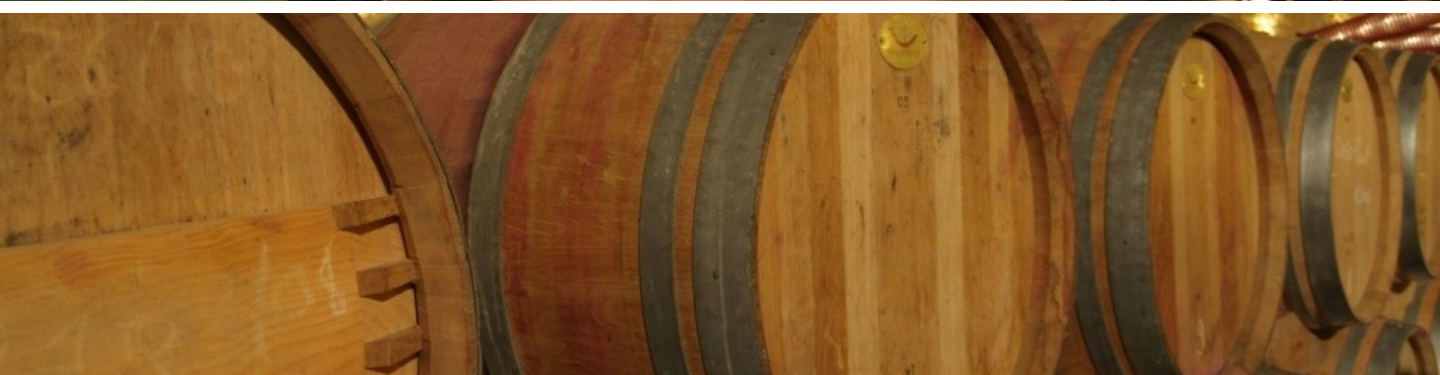


## Wine Experience : Media Pack



## The Gourmet Odyssey Wine Experience Concept

The Gourmet Odyssey Wine Experience is a new journey in wine tourism, giving wine enthusiasts the opportunity to go behind the scenes and discover the world of wine and what it's really like to be a winemaker.

To differentiate the concept from the more traditional vineyard tours and wine tastings, at the heart of the experience is the direct participation of the clients in helping to make their wine, the interaction with the winemaker, and the strong emotional links which are formed as a result.

For a winemaking year, the clients adopt between 6 and 36 vines, and receive a welcome gift pack containing a certificate, sommelier's apron and a Drop stop. They can choose between 3 wine experience days at their winery to meet the winemaker and help out in the work that needs doing. Each client follows the evolution of their vintage via newsletter, and receives a personalised bottle of wine at the end of the experience for each adopted vine.



1 I choose my vineyard and adopt my vines



2 I receive my welcome pack



3 I visit my vineyard and get involved



4 I follow the making of my wine virtually



5 I personalise my wine labels



6 I receive my bottles of wine

## The Choice of 3 Wine Experience Days at the Winery

**The most popular part of the Gourmet Odyssey Wine Experience is the time spent at the winery during the experience days, although some clients choose to just follow the making of their wine virtually.**

Each wine experience day at the winery is a unique hands-on class in winemaking. The clients visit the winery, get aquanited with their vines, meet the winemakers who share their passion and know-how. They also sample other regional delicacies during the winemaker's meal, and taste the estate's wine.

The clients can choose between the Wine Discovery Experience Day, the Harvest Experience Day, and the Vinification Experience Day.

**Wine Discovery Experience Day :** Created to discover the winery and the winemaker, this experience day enables the clients to:

- Visit the winery, vineyards, and cellars
- Learn more about the region, the terroir, the grape varieties, and the estate's wine
- Discover the key stages involved in making their wine
- And above all, to get involved in cultivating the vines such as pruning, de-budding, or green harvesting, depending on the time of year.

**Harvest Experience Day :** A pair of secateurs in one hand, a basket in the other, the clients set out amongst the vines to:

- Harvest the grapes
- Follow the grapes as they journey from the sorting table, through the press and into the fermentation tanks
- Discover all of the work that has gone into cultivating the grapes to bring them to full maturity
- Learn about the process that turns the grape juice into alcohol, whilst tasting the juice at different stages of fermentation

**Vinification Experience Day :** The aim of this day is to discover what happens to wine between fermentation and bottling :

- Learn about the multitude of crucial decisions that the winemaker makes to influence the structure, aroma and taste of the wine
- Participate in the tests to analyse the wine's characteristics such as the level of alcohol, sugar and acidity
- Receive a wine tasting class to develop the sense of sight, smell and taste

Visit the web page [www.gourmetodyssey.com/wine\\_experience.html](http://www.gourmetodyssey.com/wine_experience.html) for more information about the Gourmet Odyssey Wine Experience.

## The Choice of Winery Partners

Gourmet Odyssey is very demanding in the choice of their partners. There are many selection criteria, the most important being the quality of the wine, the drive and passion of the winemaker, the environmentally friendly production methods used, and the authentic charm of the wine estate.

### Domaine Chapelle, Santenay, Burgundy



Wine chosen for the Gourmet Odyssey Wine Experience : AOC Santenay "Clos des Cornières"

Organic certification in 2010 by Qualité France.

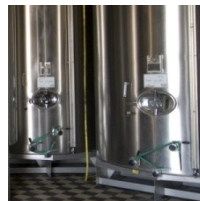
### Château Beau Rivage, Macau-en-Médoc, Bordeaux



Wine chosen for the Gourmet Odyssey Wine Experience : AOC Bordeaux Supérieur Château Beau Rivage

3rd year of conversion to organically certified production

### Domaine Jean-Marc Brocard, Prény, Chablis



Wine chosen for the Gourmet Odyssey Wine Experience: AOC Chablis "La Boissonneuse"

Certified organic and biodynamic wine

## **Allegria, Pézenas, Languedoc-Roussillon**



Wine chosen for the Gourmet Odyssey Wine Experience : AOC Coteaux du Pézenas "Tribu d'A"

3rd year of conversion to organically certified production.

## **Château de la Bonnelière, Chinon, Loire Valley**



Wine chosen for the Gourmet Odyssey Wine Experience : AOC Chinon Château de la Bonnelière red wine

Organically certified by Ecocert.

**The range of regions and wine estates for the Gourmet Odyssey Wine Experience is currently being enlarged.**

## The Gift that Lasts for all Wine Lovers

**The majority of clients of the Gourmet Odyssey Wine Experience are people who are looking for an original gift for that special occasion.**

Mark Bootherstone, the founder of Gourmet Odyssey, explains that *"as a gift, the Gourmet Odyssey Wine Experience meets the wishes of an increasingly demanding public who are looking for meaning and originality in their choice of presents, particularly for those special events such as a birthday, wedding or retirement. There is a convergence of different trends; the organic movement in terms of what we buy and what we consume, a return to supporting the small independant producers faced with the monopolisation of the global distributors, and a desire to give someone an experience which lasts in the memory, as opposed to a more materialistic object that will soon be forgotten."*

In the words of one of our clients, *"It's difficult to give an original gift that has meaning to someone who is also unique. Thanks to Gourmet Odyssey and their great concept, we have found the ideal present that mixes discovery and pleasure. A real success !"*

More client references are available at  
[www.gourmetodyssey.com/customerreferences.html](http://www.gourmetodyssey.com/customerreferences.html)

Gourmet Odyssey's clients come mainly from France, UK, Ireland, Belgium and Switzerland.

## The Price of the Gourmet Odyssey Wine Experience

**The price starts at € 149 for 6 adopted vines at Allegria, the welcome gift pack, updates by newsletter on the progress of the making of the vintage, and 6 bottles of personalised wine.**

The price then increases with the number of vines adopted (and bottles thus received), the choice of wine estate, and the number of wine experience days that are included in the package.

Please visit the web page [www.gourmetodyssey.com/orderexperience.html](http://www.gourmetodyssey.com/orderexperience.html) for the prices of all the different options.

## About Gourmet Odyssey

**Gourmet Odyssey is a boutique company that specialises in providing our clients with a unique gourmet experience where they follow and actually get involved in the making of the gourmet product of their choice from one of Gourmet Odyssey's carefully selected quality, independent partners.**

Each Gourmet Odyssey partner is meticulously chosen for the excellence of their produce, their infectious enthusiasm and passion for their profession, and the environmentally and ethically responsible production methods used.

The first product in this range to be launched is the Gourmet Odyssey Wine Experience. Other gourmet experience offerings will follow shortly.

## The Founder

**Gourmet Odyssey was created by Mark Bootherstone, a lover of food, wine and travelling.**

It is the combination of these passions that form the backbone of the Gourmet Odyssey Experiences: to get behind the scenes and discover the people, their work, their produce and their passion for their region.

## More Information

**For more information or to answer any questions you may have, please contact us by phone, email or post.**

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