



WINE ABOUT IT

Got stress? Bring your problems and we will supply the wine.

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OUR OBJECTIVES

The objective of this proposal is to engage IU Medical Students with a relaxing, yet enjoyable experience where they can feel more connected to the Muncie Community. Our other objective is to also provide small business owners an opportunity to get their name out there and receive more brand awareness.



DON'T WINE ABOUT THE PROPOSAL

- Our event, “Wine About It” will be an interactive experience where IU Students can taste wine from a local Muncie winery.
- In order to keep with local social media trends, we decided to implement making charcuterie boards that will be taught and demonstrated by a guest speaker.
 - The boards will contain cheese, crackers, meats, fruits, nuts, and candies.
 - Since some of these items are not fit for everyone’s diets, we have decided to offer charcuterie boards without meat and offer dairy free cheeses, gluten-free crackers.
 - The speaker will navigate the group on how to make an aesthetically-pleasing charcuterie board and what wine pairs best with each type of cheese/ delicacy.
 - If we were to acquire a larger budget, we would use the money to make a “Made in Muncie” basket and place in some items from local Muncie businesses. From Tonne’s winery, a pass to Minnetrista, a gift card to the DownTown Farmstand, and chocolates from Lowery’s.
 - This would be a prize that would be raffled for individuals that attend the event.

THE EVENT

- Held in the warehouse of the Village promenade.
- Attendees will arrive and take a seat at a spot with a wine tasting menu. This menu will hold information about each wine from the tasting that Tonne Winery provides, as well as what food will pair best with it.
- The speaker from Tonne Winery will present the tasting flight and the customized charcuterie boxes will be given out to each student.
- Attendees will be able to converse over wine and snacks, while learning more information about each wine and its food pairing.



THE EVENT

-The attendees will also be provided with a wine tasting scoreboard where they can rate what they liked or disliked about the wine and the speaker would allocate them to a wine that would best suit them based on their tastings.

-Students will also be given small charcuterie boards that they can use to display the food from their customized boxes.

-Upon leaving the event, they can take their own charcuterie board and wine cork opener home.



TONNE'S TASTING: 5 TASTINGS FOR \$6



SEMI DRY TRAMINETTE

Indiana's signature wine. Contains a sweet and clean taste.



CABERNET

A full bodied dry, red wine aged in oak.



PINIO

This well balanced wine has a great combination of dryness and crisp, citrus and tropical flavors.



CHAMBOURCIN

A light semi-dry wine.



DRY CATAWBA

It is a light, dry, fruity, blush wine that has nice fruit flavors.

TOTAL: \$110

FOOD

- For our event, we will be featuring charcuterie boards.
- Participants can come to the table and tell an individual (wearing gloves) what items they would like and the food items would be placed in a cardboard box.
- Gluten-free, dairy free, and vegetarian options will be offered.



THE DOWNTOWN FARM STAND



Offers organic produce from dozens of local farms, as well as high quality organic grocery brands. They also have dairy free and gluten free options. We would use products from the Farm Stand to make personalized charcuterie boxes for each student that attends.

(If Covid restrictions) Prior to the event, we would send out a survey to the medical students to RSVP for the event and make note of any dietary restrictions they have. From there, we would know how many charcuterie boxes to put together and if certain students needed dairy or gluten free options, etc. If a medical student fails to RSVP, we would have a variety of boxes pre-made that would suit their dietary needs.

IF GIVEN THE EXTRA BUDGET:

If we were able to obtain a larger budget, our group has concluded on making a “Wine around Muncie” basket. This basket would help students feel more connected to the Muncie Community by offering a picnic basket filled with fine silverware, a gift card to Tonne’s Winery, and a gift card to Minnetrista. We wanted this basket to serve as a stress reliever for our participants and be something they can enjoy and have as a forever token for attending our event. This item would be raffled off to our participants.

We would use the remaining proceeds to make the event more visually-appealing for our participants by adding a wine-inspired backdrop where guests can take photos. There would also be wine markers where participants could write on their glasses and create aesthetically-pleasing designs on their glasses. We would also add wine tasting silverware, which is an elegantly designed napkin holder for our silverware and it could add to the overall appearance of our event. Lastly, we could give everyone a wine bottle opener as a party favor.

There is a more specific breakdown of the potential additional costs in our proposal including how much more money would be needed to include the basket, photo area, and other party favors to the experience.

COVID RESTRICTION ALTERNATIVES

- If this event were centered around COVID-19 guidelines, we would have all our charcuterie prep items prearranged by having the individuals RSVP and include their dietary restrictions.
- Our team would create the boxes and add tabs of each individual's name on the box. When the participants walk in, they could grab their box and sit at a table with their name on it.
- In order to follow social distancing for our wine tasting, we would make sure all the tables were placed far apart to assure that each individual felt comfortable taking off their mask and divulging in the wine.
- We would even ask our participants if they felt comfortable sitting next to someone or if they preferred to sit away.

COVID RESTRICTION ALTERNATIVES

-In the event that Tonne Winery could not do an off-site tasting due to covid restrictions, they do offer pre-packaged wine flights where individuals can bring the wine to their rooms. We would also still have pre-packaged charcuterie boxes that they can take up to their room as well.

-The speaker from Tonne could zoom call with the participants. On the zoom, students would be able to taste the wine and create the charcuterie board online with the guest speaker and still gain the same experience if the event were to be in-person.



BREAKDOWN OF COST

Wine Flights	\$110
Medium tray with cheese, fruit, and crackers	\$62
Wooden boards	\$75
Wine glasses	\$15.99
Gluten free crackers	\$14.99
Meat and cheese trays	\$70

Wine photo backdrop	\$17.99
But first wine centerpieces	\$15.99
Cardboard to-go boxes	\$29.99
Wine scoring sheets	\$15.99
Maroon tablecloths	\$30
Emergency uber ride	\$25
TOTAL	\$482.94

LICENSING AND PRECAUTIONS

- Village Promenade requires a license for the distribution and supply of alcohol.
 - Tonne's Winery would bring their licensed bartender to orchestrate the facilitation of alcohol.
 - The bartender would adhere that all participants were only receiving the amount of alcohol that is required for a tasting.
- Event organizers will be walking around observing and checking in on participants to assure that no one is feeling sick or nauseous during the tasting.
 - In the case that someone is, we would have a medical team member assess the participant and follow proper protocol.
 - If it was an extreme scenario and someone was in need of a ride home, event organizers would allocate their budget to send the ride home in an Uber or designated driver.
- Another big precaution with our event would be to label all our food and relay to participants what is being served so it adheres to their dietary restrictions.
 - Prior to the event, participants would RSVP and disclose their dietary restrictions (if applicable) and the organizers would create and label their boxes based on the instructions in the RSVP.

CONCLUSION

“Wine About It” is centered around connecting our medical students with a memorable opportunity where they feel more connected to the Muncie Community. From this experience, they would be able to connect with two small businesses and indulge in their delicious cuisines.

This event would also serve an educational purpose as participants would feel more educated on the types of wines and the correct pairings. Participants would then be able to create a beautiful, aesthetically-pleasing charcuterie board and be able to take pictures with their wine and board in our photo area.

Not only does this event offer many benefits, but our team has carefully and safely looked over all the precautions necessary to assure that all participants are safe and correct licensing is followed. We are hoping that participants can enjoy themselves and find a way to relax from all their stressors. So, let's “Wine About It”!

THANKS

Does anyone have any questions?

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