



**SKW**  
PRODUCTION

# SKW PRODUCTION INC.

## THINKING OUTSIDE THE BOTTLE

---

SKW Production is an experiential marketing company that thinks outside the bottle. We are the key ingredient for delivering top-tiered experiences within the wine, spirits and hospitality industry.

Founded in 2013, SKW Production offers a curated team of wine and spirit professionals who are not afraid to get our hands (and sometimes feet) dirty to execute your vision.

With our expansive knowledge, we maintain organizational excellence while keeping your goals top of mind from start to finish. No activation is too big or too small; we take great care in each project, dedicating our expertise to your big picture.



# SKW PRODUCTION INC.

## WHO ARE WE



SIU KI WAN  
*Founder*

As the former *Wine & Spirits Magazine's* Event & Marketing Director; Siu Ki redefined the magazine's event program with their premiere events - Top 100 Tasting and Top of the List Event. Combining her extensive hospitality history in New York City's most prestigious establishments with working with some of the top wine producers, sommeliers, wine directors and personalities resulted in the birth of SKW Production Inc.

Siu Ki holds a Bachelor of Science degree in Advertising and Marketing Communications from the Fashion Institute of Technology and the Intermediate Certificate in Wine & Spirits Education Trust (WSET).



# CONTENTS

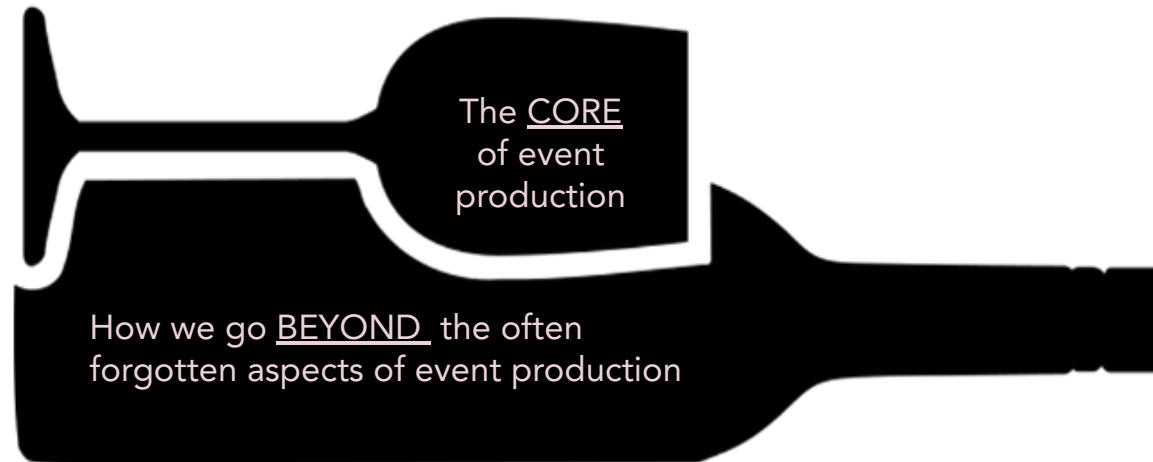
- Service Offerings
  - Event Production
  - Marketing
  - Brand Development
- Market Dynamics, How important are experiences?
- Clients + Previous Events
- In Review
  - Cristal Vintage Release
  - Champagne Palmer Grand Terroir 2003 Release
  - Pressior Events, Inaugural La Tablee presented by American Express
  - Newport Mansion Wine + Food Festival
  - Robert Mondavi Winery - To Kalon On The Road
  - Sherryfest



# THINKING OUTSIDE THE BOTTLE

## EVENT PRODUCTION

---



### THE CORE

- Budget
- Venue
- Liaison with caterers and specialized vendors
- Contract coordination for legal and finance departments for insurance and permitting needs
- Procurement of staff and talent
- Creation of marketing materials, event signage, programs and website
- Onsite direction for day-of management
- Product/Winery participation

### BEYOND THE CORE

- Conception of brand programming
- Coordination of product/wine logistics from start to finish
- Specialized pre and post collateral for extended coverage
- Media activation and campaign management
- Strategic partnerships and sponsors
- Outreach and exposure beyond the wine and hospitality industry
- Brand Ambassador Service
- Sommelier Level Wine Service

# THINKING OUTSIDE THE BOTTLE MARKETING

## PROMOTION

Our combined experience offers a team ready to execute various campaigns accommodating the brand's needs within a set budget and timeline by utilizing various integrated mediums providing the maximum potential reach to your key targets.

## STRATEGIC PARTNERSHIP

Let us help you carefully align your brand with select companies in curated sponsorships and partnership opportunities to build a stronger brand awareness for you.

## OUTREACH + EXPOSURE

We are deeply rooted within the wine and beverage industry, but don't let it fool you. As an independent team we are able to continue to cultivate and grow relationships outside of the industry. By being active in groups such as Women in the World and maintaining networks within the fashion and life-style communities we bring you ideas outside the bottle.

# THINKING OUTSIDE THE BOTTLE

## BRAND DEVELOPMENT

---

We strive to create tactile experiences so your target audience has the opportunity to smell and taste – becoming familiar with your brand. We will work with you to design an interactive storytelling experience that takes your branding beyond the predictable. Here are some ideas:

### INTERACTIVE TASTINGS

Everyone loves a good challenge. Let's offer high-level decision makers an interactive blind-tasting, leveraging their knowledge to create a sensory experience specifically for your brand.

*Target Attendee: Wine Buyers*

### FOCUSED + REFINED

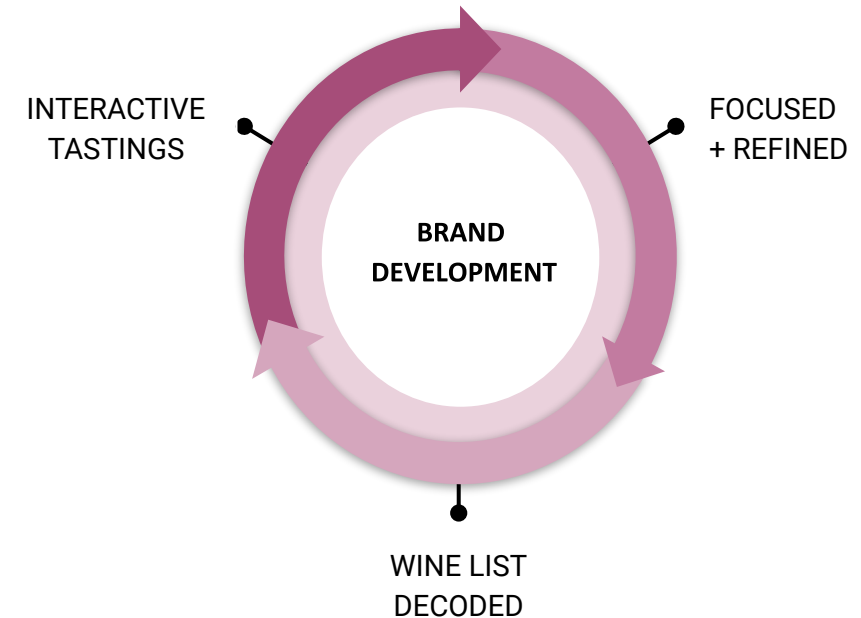
Offering a crash-course in a specific wine region or topic, these experiences deliver an intimate space to learn. SKW handles everything - creating curriculum, partnering with a wine retailer, overseeing logistics and teaching the classes. It's an enriched program useful for wine brands and corporations alike.

*Target Attendee: Young Professionals in major US markets*

### WINE LIST DECODED

As wine lists broaden it's important to know how maneuver through them. Geared towards financial + insurance organizations this class gives participants a chance to learn how to navigate a wine list while tasting unicorn wines in an intimate setting.

*Target Attendee: High level, future wine collectors*



# MARKET DYNAMICS

## HOW IMPORTANT IS AN EXPERIENCE?

The importance of the next several years is undeniable.  
This year's Silicon Valley Bank's "*State of the Wine Industry Report*" shows while there may be challenging times ahead there is also great opportunity.

How do you turn that into brand expansion?

Remind consumers your premium brand surpasses the competition.

*In 2018 total sales increased thanks mainly to the momentum of premium wine. Especially with Gen X; the only group reporting an increase of premium wine consumption.*



Allow millennials to connect to a brand's story

*The SVB report shows that millennials are choosing spirits over wine because they "demand diverse and authentic experiences". It's the story of the cocktail that excites them, not the alcohol content.*



Leverage your brand as the go-to bottle for special experiences.

*Wine & Spirits' 30th Annual Restaurant Poll, reports that while sales overall remain steady the price of bottles being purchased are increasing. "We're seeing more extremes now... we're seeing a large number of guests who don't drink at all...and people who come in and spend \$500" stated Gianpaolo Paterlini of 1760 and Acquerello.*

<https://www.svb.com/wine-report>



# CLIENTS PAST AND PRESENT

▲ RAZOR / ▲ SHINY KNIFE

 DIAMOND IMPORTERS



Des  
cor  
Chad  
OS

  
Constellation  
Brands



 SPIRITS NL



Wine & Spirits  
MAGAZINE



MAISONS MARQUES & DOMAINES

PRESSOIR.WINE  
EVENTS

# EVENTS + ACTIVATIONS, PAST and PRESENT

Client	Dinner	Media Activation	Reception	Seminar	Walk Around Tasting
a Razor, a Shiny Knife 100 Course Dinner, 2013	✓				
Craft Spirits Carnival, 2013-2015					✓
Cristal Vintage Release, 2016		✓	✓		
Descorchados USA, 2016-2019		✓		✓	✓
Georgian Wine Tasting, 2015		✓		✓	✓
La Paulée de San Francisco, 2018-2019	✓	✓	✓	✓	✓
La Fête du Champagne de New York, 2018	✓				✓
La Tablée de New York, 2019	✓	✓	✓	✓	✓
Maison Marques & Domaine Portfolio Tasting, 2017				✓	✓
New York City Wine & Food Festival		✓		✓	
Newport Mansion Wine & Food Festival	✓		✓	✓	✓
Sherryfest USA, 2015-2018	✓	✓	✓	✓	✓
Taste of Nation After Party, 2016			✓		
Terroir Tour Symposium, 2017	✓			✓	✓
To Kalon on the Road Tour 2018-2019		✓	✓	✓	
Wine & Spirits Magazine's Sommelier Scavenger Hunt, 2014-2016	✓	✓		✓	
Wine & Spirits Magazine's Top 100 Event + Road Show, 2007-2018	✓			✓	✓
Wine & Spirits Magazine's Top of List Event, 2009-2019					✓
World of Genever, 2018-2019		✓		✓	✓



## IN REVIEW

- CRISTAL VINTAGE RELEASE
- CHAMPAGNE PALMER & CO, 2003 GRAND TERROIR RELEASE
- PRESSIOR EVENT, INAUGURAL LA TABLEÉ
- NEWPORT MANSION WINE & FOOD FESTIVAL
- ROBERT MONDAVI: TO KALON ON THE ROAD
- SHERRYFEST USA



# CHAMPAGNE LOUIS ROEDERER

## 2009 CRISTAL VINTAGE RELEASE

---



Frédéric Rouzaud, president and seventh generation of the Roederer family invites esteemed members of the NYC beverage trade, media and illuminati to the United State launch of Champagne Louis Roederer Cristal 2009. The event will be set high above in a pre-purchased luxury penthouse overlooking the Manhattan skyline while guests sip vintage champagne and taste specialty canapés.

### TRIAGE EVENT PRODUCTION SPECIALIST

- Took over event production of previous client's event producer within 25 days to plan event
- Secured off-market penthouse venue in New York
- Primary Liaison of: venue, caterer, restaurants, rentals, outside vendors, day of staff
- Primary Onsite Manager

### EVENT SPECIFICATION

- 1 Cocktail Reception

# CHAMPAGNE PALMER & CO

## 2003 GRAND TERROIR RELEASE

---



Champagne Palmer & Co hosted an exclusive intimate media luncheon in Paris, London and New York featuring the vintage release of Grands Terroirs 2003. In coordination with their public relations company, guest enjoyed three different glasses of the same wine served in three different temperatures matched with three, 3 gastronomic dishes to discover the unique expressions and diversity of the wine.

We were challenged to bring this idea to life in NYC's newly opened Thomas Keller's TAK Room

### EVENT PRODUCER

- Consultant of program development
- Primary Liaison of: venue, caterer, restaurants, rentals, outside vendors, day of staff
- Primary Onsite Manager

### EVENT SPECIFICATION

- 1 Cocktail Hour
- 1 Multi-course Luncheon

# PRESSIOR EVENT

## LA TABLEÉ presented by AMERICAN EXPRESS

---



La Tablée presented by American Express, a celebration of the wines of the Rhone Valley, north and south, took place in New York City in early 2019. The term *La Tablée* originates in the village of Ampuis in Côte-Rôtie and denotes the meal celebrating the end of the harvest (similar to Burgundy's La Paulée), bringing to mind the colloquial French phrase *à table* - the call given to family and friends to sit and enjoy a convivial meal around the table.

The inaugural tasting and dinner was hosted in a DUMBO loft-space in Brooklyn with guest chefs including: Daniel Boulud, Frank Castronovo & Frank Falcinelli of Frankies Spuntino and many more.

### EXECUTIVE EVENT PRODUCER

- Consultant of program development
- Primary Liaison of: venue, caterer, restaurants, rentals, outside vendors, day of staff
- Primary Onsite Manager

### EVENT SPECIFICATION

- 1 Grand Tasting
- 1 Multi-course Dinner



# NEWPORT MANSION

## WINE and FOOD FESTIVAL

---

Home to spectacular coast scenery, awe inspiring architecture and a thriving waterfront community, Newport, Rhode Island makes the perfect setting for a celebration of Culinary Enthusiast, Oenophiles and Spirit Aficionados. The Festival takes place in the elegant reception rooms and on the spectacular seaside grounds of three magnificent historic mansions. Newport Mansion Wine & Food Festival presented by FOOD & WINE Magazine sets the precedents for nationally acclaimed culinary and beverage talent appearances.

### WINERY LIAISON MANAGER

- Co-lead the development, solicitation and execution of the wine and spirits programming with at least 75 wineries
- Serve as primary contact between Wineries + Festival
- Coordinate winery logistics with participating wineries to ensure clear and precise communication
- Primary Onsite Manager

### EVENT SPECIFICATIONS

- 1 Collectible Wine Dinner
- 1 Grand Tasting
- 1 Newport Afterdark Party
- 1 Sunday Brunch
- 1 Wines + Rosecliff Gala
- 3 Wine Seminars



# ROBERT MONDAVI WINERY TO KALON ON THE ROAD

---



Robert Mondavi Winery's acclaimed annual To Kalon Certification continues to reach key markets within North America. Taking the best in-class training with Mark de Vere's To Kalon's certification program, we have condensed this into an immersive 2.5 hour engagement enlightening influential Sommelier's and the wine trade community in 18 markets with the Robert Mondavi's Winery story and vision.

We were challenged in bringing this 18-city tour to life within 60 days each year while helping secure some of the most sought-after wines in the world for the comparative tasting.

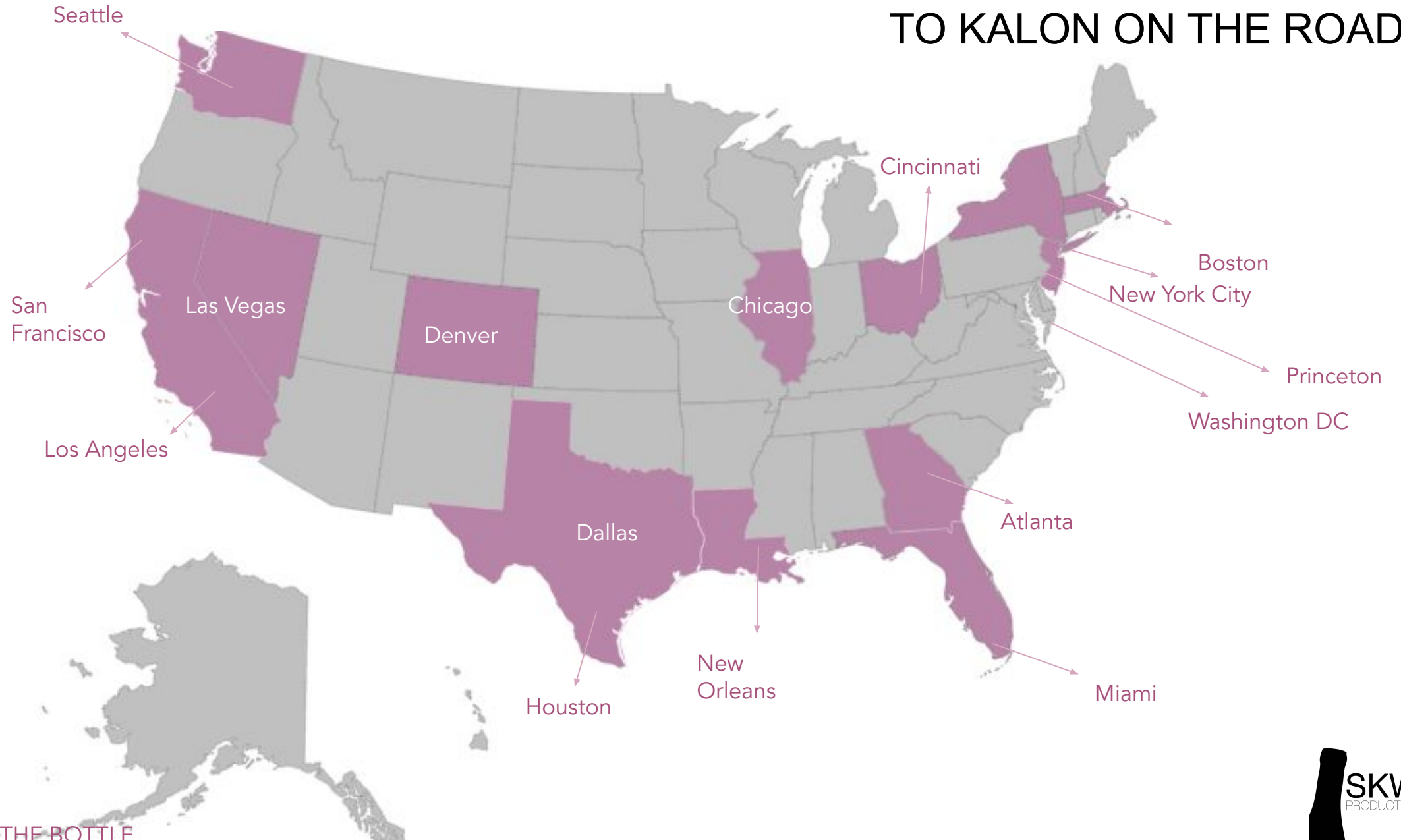
Our role included:

- Primary Liaison of venue, caterer, restaurants, rentals, outside vendors, day of staff
- Wine procurement and fulfillment
- Sommelier Wine Service
- Primary Onsite Manager

## EVENT SPECIFICATION

- 3 Comparative wine seminars
- 2 Break-out sessions
- 21 Wines sampled in 2.5 to 3 hours
- 2 Break out sessions w/ food pairings

# CITIES REACHED: ROBERT MONDAVI WINERY TO KALON ON THE ROAD





# SHERRYFEST

---

Sherryfest is one of the world's largest and most prominent sherry events, celebrating all aspects of this magnificent Spanish wine. Sherryfest was launched in New York City in 2012, and further events have since been held in San Francisco, Toronto, and Portland, Oregon.

Sherryfest features a Grand Tasting of over 150 sherries, presented by representatives from the region's finest bodegas. It also involves an array of seminars, sherry dinners and other tasting events, offering a variety of opportunities for guests to engage the world of sherry.

## DIRECTOR OF EVENT PRODUCTION

- Consultant of program development
- Primary Liaison of: venue, caterer, restaurants, rentals, outside vendors, day of staff
- Primary Onsite Manager
- Accounting and Finance Management

## EVENT SPECIFICATIONS

- 1 After Party
- 1 Grand Tasting
- 1 Welcome Reception
- 3 Dinners
- 5 Winemaker Seminars





# CONTACT

Siu Ki Wan  
siuki@skwproduction.com  
917-544-7089

