

2021 CMAA Idea Fair



Name

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Club

Hampton Hall Club

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Chapter

Carolinas Chapter

Entry Details

Category

19. Breakthrough Ideas

Description of Idea - How has this idea enhanced your club's operation, etc.?

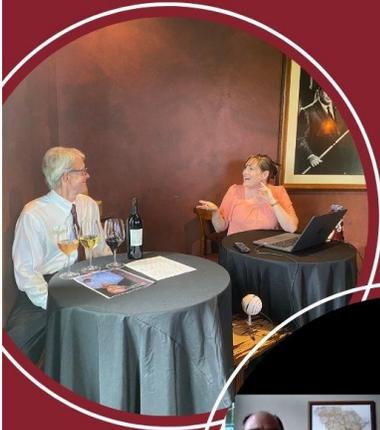
With the initial shutdown of dining services, Hampton Hall Club began a series of Virtual Wine Tastings and Wine Pairing Dinners. Members were able to purchase kits which included a sample of wines and learn how to "taste like the pros" using the deduction techniques of sommeliers. Each wine tasting kit had four or five wines highlighted in 4 oz pours. Members were taught on a live, interactive Zoom meeting how to smell and taste the wines to determine the grape and vintage. Some of the tastings combined wine instruction with meal preparation. Kits for the Virtual Wine Pairing Dinners included uncooked, Chef-prepped meals. Throughout the tastings, members were instructed on how to cook the meals alongside the Chef. These virtual tastings and cooking demonstrations have become a highly-favorable member activity and will continue monthly in the new year.

How was this idea implemented and what have been the club members' reactions?

As South Carolina mandates began to allow for seated dining events, Hampton Hall Club converted the virtual tastings into "hybrid" events. Members could choose to participate at the Club or online. This was a great addition to our members and allowed the Club to connect with wineries across the country to lead the instruction.

HAMPTON HALL CLUB

Breakthrough Ideas



Virtual and Hybrid Wine Tastings

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Hampton Hall Club

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