



PROGRAM ANNOUNCEMENT

DUCKTAIL Hour *with the* DUCKHORN PORTFOLIO

*An exclusive pre-dinner Duckhorn Portfolio
tasting tailored to your restaurant*

WHAT IS A DUCKTAIL TASTING?

A Ducktail Tasting is an informal walk around wine tasting offered during cocktail hour. We will partner with your restaurant to create an entertaining, informative event to cross promote your restaurant and the Duckhorn Portfolio.



“I asked Duckhorn to host a traditional winemaker dinner. They explained the merits of the Ducktails concept so we gave it a try. 115 guests came and 40 emailed me the next day telling me how much they loved the event. All Ducktail guests stayed for dinner. Thank you, Duckhorn!”

– MANAGER, PRESTIGIOUS SOUTHERN
CALIFORNIA COUNTRY CLUB

THE BENEFITS

Appeals to a Broader Audience. A Ducktail event will appeal to discerning guests from 30-65+ years old.

Maximizes Dinner Seatings. A Ducktail event will bring in the “right” guests early for appetizers and wine ultimately leading to more dinner seatings.

Improves Efficiency. A Ducktail event isn’t limited to a set number of tables/guests and less impactful on restaurant operations.

Perfect Alternative to Winemaker Dinners. Walk around tastings with appetizers reduce costs for both the restaurant and the winery while enabling more guests to enjoy the event and stay for dinner!

Great Exposure for your Restaurant. Affluent wine consumers are thirsty for our world-class wines and our flock loves local tasting opportunities at great accounts.

KEYS TO A SUCCESSFUL EVENT

Wines. We will select five highly acclaimed wines from our portfolio suited to your customers’ palates.

Pairings. We will collaborate with your chef to create memorable appetizer pairings.

Promotion. We will provide artwork for invitations and posters to help promote your Ducktail event.

Up-sell. We encourage restaurants to offer tasting menus, flights, special by-the-glass offerings or other tie-in dining promotions to encourage tasters to stay for dinner.

Best Practices. Hold the event from 6-7pm, pre-charge all guests \$20-30 per person and limit pours to 2 ounces.

BOOK YOUR DUCKTAIL EVENT TODAY!

Contact your Duckhorn Wine Company representative to work out the details.

