

# PRESS KIT

SENSATION VIN, WINE TASTING CLASSES IN BEAUNE



A PLACE  
A SOUL

450 wine tasting classes  
and nearly 2000 people  
received per year.

## The concept at Sensation Vin

A unique experience in France

Since 2006, Sensation Vin has been offering a place dedicated to wine tasting, with classes adapted to all, ranging from a few hours to several days.

Our classes take place in an 18th century private mansion in the heart of the old town Beaune, in Burgundy. A place that has its own history, its soul and where you feel at home.

We, Damien and Céline, created Sensation Vin. We distinguish ourselves by our experience, our know-how and our pedagogy that is constantly being developed and perfected.

Totally independent, we have no links with any organization or group of producers. Our speech is objective and educational.

This is our only professional activity. We focus 100% on the organization of our wine tasting classes.

# SUMMARY

SENSATION VIN, WINE TASTING CLASSES IN BEAUNE



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# WHO TEACHES AT SENSATION VIN ?

EXPERIENCE AND PASSION



## DAMIEN DELATTRE

I have been creating and organising wine tasting classes in Beaune in Burgundy for nearly 30 years. I put this experience entirely at your service so that you can benefit from all the knowledge I have acquired over the years.

## CELINE DANDELLOT

I started working in the wine business in February 2002. 20 years later, I still have the same enthusiasm to receive and initiate wine lovers from all over the world and let them understand better Burgundy wines.



## TRANSMIT

We have been receiving and training amateurs with various profiles for many years. This long experience is very rare in France. It is this same experience that allows us to transmit more efficiently our knowledge and to easily understand the expectations of amateurs in perpetual evolution.

# WHY IS SENSATION VIN IN BEAUNE ?

BEAUNE, THE CAPITAL OF BURGUNDY WINES



## CAPITAL OF BURGUNDY WINES

Beaune has been at the heart of the history of Burgundy wines for centuries. The wine trade developed from Beaune and in the historic heart of the city. It was therefore unthinkable to settle anywhere else than in the centre of Beaune.

## A 18TH CENTURY MANSION

Our wine tasting classes take place in an 18th century mansion: the Hôtel de Rouvray. The place is known to have been the residence of the Baron de Joursanvault, Jean-Baptiste Ganiere (1748-1792) who was a historian, musician, engraver, collector and patron.



## A CELLAR FROM THE 14TH CENTURY



Even if a few streets don't have, Beaune's town centre abounds in cellars. Ours is from the 14th century. It is a vaulted cellar built to be a working cellar where the barrels were stored. Today, it allows us to store and age all our 450 wines in optimal conditions.

# OUR THREE TASTING ROOMS

3 TASTING ROOMS, 3 ATMOSPHERES



## ROOM BARON DE JOURSANVAULT

This room has an authentic character: Hungarian-point parquet flooring, wood panelling on the walls, fireplace, 4 m high ceiling. The tasting table can accommodate up to 9 people. It is backlit with white light on its 4 sides and guarantees you the right conditions for tasting.

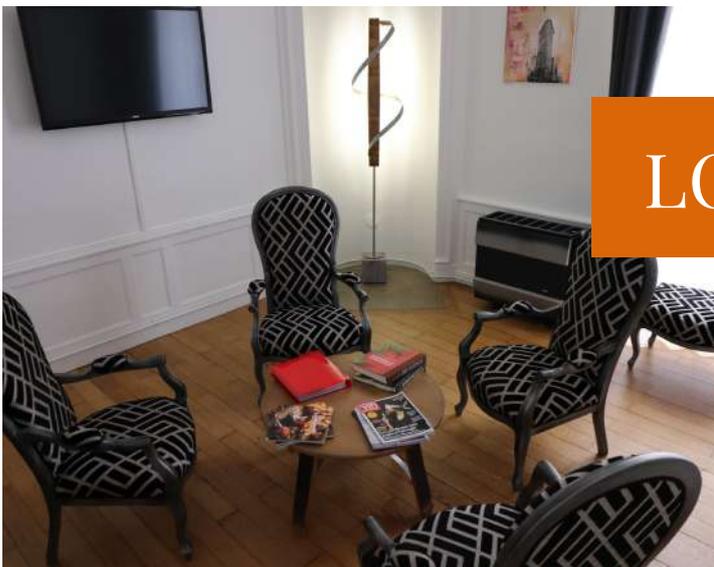
## ROOM HOTEL DE ROUVRAY

This tasting room has a more traditional tone. It can accommodate up to 8 people around its oak table. A light zone has been inserted in the centre of the table and allows you to comment on the colour of the wines. Visual supports are projected on an LCD screen.



## LOUNGE LE FUMOIR

Our lounge offers a more informal atmosphere. It is reserved for private tastings, in small groups of 2, 3 or 4 people maximum. You benefit from a confidential, quiet space to fully enjoy your tasting lesson.



# OUR WEBSITE AND LOGO



## WEBSITE

Our website details each tasting class. Availability is updated in real time and the booking system allows you to book your class 24 hours a day. A confirmation is sent automatically and immediately by email. Your customer area also contains your confirmations, invoices and booking tickets.

## LOGO

Our logo was created by Benjamin Nusbaum from BENN.FR. It is a concentrate of Burgundy wines. The vineyards, the plots, the climates that make up these unique wine-growing landscapes in Burgundy blend harmoniously with the different colours of wine, and the colours of autumn. The all in a glass that invites you to taste.



# OUR CLASSES: INSIDE AND OUTSIDE

DURATION : 90 MINUTES TO A FULL DAY



## AROUND OUR TASTING TABLES

There are several wine classes around our tasting tables every day. You can book the day before at the latest. Beginners can start with the class “The Essentials” and advanced tasters can deepen their knowledge with the classes “Wine Tasting Experience”.

## OUR WINE TOURS

Our wine tours are limited to 2 people and let you discover either Côte de Nuits or Côte de Beaune. It's a unique half-day experience punctuated by wine tasting stops. After reading the landscape, you taste 6 wines (1er cru and grand cru) at the foot of the vineyards.



## PRIVATE CLASSES

In addition to our scheduled classes and our wine tours, we offer our clients private tastings according to their criteria: budget, timing, theme...

Do not hesitate to contact us to set up your private wine tasting class.

# FURTHER INFORMATION



## WHO ARE OUR CLIENTS ?

- 65% French-speaking (mainly from the regions Ile-de-France, Grand-Est, Bourgogne-Franche-Comté, Auvergne-Rhône-Alpes, Switzerland, Belgium) and 35% English-speaking (mainly the USA)
- A large majority of 25 to 60-year olds
- 40 to 45% women

## BLIND TASTINGS

Tastings at Sensation Vin are always blind. Without being influenced by the label, you taste wine and only wine. You describe what you see, smell and taste, and then put words to your preferences or what you like less.



## SMALL GROUP

Depending on the case, our wine classes take place with a maximum of 8 or 9 participants. This limited number of people guarantees that we can answer everyone's questions. Each class is personalised according to each participant : their level, their expectations...



# SENSATION VIN

• *wine tasting classes* •

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