



CORPORATE WINE EVENTS

**The ideal catalyst for cementing business relationships,
entertaining clients, & bringing people together.**



LUNZER WINE

Founded by wine expert Peter Lunzer in 1991

PHILOSOPHY

Making the art of sharing fine wine exclusive, inclusive, entertaining and the perfect catalyst for a memorable time together.

This underpins everything we offer - online and in-person corporate events, bespoke wine themed dinners & tastings and wine travel.





PETER LUNZER

One of UK's leading wine experts, a raconteur, and a gentleman host with a unique ability to make all events entertaining, enlightening, and engaging, always ensuring that guests head home with a positive feeling.



What Peter Lunzer brings

+40 years' experience – hosting corporate entertaining, and trading and investing.

An exceptional ability to read the room, respecting individual taste, and making everyone feel comfortable.

A generous, light-hearted, and entertaining style deeply rooted in knowledge.

Global experience with audiences of many different cultures and ample experience in hosting HNWI's and UHNWI's.

£85 million successfully invested on behalf of private individuals, corporations, and institutions.

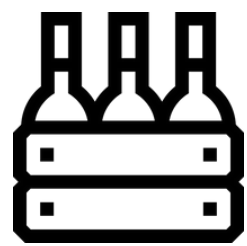


OUR EVENTS



THE ART OF SHARING
WINE AND MAKING
YOUR CLIENTS HAPPY

- Budgets from small scale in-house events to ultra-exclusive venues.
- An ideal catalyst for cementing business relationships and entertaining clients – and an excellent ice breaker.
- Exclusive, inclusive, entertaining, and enlightening.
- Both online and in-person.



**Our events are
100 % bespoke
and tailored
to each client.**

**We are always happy to inspire and
guide you.**

**We have many popular themes, lots of
case studies and experience in creating
the perfect invitation and to your
bespoke event that your clients will
not want to miss.**



HOW IT WORKS



You only need to answer 3 questions for us to create your memorable event:

1. What is your budget?
2. Objective for the event?
3. Target number of people?

Lean back and trust us to do it all or choose one of the myriads of options:

Examples:

- *Wine tasting dinners from 6-180 people.
- *Wine tasting experience with canapes.
- *Cabaret/keynote speaking.



- *Wine tasting & anecdotes between presentations or as a finale for product launches, conferences, summits etc.
- *Posh Picnics - Wine and food hamper, online or in-person.
- *Taking two people on a private jet and opening doors to vineyards not open to the public.
- *We have plenty of other ideas - just ask us and we can work together on making it happen.

WHAT AN EVENT LOOKS LIKE

THE MOST POPULAR THEMES



THE MARRIAGE OF FOOD AND WINE

We all know that wines are made to be enjoyed but they are also produced with the intention of accompanying the regional cuisine where they are grown. Therefore, when producing Chardonnay in the New World, the maker can create a strong and sometimes oaky flavour because it matches Pacific Rim Cuisine with coriander, lemon grass and chilli which may overpower the nuances of a rich white Burgundy. We specialise in showing how a wine can be made to jump through hoops with different foods before serving some food which is idyllically complimentary.



A TASTE OF INVESTMENT

Some parts of the wine growing world are challenged by fluctuating weather patterns and a good example of this is Bordeaux. When Bordeaux wines are produced in perfect conditions, they can develop power and complexity which will allow them to improve in bottle over many decades. This popular theme demonstrates why some wines are destined for an inflationary future whilst others will be consigned to history in a short space of time.



WHAT A DIFFERENCE A YEAR MAKES

Presenting pairs of wines is useful for people to judge simultaneously what they prefer. However, it becomes even more fascinating when it is the same wine, from the same producer, but grown one year apart. It is all about making perfect grapes to turn into perfect wine but if your growing season is marred by low temperatures and cloud, then producing perfection is a real challenge. We carefully select consecutive years where the difference is blindingly obvious to demonstrate why making wine can be an anxious process.



OLD WORLD VERSUS NEW WORLD

The concept of old and new makes all guests trust their own judgement. Collaborations between traditional and modern wine makers span all regions of the world where grapes are grown. Yet climatic differences in vineyard regions make wines unique to that region. The question is which style do you prefer? By placing two glasses at a time in front of guests the choice is simple for each person to vote for the one they like most.



CASE STUDY



Marriage of Food & Wine

FORMAT

Showcasing how wines behave differently depending on the food accompanying them. We introduced four different wines and with each wine we presented two different canapes - one chosen to challenge the wine and one to make it taste its best. Almost every single person fell quiet when Peter spoke because they were all intrigued to hear the story about what they had tried and vote on the combination they preferred. Then the next wine was introduced and the whole pattern was repeated for each wine.

The presentations never lasted more than 6-8 minutes and each wine & food combination occupied about 20 minutes so there was plenty of time for guests to mingle and chat/network etc.

STATEMENT

Guests loved getting introduced to two different wines at the same time, which proved there is no right or wrong in wine tasting since 50% of the people preferred one wine and 50% the other.



"Peter is a great, highly informative and entertaining speaker."

Chris Watson
CMS UK

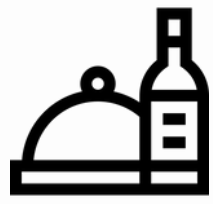
BUDGET + GUESTS + VENUE

Peter Lunzer entertaining 350 people for Legal & General.

Budget for the wine element was

£25 per person

At a wine museum.



CASE STUDY



Annual Gala Dinner ...20 years and counting

FORMAT

Integra is in the Insurance industry and each year they treat their valued international clients from various industries to an extravagant dinner in London.

Peter Lunzer has been asked to host this dinner for over 20 years and has chosen a deluxe version of the "Marriage of Food and Wine" - usually a four or five course dinner served with some of the most iconic wines in the world. Over the years the wines featured have included Krugs, Montrachets, Bordeaux First Growths, Top Australian & Californian labels & each year Chateau d'Yquem, Sauternes would be a fitting end to a dazzling display of ingredients.

STATEMENT

Over the year this event has become an industry talking point and clients will ask if they have produced enough business to be included on the guest list...!



"For over 20 years we have held an annual flagship event which Peter has choreographed and hosted. The feedback from the very beginning has always been enthusiastic about Peter's ability to share his passion for wine."

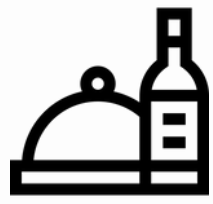
Ewan Crosswell
CEO

Integra Technical Services Ltd

BUDGET + GUESTS + VENUE

The brief is not to cut corners and to create something for Integra to show appreciation for the business sent their way during the previous year.

Typically 75-100 guests with a generous budget per person. Stunning and historic new venue each year. Inns of Court & Livery Halls, private clubs and even Banqueting House, a Royal Palace, have provided some very memorable backdrops to these Black Tie, Gala Events.



CASE STUDY



Wine tasting with canapes - In-house events

FORMAT

A great way to entertain guests is hosting events in your own office. For a London based Investment company wanting to engage with financial advisers, we created the following outline for them to entertain 32 guests. The theme selected was “What a Difference a Year Makes” where two pairs of wines featured. The pairs were the same wine but from consecutive vintages to demonstrate how weather affects the winemakers results. It becomes obvious when the glasses are next to each other as opposed to when a waiter says “I am sorry, we ran out of the 2010, is the 2011 ok”?

STATEMENT

This is a relaxed and informal way to entertain clients and colleagues. Depending on numbers not being too great (say up to 40 people) it is not complicated to get colleagues or staff to help serve wines and canapes.

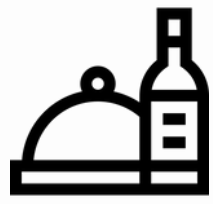


"Peter has been hosting our wine tasting dinners for a number of years now. His vast expertise in wines, paired with the ability to entertain people at the highest level while sharing his knowledge is one of a kind and has made each of our client events a huge success."

Guido May
Managing Director Silverfleet Capital
GmbH Munich

BUDGET + VENUE

A board room is a great place to bring people around a table and it is an amazing way to have fine ingredients without the associated costs of a venue. Avoiding their mark-up on wines (sometimes 300%) or their corkage charges and their food prices makes the entire process remarkably affordable. We access wines through the trade so our clients are paying what the venues pay for wines, without their mark-up.



CASE STUDY




'Vertical Tasting' dinner in a private dining room

FORMAT

In the heart of Belgravia in a private room for 22 people we have often helped companies celebrate with their clients.

Mosimann's is a haven of luxurious peace and tranquility and one very successful theme we have presented there is the 'Vertical Tasting'. This is where one wine from a number of vintages demonstrates what people mean by a wine's flavours maturing.

Typically we choose a four course menu and pairs of vintages prevent the picture from becoming too blurred. The food, originally created by Chef Anton Mosimann is always memorable. Although now retired, Anton continues, through his son, to maintain phenomenal attention to detail and create exquisite food, beautifully presented.



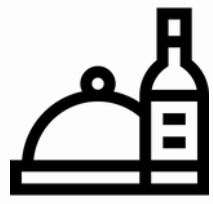
"It was genuinely the BEST wine tasting evening I have ever attended! The hosting team was excellent, and Peter Lunzer was an inspiration and added so much to the enjoyment of the evening with his tongue in cheek comments and great questions."

Simon Morley
Sky

BUDGET + VENUE

Mosimann's, Belgravia, is a perfect choice for these bespoke dinners. We also collaborate with other beautiful venues and the French Le Colombier restaurant in Chelsea is another popular choice.

Approximate price per guest: £300 - £500



CASE STUDY



A Taste for Investment

FORMAT

As the finale after an investment summit, Peter Lunzer spoke about his views on wine investment while Champagne & Canapes were served to 140 attendees.

A perfect way to end a long day of fact filled concepts surrounding the investment world, an entertaining talk was delivered by Peter with anecdotes and stories from his many years involved in Wine Investment.

Peter's matter of fact stories of wine's behaviour often being weakly correlated to other investments is a refreshingly honest approach and when delivered with a delicious sip of something as well as a bite to eat, is a relaxing way to end the day.

BUDGET

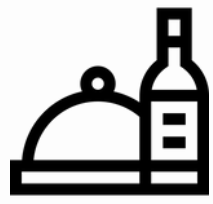
This is an inexpensive solution to adding something a little different and memorable before guests depart.

Approximate price per guest: £35 - £50



"We have used Peter as a wine connoisseur and raconteur at client dinners around the world and his extraordinary knowledge and expertise along with his perfect food and wine pairings have proven highly successful. His expertise on wine valuations and investing has added an extra dimension that has been very well received by all."

Jeremy Amias
Global Head – Financial Institutions
Group, Standard Chartered Bank,
Hong Kong



CASE STUDY



Online + in-person Posh Picnic events


FORMAT

Not being able to meet face to face during lockdown sparked the idea of online tastings. A request from two tech companies was the beginning of a series of events that we now host online and in-person.

IMRG, an online retail association and one of their sponsors Scurri asked us to bring in a bit of entertainment and a break between presentations for the retailers. We incorporated the "Marriage of Food and Wine" theme and chose a selection of 4 half bottles of wine from different parts of the world to be matched with a selection of foods supplied by catering company Forman and Field (one of our collaborators). We sent our wines to Formans and they distributed the food and wine to the addresses supplied by our clients.

STATEMENT

These online "posh picnics" were incredibly well received and became a "bit of a thing" for the hosts. One successful event led to many more over lockdown and beyond.



"Industry peers had the chance to discuss what is in store for retailers in 2023, all over a delicious complimentary hamper of Scottish goods. It wouldn't be IMRG without a toast, so a big thank you goes to Peter Lunzer, who always hosts excellent wine events. "

Justin Opie
IMRG

BUDGET + VENUE

With invitees based around the UK, the online format is cost efficient, very convenient and had the lowest drop out level imaginable, at less than 1% over multiple events. Online events remain a great solution for clients with guests located in diverse regions of the UK. We now help design and host these events both live and online

Approximate price per guest: £ 140- £180



Frequently Asked Questions

Please reach out with your inquiries and together we can build your bespoke event

Do you have to be a connoisseur?

There are no right and wrongs in wine tasting. Peter always encourages all guests to trust their own tastebuds. The events are never a lecture, but with interaction and discussion encouraged we ensure that the audience feels comfortable whether beginners or real wine buffs.

What is included in an event?

It depends. You can choose the full package, where we take care of everything including sending out the invitations, finding the venue, pairing the food and wine, and delivering the event. Or simply book Peter as a speaker as part of a kick-off, launch, conference or another event.

What if I only have a small budget?

Choose The Taste for Investment format and serve champagne & canapes, while Peter talks. Or if you have a few clients to entertain, bring them to our Ticketed Events, which are often Vertical Tastings with dinners.

What makes a Vertical Tasting special?

It is one of our most popular themes hosted in a beautiful restaurant and like going to a secret high-end supper club with delicious food, exquisite wine, entertaining anecdotes, and a gentleman host pouring from his encyclopedic knowledge whilst making everyone feel welcome at the table.



EST



1991

LUNZER WINE

STORIES - FINE WINE
BESPOKE EVENTS

CONTACT US

E-mail hello@lunzerwine.com

Website www.lunzerwine.com

Telephone +44 20 7060 6820

CONNECT WITH US



[@lunzerwine](https://www.instagram.com/lunzerwine)



[Peter Lunzer](https://www.linkedin.com/in/peterlunzer)