

THE SHINER DINNER TASTING

A distinctive wine experience for corporate hospitality, client entertainment and executive occasions.

What exactly is it?

The Shiner Dinner Tasting is a private, hosted dinner built around discovering wine **before the label**. Guests taste a carefully curated selection without initially knowing the producer, region, vintage or price. They form their own impressions, discuss what they find in the glass, and only then discover the identity and story behind each wine.

Why corporations use the format

CLIENT HOSPITALITY	A sophisticated alternative to a conventional client dinner, giving guests a shared experience rather than simply a meal.
CONVERSATION	The tasting creates an immediate, natural talking point and encourages participation from everyone around the table.
RELATIONSHIPS	The format helps clients, partners and colleagues interact in a relaxed setting without requiring specialist wine knowledge.
EXECUTIVE OCCASIONS	Appropriate for senior clients, leadership groups, boards, partners and carefully selected corporate guests.
MEMORABLE	The reveal creates genuine moments of surprise and gives the evening a narrative guests can remember.
TAILORED	The wines, theme, scale and level of formality can be shaped around the occasion and guest profile.

What makes The Shiner different?

Most wine events begin with information: the label, producer, region, vintage and price. The Shiner reverses that order. The wine is encountered first, allowing guests to respond to it without the usual assumptions. The subsequent reveal turns the tasting into a story of discovery.

What an Executive Assistant needs to arrange

Date and approximate duration • Number and profile of guests • Occasion and desired level of formality • Venue or preferred location • Whether dinner arrangements are already in place • Any preferred wine theme, region or style

In one sentence: The Shiner Dinner Tasting is a private corporate hospitality experience in which guests discover remarkable wines before discovering the labels behind them.

Estate & Vintage curates the wines and experience, drawing on previous vintages, estate-held wines, library releases, small-producer parcels and exceptional bottles rarely encountered through conventional channels.