

THE ULTIMATE WINE SENSORY EXPERIENCE

FEATURING THE FABULOUS WINE OF
SWANSON VINEYARDS, NAPA VALLEY

**SATURDAY, JUNE 4, 2011 FROM 3:00 TO 5:00 P.M.
IN CONJUNCTION WITH DISCOVER WINE AND SPIRITS**



WHY YOU LIKE WHAT YOU LIKE®

**Rollicking, Myth-busting
Wine and Food Tasting and Lecture**

*Discover the source of
your PERSONAL passions
and preferences!*

Based on years of high-level research and is distilled down into a simple set of principles. You will learn how to consistently find the wines YOU will love the most and how to get the most pleasure from wine on YOUR terms. This seminar provides a unique context for the enjoyment of wine appropriate for every level of interest and expertise.

Eat, drink and learn:

- ◆ Learn how your unique Taste Sensitivity Quotient affects the styles of wines we love the most.
- ◆ Discover how the brain processes, stores and recalls sensations to create our individual wine preferences - sounds technical but this is a guaranteed blast!
- ◆ Understand why many experts can't agree on wine quality and appropriate wine and food matches!
- ◆ Identify who YOU should turn to for wine recommendations, rating and reviews that meet YOUR standards.
- ◆ Experience interactions between wine with food and learn flavor balancing techniques that will ensure the wine YOU love tastes great with the food YOU choose.

Love Wine and Food?

Skeptical of all of the
pretense, language
and clichés?

Join us for this fun
and provocative
Program!



"Tim Hanni challenges every one of us to re-think how we perceive a wine's quality, value and enjoyment. He is the founder of a new paradigm and his work empowers consumers by demonstrating that *we all may experience tastes dramatically differently.*"

Jeff Mathy
Managing Director
Vellum Wine Craft

TIM HANNI MASTER OF WINE

Known for his engaging style, irreverent humor and elite professional status in the wine and food community, Tim Hanni MW has been hailed as a guru, visionary and dubbed the Wine Anti-Snob by the Wall Street Journal.

In 1990 Hanni was awarded the title Master of Wine, becoming one of the first of two resident Americans to achieve what is regarded as the highest accolade in the international wine industry. He also holds the Certified Wine Educator credential from the Society of Wine Educators and trained and worked as a professional Chef.

His seminars, wine tastings, culinary demonstrations and keynote presentations and dazzling demonstrations of sensory perception offer unique perspectives on many facets of wine enjoyment and matching wine and food,

Hanni provides his audiences with the most modern, innovative and inclusive approach to personalizing the enjoyment of wine and food for people at every level of interest and expertise.

LOCATION: 3200 CALIFORNIA STREET, SAN FRANCISCO, CA 94118
FOR RESERVATIONS: WWW.DISCOVERWINEANDSPIRITS.COM
CALL 800-490-2850 ♦ \$85 PER PERSON UNTIL APRIL 15 THEN \$95