

## And in the beginning...there was France and Italy

Tuesday October 9, 16, 23  
6-8 p.m.

\$150 per person

Purists will say that wines grown anywhere but France and Italy might as well be called grape juice. The title of this class says it all! Come join us for a look at the two most important wine producing regions in the world. We'll study these regions in depth and show you how to taste the differences within the regions. And it was good...

*All classes will include a complimentary wine glass, corkscrew and hors d'oeuvres from Dean & DeLuca. Additionally, all wines tasted that night will be offered at a special price.*

For more information, visit us at [www.premiercruwine.com](http://www.premiercruwine.com). To reserve a class, please call 212 534-6709 or email [events@premiercruwine.com](mailto:events@premiercruwine.com)

## Wine Tastings in your Home

2 Hour tastings for 6-20 people  
Starting at \$350 + cost of the wines

Premier Cru owners Michael and Robert Eigen are available to host wine tastings for you outside their store. Whether it's a small gathering at home or a larger group event, Michael and Robert will work with you to create an evening that is right for you. You can choose from a Premier Cru offering or create your own. The event can be serious or casual and everything, including wine glasses, tasting mats and tasting books, is included.

## Wine Tastings for your event

Wine tastings by Premier Cru are a perfect way to make any sales presentation more appealing! A featured wine tasting is both educational and sophisticated and will enhance your event, helping you to draw in prospective clients while still meeting your business objectives. Our tastings are designed to be turnkey—we have a selection of set tasting programs that are carefully orchestrated to suit your needs. They can be held at your location or at our newly redesigned Madison Avenue location. We will sample a selection of wines, discussing each individually, as well as teach attendees about the art of wine tasting. Premier Cru wine tastings can turn a standard presentation into a memorable evening!

**Please ask us for a copy of our Wine Events brochure for more details.**

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WINE  
CLASSES



## Does Pinot Noir go with Beef Lo Mein? (aka the art of food pairings)

Wednesday March 21, 6-8 p.m. \$50 per person

Every New Yorker knows how to make dinner—make a phone call! Whether it's delivery from the local Chinese joint, the fabulous sushi bar 20 blocks away or the classic Italian restaurant with the old time waiters, we'll show you how to enjoy your chicken parm (or moo shoo pork) with just the right bottle of Chianti. We'll talk about basic pairings, as well as the ones that you would never think of but that will make your lamb vindaloo shine! We'll also explain why these pairings work and why a proper wine-to-food match can make even your bacon double cheeseburger from the diner around the corner into a memorable meal!

*Bites from your favorite take out cuisines will be served alongside our wines.*

## I don't know anything about wine but I do know what I like!

Tuesday March 20, March 27, April 10, April 17, April 24, May 1 (no class April 3), 6-8 p.m. \$295 per person

By the end of this course, no one will ever believe that just 6 short weeks ago, you thought "terroir" was a film genre! We'll start out with the basics of viticulture (how wine is grown and made), teach you the importance (and the components) of a well structured wine, explain the impact of terroir (it has to do with the environment, not Wes Craven!) and illustrate the difference between new world and old world wines. Each night we will blind taste test wines, and in the process, introduce you to our systematic approach to tasting wine. When you're done, you'll not only know what wines you like but why you like them!

**Week 1:** Introduction to wine/wine tasting/surprise tasting

**Week 2:** Wines of France

**Week 3:** Wines of Italy

**Week 4:** Wines of Germany/Austria/Spain

**Week 5:** Wines of North and South America

**Week 6:** Wines of Australia/South Africa

## Women with corkscrews (and the men that love them!)

Wednesday March 28, 6-8 p.m. \$65 per person

Are you a bold and beautiful woman who is unnerved by the merchant at your local wine store? Do you defer to your husband when faced with the prospect of ordering off a restaurant's wine list? We say come to our class and fear no more! In one 2 hour class, we will not only give you a general overview of the different varieties of wines but will more importantly teach you two important skills. We will show you how to navigate a wine store so that you'll feel comfortable buying wine anywhere and we'll teach you how to decode a wine list so that you'll feel comfortable ordering wine at any restaurant! The man in your life will be passing the wine list over to you for now on! How's that for empowerment?

*Added Bonus: we'll send you home with a Premier Cru corkscrew and also teach you a technique for opening a bottle of wine that would make a sommelier proud!*

## Oprah's Book Club has nothing on our Wine Tasting Club!

Coming this Fall

Introducing Premier Cru's Wine Tasting Club. In our club, the only reading you'll do is on the label! Each month, we'll assign two specific wines, based on a region, a type or a plain old interesting theme that we dream up (and we are creative!) The wines, along with a tasting book, will be sent to you the week before the event. Taste the wines, no—savor them, but don't forget to jot down observations, comments and questions about each (your homework!) Then come to the meeting ready for lively conversation! We'll taste the wines a second time, as a group, and each wine will be discussed in detail. Some months, we'll moderate and other months, we'll bring in guest moderators, such as winemakers, chefs or sommeliers. Bring your own group or come by yourself and we'll create a group for you. If only all homework had been this much fun!

## Single 40 year old Bordeaux lover seeks Same

Thursday May 10, 7:00 p.m. \$50 per person

Don't you wish you could meet someone who would not only share your passion for wine but whom you could also be passionate about? Premier Cru adds a new twist to the singles event. The setting for this sophisticated sit-down event will be our elegant Madison Avenue store. We'll match up sets of couples to taste wines. After each tasting, the men (yes, we believe in chivalry!) will move on around the room and taste the next wine with the next lovely lady. The pace will be structured, yet relaxed, so as to allow the wines to be properly tasted and discussed, as well as to allow for people to get to know each other. Unique tasting books, designed especially for this event, will be our cupid's arrow (our favorite device, next to a corkscrew that is!) Once all the wines have been tasted, we'll end the evening as a group, with a wrap up discussion of the wines tasted. We guarantee you that if your Bordeaux lover is in the room, you'll make the perfect pair(ing)!

## ADVANCED LEVEL CLASSES

## I know what I like, now I want to learn more!

Tuesday September 25 and October 2, 7:00 p.m. \$95 per person

Ok, so you can tell your chiantis from your merlots but what about a St. Emilion from a Graves? If you already love your wines but want to take it to the next level, then join us for this class! We'll teach you our systematic approach to wine tasting—we break down wines visually, on the nose and in the mouth. We'll taste more wines, from more specific areas, that will serve to heighten your "palate awareness". You'll then be able to discern specific characteristics between villages and within regions. Your friends will start referring to you as "the Amazing Kreskin" but you'll know they're only jealous!