

SAN LUIS OBISPO WINE COUNTRY ASSOCIATION GROUP TASTING

Make the most out of your group tasting experience!

We love educating groups about our wine region, and we want you to experience the best of San Luis Obispo Wine Country! It's our goal to enhance the wine tasting experience for groups (seven or more) and encourage communication between wine tasting groups and winery tasting rooms. We want you to have the most memorable experience in SLO Wine Country, so we've come up with an easy-peasy guide to help you get the most out of your group tasting experience!

Check out the following ideas your group can utilize:

▣ We love groups, and we want to give you the best service possible! In order for us to be prepared for you, be sure to call or email the wineries you would like to visit in advance and let us know how many people will be in your group. This allows the winery to staff appropriately and plan for a memorable experience. A good rule of thumb is to call 24-48 hours before your arrival.

▣ Feel like tasting and not driving? Don't worry, we have some great transportation partners we would love to refer you to. [Click the link here](#) or go to slowine.com for a list of our preferred partners.

▣ Some of our wineries may offer a special tasting menu for groups of seven (7) or more, it allows us to better serve you.

▣ By law, we have to limit the number of pours we can give you. After your tasting is done, we invite you to buy wine by the glass or bottle and enjoy the scenery of San Luis Obispo Wine Country.

▣ In most cases, there will be a wine tasting fee. There may be an additional facilities fee for larger groups.

▣ We want you to have fun while you are on your tour of SLO Wine! If someone in your party has had too many tastes, we may offer them water and choose not to serve. And if your group is a bit too loud, we may ask you to move to another location, especially if it is disrupting other visitors in the tasting room. And if your group is still too loud, it may be time to move to another location, so we'll let you know it's time to leave.

▣ We like beer, spirits and other wines too, but please refrain from bringing other alcohol to our member tasting rooms (it's actually against the law).

▣ Don't forget your ID's! Make sure you bring a valid form so everyone knows you're legal!

▣ The SLO Wine Country Association, 805-541-5868, www.slowine.com can be used as a resource to gather information on wineries and get their contact information. Feel free to call or email questions or request a tasting map/information.

Transportation Partner Group Guidelines:

- For groups of seven (7) or more, transportation providers are asked to call the winery in advance (one week in advance for weekend tours) to schedule a tasting.
- Wineries may offer a special tasting menu to help them best serve the group.
- Transportation providers should communicate with the wineries, especially if they are running late or decide to cancel. If you find you are out of cell range, most wineries are happy to let you use their land line.
- Provide information to the wineries regarding the group's background and schedule for the day, to help staff plan accordingly.
- Limit daily winery visits to 4 **maximum** per group.
- Be sensitive to various winery closing times and plan your route accordingly.
- Wine Tasting 101 lesson - Communicate with guests appropriate tasting atmosphere and tasting room etiquette before entering the tasting room. The 4 S's of Responsible Tasting, *Swirl, Smell, Sip, and Spit*, should be incorporated into pre-tour verbiage to promote responsible tasting. Guests should be reminded that they need not consume all wine and to use dump buckets when tasting.
- Provide tips for planning your wine tasting tour i.e. Website, brochures, etc.
- Drivers should help navigate and assist the group while in the tasting room to ensure a quality experience for all.
- Park in the proper designated areas at wineries once you drop off your guests.
- Driver should provide business card to tasting room staff for any follow up with the group.
- Driver should encourage water and food consumption.
- Groups must keep all outside alcoholic beverages inside the vehicle. Only wine from the specific winery can be served and consumed on its grounds.
- Please encourage your guests to clean up prior to departure.
- Drivers should make their best effort to not bring obviously intoxicated or disruptive guests to winery tasting rooms.
- When advised by winery personnel that customers are creating a problem, please immediately remove them from the property.