



BRIT CAMPBELL

Sommelier Brit Campbell creates upscale wine tasting events. She studied through the Court of Master Sommeliers with mentorship from top Michelin rated restaurant sommeliers. Her mission of making wine approachable to all is illustrated through the wine events that her company, Brit's Wine Inc. produces. Brit's events cultivate guests' love of wine through education and connection building. The company educates a following of young professional wine lovers, emerging as the largest group of wine consumers in the world. Brit is also the founder of Brit's Wine technology; a wine industry events platform and mobile app. As a former technology industry leader, having worked with Facebook, Yammer, and Microsoft, she also understands the evolving needs of businesses.



WHAT WE OFFER

Bespoke wine experiences for your private and corporate events:

- Internal corporate team building events
- External client engagement events
- Private wine dinners and wine pairings
- Executive off-sites and partner meetings
- Speaking engagements and thought leadership events

HIGHLIGHTS

- Established by Sommelier Brit Campbell in 2013
- San Francisco Bay Area, Los Angeles, Seattle, DC, NYC and London
- Technology-enabled tastings with Brit's Wine app
- Clients include private high net worth individuals and family offices, VC and PE Firms, technology and services companies
 - PWC, Kirkland & Ellis, Banneker Partners, Seattle Genetics, Salesforce.com, Andra Capital

PROGRAMS

Our programs spark experiential learning for wine lovers of all levels. Brit is a storyteller that understands what resonates with her core audience.

Back to Basics

Do you enjoy drinking wine but don't know where to start? This tasting will start with the foundation of tasting wine, so you can pick up fundamental tasting tricks. Brit will share the Court of Master Sommeliers framework and general sommelier terms to dissect the wine and understand the basics!

Taste Like a Somm

Do you enjoy drinking wine but have a hard time understanding why you like it? This tasting starts with advanced tasting tricks. Brit will Share the Court of Master Sommeliers framework and advanced som terms to boost your wine skills to the next level. See, smell, and taste each glass to identify the wine and enhance your skill.



TASTING THEMES

Fun and relevant themes teach guests about general wine concepts, Somm hacks, and the wine they taste during the event.

- Blending unique & relevant topics like technology and sustainability, diversity and inclusion, leadership, geographic and expansion focus with wine
- Wine & food pairings for your events
- Vertical & regional tastings
- Blind tasting & games

SOCIAL EXPERIENCE

All tasting notes are paperless so guests can focus on what matters most; building connections. During events, guests match with wine they like through our tasting app technology. Brit's Wine mobile app makes wine tasting interactive and fun for guests:

- Digital tasting list - all of your wine events in one place
- Remember and share your favorite wines
- Receive relevant specials catered to your taste



USE CASES | CLIENT TESTIMONIAL

What our clients are saying.

LEADERSHIP TEAMING EVENT

Kirkland & Ellis wanted to celebrate their new hires with a Women in Leadership event. Brit put together a Back to Basics Program with the Informal Seated wine tasting showcasing female winemakers and executives in the industry for 40 people to drive connection for both male and female associates and partners.

"It was an awesome event, I've had a number of attorneys comment that it was unique and worth their time. Thank you again."

- Alex Doll, Kirkland & Ellis

PARTNER EXECUTIVE EVENT

Seattle Genetics launched happy hours for their new office in the San Francisco Bay Area and wanted to get their PhDs and senior staff acquainted. Brit hosted the Back to Basics Program with the Elevated Experience tasting for 25 guests with an SF geographic focus on local, small-production winemakers.

"We hired Brit for a corporate event and she was fantastic! I learned more from her during that event than I had for years visiting wineries. The team loved her upbeat, friendly approach and we will definitely hire her again."

- Crystal Larson, Seattle Genetics

PROPOSALS

As a dedicated event or part of a larger event, Brit's Wine supports partner events, client events, team-building events, affinity group events, and large celebrations. [Request a tasting now.](#)

WALK-AROUND TASTING

Great for unique and relevant corporate themes and general education. Guests engage in a walk-around tasting as part of large events where pourers host up to 4 stations placed around the venue. (300-1,000 people)

USE CASE | Large Events - Promotion celebrations and Holiday events
RECOMMENDED TASTERS | Up to 300
TASTING INCLUDES | Wine tasting/pairing, walk-up education, wine

ELEVATED EXPERIENCE TASTING

As part of an event, guests engage with a walk-up tasting where sommelier takes groups of 6 through a few key basics of wine tasting while they taste a flight of up to 6 wines. All wine for tasting is included for the event. (30-120 people)

USE CASE | Teaming Events - Standalone or with a reception social event
RECOMMENDED TASTERS | Up to 100
TASTING INCLUDES | Casual walk-up format, standing room tasting, wine

INFORMAL SEATED TASTING

Great for team-building and connection, guests engage in a dedicated informal sit-down tasting with a custom theme from one of our programs. (20-50 people)

USE CASE | Teaming & Partner Events, Private receptions & dinners; cocktail hour into dinner
RECOMMENDED TASTERS | Up to 50
TASTING INCLUDES | Informal seated tasting with wine education, wine

AN EDUCATIONAL TASTING

Perfect for deepening wine education, guests engage in a dedicated sit-down formal tasting with the Court of Master Sommeliers education and custom theme from one of our programs. Great for private reception/dinners; cocktail hour into dinner. (20-50 people)

USE CASE | Executive Partner and Client Events
RECOMMENDED TASTERS | Up to 50
TASTING INCLUDES | Formal seated tasting with wine education, wine



INQUIRIES & BOOKING

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