

Wine tasting night



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The idea of the project work: To promote a domestic winery that will be popular in many countries.

The aim: Of the project is to provide a domestic competitive wine brand to other countries.

The task of project work:

- ✓ production of different flavors by studying the qualities of different wines;
 - ✓ opening of a domestic winery;
 - ✓ putting production into operation;
 - ✓ market research by defining a goal with an idea;
 - ✓ Turn your interests into loyal customers
-

✓ A system of bonuses and incentives for employees is involved. It is possible for the company's staff to buy products at a significant discount

✓ Availability of a sufficient amount of advertising information, a large range of products

✓ Availability of sufficient funds to create new products and introduce them into the market

The strong point of the tourist product is the production staff with sufficient experience to produce high-quality products, as well as the availability of funds to improve equipment and promote products.

✓ Wine helps to cope with insomnia, bring relaxation under stress, increase overall tone, physical and mental performance.

✓ The weak sides of the tourist product are the high price, due to the cost of equipment and climatic conditions, last year they were not very favorable and it was difficult to get grapes in the planned volume.

✓ Risk of bad weather

✓ Harmful to health

Strengths:

Weaknesses

Date and place of tastings

-Wine tasting will be held in the *Line Brew* in Almaty on 15.05.2022.

-Our event will start from *7 pm to 12am*

-Dress code - *classic*



WINE TASTING IS A PLEASANT ART. Many people dream of being tasters because it's a dream job to cook goodies or drink delicious drinks. Wine tasting is a pleasure to spend every evening. But this is only a small part of the truth. In fact, it's a whole science.

Wine tasting fair - exemplary wines in one day and on one site, not only for professionals, but also for everyone who loves wine! The grandiose tasting program includes: gastronomic and wine master classes, dizzying wine.

Here you can find *low-alcohol wine, natural strong wine, Dry wine, Semi-dry, semi-sweet, natural sweet, Sparkling, quiet. By color Red White, Rose Orange* wine will be.



We invite you to visit the wine fair and tasting

- We will have famous wineries of our fatherland, such as Issyk and Arba.
- You will be able to personally communicate with each winemaker and ask questions you are interested in
- Master classes from professionals
- Free snacks
- Complete freedom of tasting
- You can also buy yourself a wine that you like





The Issyk winery

It is one of the oldest wine producers
in Kazakhstan since 1932

is European equipment, modern
production methods, innovations and
traditional accumulated experience in
winemaking, which makes it possible
to produce products not only of a large
assortment, but also of excellent
quality.



cider-Booz

y



Issyk semi - dry



strong cherry



lemon



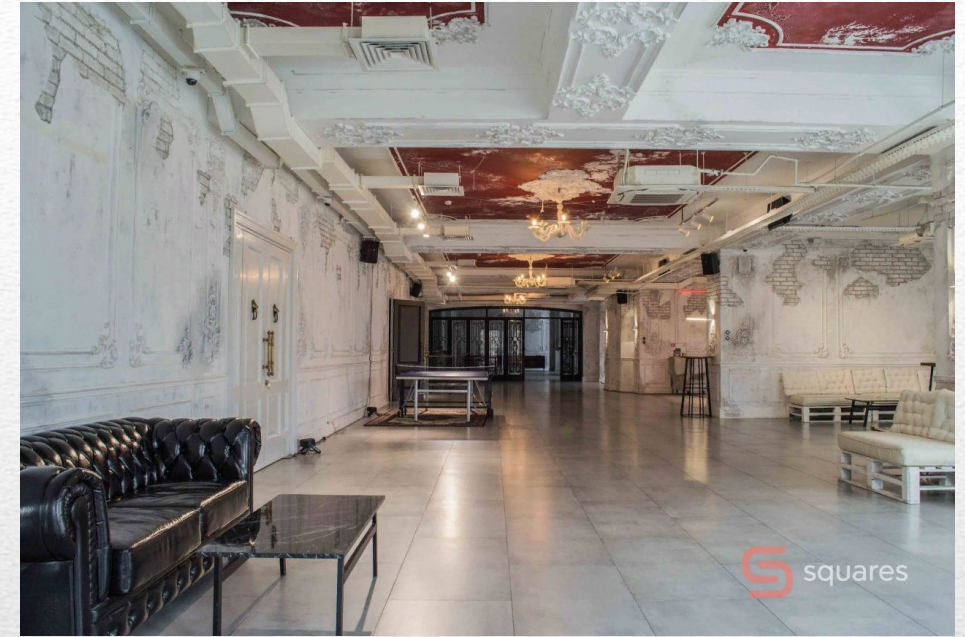
vinodar

The assortment of the Issyk wine factory

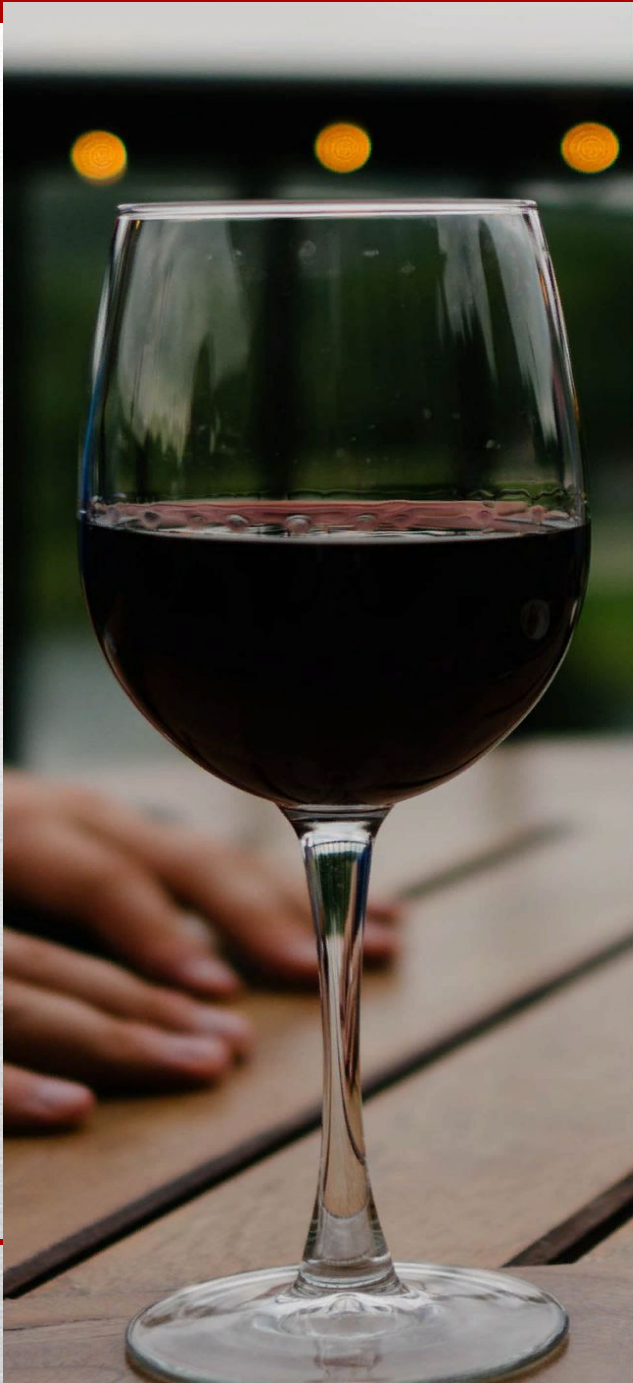
For the event, we needed to rent a room in the Rococo loft style. The rent cost us 20,000 tenge per hour, which turned out to be 200 thousand for 10 hours of rent. The services of an expert and critic who presented cactus 35k wine to the guests.

To create the perfect atmosphere, we also ordered live DJ music for 25 thousand dollars. Includes dietary meat for dry white wine, cheese for semi-sweet white, etc. The total amount for snacks is 120 thousand dollars. The total cost is 380 thousand.

Wine factory "ELITE WINE" sponsors us 500k for the event in exchange for which we will advertise their brands at the event. And our second wine sponsor, the Issyk factory, provides us with rare wines for our event and, as a bonus, we give guests a discount card for the wines of the Issyk factory.



ELITE WINE



21+

Wine Tasting Night

Join us for a wine tasting this
May 15, 2022 at 7pm
Line Brew, Almaty city





wine_tasting__



wine_tasting__



wine_tasting__



6

9

6

Публикации Подписчики Подписки

SWEET WINE

COMING SOON WINE TASTING NIGHT ALMATY

Botanical Garden

May 15th

Показать перевод



Подписаны: madinka_namaz, turusbekvva и ещё 5

Вы подписаны

Написать



1/8



Нравится madinka_namaz и ещё 5

wine_tasting__ The assortment of the Issyk winery 🍷

2 часов назад · Показать перевод



Нравится madinka_namaz и ещё 5

wine_tasting__ Taste your wine and enjoy! 🥰

2 часов назад · Показать перевод





Нравится madinka_namaz и ещё 5
wine_tasting__ 🍷
2 часов назад



Нравится madinka_namaz и ещё 5
wine_tasting__ DJ TOPER 🔥
@svmvtoff
2 часов назад · Показать перевод



Нравится madinka_namaz и ещё 5
wine_tasting__ ARBA WINE 🍷
2 часов назад

The special value of the exhibition is in the tasting, which provides an opportunity to try the presented products and choose the best samples for further deliveries, updating the existing assortment or for a personal collection.

"Wine tasting night" helps visitors to get acquainted with the leading enterprises of the industry, and participants to find new sales channels for products.

Thanks to the recommendations of experienced sommeliers, industry professionals choose the best drinks to replenish the assortment, conclude profitable contracts. Connoisseurs learn to understand the delicious tastes and aromas of wines, navigate the varieties by geography of origin and year of harvest, comprehend the subtleties of production.

Connoisseurs of elite drinks consider visiting "Wine tasting night " a good tradition and an occasion to spend time in a pleasant company of like-minded people.

Conclusion





Thank you for your attention!
