

Pour Decisions & Perfect Service

The Ultimate Hospitality Challenge

Direct to Consumer Wine Symposium
January 2025



**Today's panel session
is inspired by...**



A person with short dark hair, wearing a red jacket over a black t-shirt with 'WIN DRC' printed on it, is celebrating. They are wearing a large gold medal with a '2' on it and a rainbow ribbon. They have their right arm raised and are holding a glass of wine in their left hand. The background is dark and out of focus.

What is Sommlympics?

- A one-day, high-energy competition in Atlanta, GA established in 2023
- Teams of 3 wine professionals compete in blind tasting, theory, and service events
- Designed to celebrate skill, strategy, and community...with plot twists along the way!



SOMMLYMPICS
2026

JANUARY 11TH AT THE FORTH HOTEL



Introducing today's competitors

Michigan

- Taylor Simpson

Napa

- Harry Oranges

Sonoma

- Laura Schermeister

Paso Robles

- Matt Kleefisch



A still life composition featuring wine bottles, glasses, and grapes on a dark surface. In the top left, there is a bunch of green grapes. Below them is a glass of red wine. To the right is a glass of white wine. In the center, there are two wine bottles, one with a red label and one with a green label, both with corks. A white cloth is visible at the bottom left.

BLIND TASTING CHALLENGE

Purpose: Show how well a wine professional can describe wine in a fun, relatable way



Audience will vote...*who sold it best?*

“What Would You Do?”

Hospitality Service Scenarios

Purpose: Test real-time
decision-making and
guest service instincts





Wine Business Theory Questions

Purpose: Test knowledge of the wine business and hospitality

Today's Categories

Shipping
Shenanigans

Tasting Room
Etiquette

Legal Stuff

Digital Sales &
E-Commerce

Wine & Dine
Me, Please

Shipping Shenanigans

What federal permit is required for a winery to legally ship wine directly to consumers across state lines in the U.S.?

Shipping Shenanigans

As of today, what U.S. state still prohibits direct-to-consumer wine shipments entirely, requiring all wine purchases to go through the state-controlled system?

Tasting Room Etiquette

What is the industry-standard maximum pour size for a single wine taste in a winery tasting room in the United States?

Tasting Room Etiquette

What is the key federal compliance requirement that tasting room staff must follow before serving a guest wine for tasting?

Digital Sales & E-Commerce

In online wine sales, what digital metric measures the percentage of site visitors who complete a purchase after adding wine to their cart?

Digital Sales & E-Commerce

In direct-to-consumer wine sales, what is the term for the maximum annual quantity of wine a consumer may legally receive from an out-of-state winery, often enforced by state law?

Wine & Dine Me, Please

When pairing wine with spicy cuisine, such as Thai or Indian food, what general type of wine is recommended to temper the heat and avoid overpowering the palate?

Wine & Dine Me, Please

Which compound in wine is primarily responsible for astringency that can make certain foods feel more bitter or dry in the mouth?

Legal Stuff

In which state is a winery legally limited to shipping no more than 12 cases of wine per year per consumer?

Legal Stuff

For a vintage date to appear on a label, what percentage of the grapes used must have been harvested in that specific year (for AVA-designated wines)?

And the winner is...



Thank you!

Cheers.

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