

Interactive Culinary Experiences

Interactive Culinary Experiences (ICE) are entertaining, hands-on cooking events where teams of participants collaborate on various real world business challenges in the context of an active working kitchen while networking and preparing their own meals.

In Vino Veritas (IVV) Challenge

IVV is an interactive wine challenge designed to engage participants in a dynamic and enjoyable wine tasting game and to facilitate communication and networking. The objectives of IVV: effective communication about things that are hard to explain, improving cross-cultural and cross-business communication, building community and having fun.

How it Works

Set Up

The tables are set with five (5) wine glasses per participant, each glass is filled with a taste of red wine. The glasses on one side of the table are marked with numbers, on the other side letters (with one practice wine, marked "P"). The challenge involves having the opposing letter and number teams pair wines without experiencing (ie. tasting or smelling) each other's wine. The teams must match the wines through verbal descriptions about the wine's taste, visuals and smell.

Experience

The facilitator starts by getting the group in the right frame of mind through a light-hearted "wine quiz" and film clip. He then demonstrates the technique of tasting wine and how to pinpoint the most distinguishing characteristics of a wine (using the practice wine).

At the tables are several resources, including: wine aroma wheel, tasting vocabulary and wine notes sheet. The team's success in the challenge is predicated on developing a sound strategy (how do you leverage wine experts? Etc.), asking good questions, creating a shared vocabulary, and using the general information about wine and tasting wine provided by the facilitator. Each table charts their final pairings (A=1, B=3, Etc.) on the wine notes sheet.

Conclusion

The facilitator unveils the correct pairings, reveals some interesting facts about the wines (such as: varietal, region, winemaker,

etc.) and identifies the winning team. Some clients give small rewards to the winning tables. The IVV challenge is designed to flow throughout a lunch or dinner service, the timing of the meal courses will be synced with the service staff ahead of time.

Delivery Requirements:

- Five (5) Separate Red Wines
(One bottle of each wine per eight participants.)
- PowerPoint Access & Set-Up
- Five (5) Wine Glasses Per Participant
- Wine Key(s)*
- Rope or Tape for Dividing Tables*
- Wine Bouquet/Aroma Kits*
- Tuits for Distinguishing Glassware*
- Winning Team Gifts(Optional)*
- IVV Packet: Wine Aroma Wheel, Tasting Vocabulary & Notes*

*Provided by Kirk's Traveling Kitchen (KTK)



Total Running Time:
Approximately 2 ½ Hours



Capacity: 30 to 300 Participants