

BESPOKE WINE EDUCATION

Custom wine programs, built around your team and your wines.

Live training, brand-specific curriculum, and on-site workshops led by Seth Cysewski. For hospitality groups, beverage brands, and distributors who need more than a productized program.

WHAT THIS IS Custom Programs is the **bespoke tier** of WineSchool. Every engagement is scoped to the team, the wines, and the goals. Seth designs the curriculum, builds the materials, runs the sessions, and stays involved through delivery. No template decks. No off-the-shelf scripts.

ENGAGEMENT TYPES FOUR FORMATS • SCOPED PER TEAM

01 Half-Day Workshops

3 TO 4 HOURS • ON-SITE

Foundational tasting, structure, and service for a single team. Good fit for new staff cohorts, seasonal onboarding, and team kickoffs.

02 Multi-Day Intensives

2 TO 5 DAYS • ON-SITE OR DISTRIBUTED

Deeper curriculum tailored to your list and your wines. Includes printed materials, assessments, and post-program reinforcement.

03 Brand-Embedded Curriculum

FOR WINERIES, IMPORTERS, DISTRIBUTORS

Custom-built program around a specific portfolio. Consistent education across sales reps, brand ambassadors, and on-premise accounts.

04 Certification-Style Programs

STRUCTURED CURRICULUM • ASSESSMENTS • CREDENTIALS

Designed for hospitality groups that want a verifiable internal standard. Scoped to your service tiers and quality goals.

WHY HIRE SETH FOR CUSTOM OPERATOR CREDENTIALS, NOT CONSULTANT THEORY

Industry operator, not outside consultant.

Twenty plus years across production, distribution, brand marketing, and hospitality. **WSET Level 3 with Distinction.**

Track record at scale.

Brand work includes **Champagne Nicolas Feuillatte** (Cirque du Soleil partnership), **Chateau Ste. Michelle** (Live Nation partnership), Marchesi Antinori, Stag's Leap Wine Cellars, and Villa Maria New Zealand. Trained sales teams, brand ambassadors, and on-premise accounts across each.

Built for working shifts.

Programs are designed for the floor, not the classroom. Staff finish a session able to talk about wine in front of a guest, not just pass an assessment.

ENGAGEMENT MODELS THREE WAYS TO WORK TOGETHER

ONE-TIME INTENSIVE

A defined start and end. Ideal for cohort onboarding or a single seasonal training.

QUARTERLY RECURRING

Scheduled programs that align to staff turnover cycles and seasonal menu changes.

EMBEDDED PARTNERSHIP

Ongoing work where Seth is the dedicated wine education partner for the brand or group.

PRICING

Starts at **\$2,500** for a half day. Multi-day intensives, embedded partnerships, and brand-specific programs are quoted per scope. Travel costs separate.

HOW TO START ONE BUSINESS DAY RESPONSE

01 • BOOK A CALL

Book a 30-minute scoping call.

calendly.com/seth-winewithseth/30min

Bring the team size, the goal, and the timing. You leave with a scoped recommendation.

02 • EMAIL

Send a brief.

programs@winewithseth.com

Send organization name, location, team size, and the question you are trying to solve. Seth responds within one business day.

03 • PRODUCTIZED PATH

View the productized program.

winewithseth.com/wineschool/teams

If your team fits the standard SKUs, that is the faster path. Self-paced, productized pricing.

PAST BRAND WORK

CHAMPAGNE NICOLAS FEUILLATTE • CHATEAU STE. MICHELLE • ANTINORI • STAG'S LEAP WINE CELLARS • VILLA MARIA NZ