virtual tasting set. A 2016 Chardonnay, 2019 Rosé Reserve, 2017 Petit Verdot & Cabernet Franc blend, and the 2017 Sunshine Valley Vineyard Cabernet Sauvignon rounded out the set. Founded in 2006, Alpha Omega Winery has become one of the most celebrated and award-winning wineries in Napa Valley.

“It is essential for Alpha Omega to show our East Coast and central US loyal customers different views of the property since they have not been able to visit the winery this year. It’s been quite fun to develop a whole new department to create virtual tastings. For each tasting, we honor one of our philanthropic and charity partners and tell stories about why they are important to our Alpha Omega Foundation.” – Alpha Omega Winery Co-owner, Michelle Baggett

Virtual Wine Tasting Tips

1. **Order your wine well in advance.** If you see a virtual tasting you like, order the wines with adequate time for shipping.
2. **Gather family or friends from your pandemic social bubble to join you. (Local regulations and personal safety decisions apply.)** Have each of your members bring a snack, cheese, or food pairing to complement the wines in the featured set. Many times, wineries will suggest the perfect pairing of food and wine.
3. **More than 3 bottles of wine in the tasting?** Use a [Coravin](#) to open the bottles if there are too many to consume in a 3-day period, or if the wines are sufficiently expensive for you to want to drink them over a period of time. Clos du Val offers its wine sets with a Coravin, if desired.
4. **Take advantage of post-tasting offers.** Most wine companies keep their sets “live” for purchase for weeks after the event. Some companies also offer a post-event discount code for purchases of other wines in their portfolio.
5. **Utilize projection technology.** It’s much easier to watch your virtual tasting on your large screen TV vs. on a laptop. Apple AirPlay and Apple TV enable superior viewing.
6. **Create custom tasting mats** [Wine.com](#) does a great job of sending out customer wine tasting mats in advance. You can make your own mats featuring a display of the labels of your wine set.
7. **Check your state for shipping.** Ever since the Prohibition era, each U.S. state has its own alcohol shipping rules. Check with the wine companies for excluded states.

[Alpha Omega Winery](#) – St. Helena, CA, 707-963-9999

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