

# Sabine Ernest-Hahn

sommelière, book author, consultant

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I can offer:

- Excellent wine-knowledge as a Sommelière with more than 25 years of experience
- Expert knowhow as author of a specialist book for on-trade and wholesalers
- Over two decades of experience in wine-marketing and public relations with emphasis on wine presentation and wine seminars
- Comprehensive knowledge in the German market
- Impressive contacts to partners in on- and off- trade as well as to educational institutions
- Excellent knowledge of English and French
- Design, development and presentation of seminars and wine presentations
- Organization of events
- Expertise organizing, hosting and moderating high-level Virtual Masterclass and events on Zoom. Moderation also on other platforms.
- Confident and highly professional handling of situations and people
- A good sense for space, atmosphere and feelings – a requirement for creating positive emotions

## JOB HISTORY

**1993 – today**      **Owner of the agency WEIN CONSULTING**  
**[www.wein-consulting.eu](http://www.wein-consulting.eu)**

### **Important clients of WEIN CONSULTING:**

**1993 – today**      **Client: CIVB – Bordeaux council**

For the whole of **Germany**

1999 to 2006   also for the whole of **Switzerland**

1999 seminar in **Austria (Rust)** for WSET diploma students

Tasks for the CIVB

- assisting in the set-up of the "École du vin de Bordeaux"
  - creating power-point presentations
  - developing and use of training materials and POS materials
  - editorial duties for the magazine "Zeit für Bordeaux"
- developing and presenting seminars for wine professionals:
  - on- and off-trade, schools, journalists, ...
  - contact partners in the trade
  - organize: event, contents, tasting, food,...  
customized for each seminar
  - holding the seminars
- organizing and presenting master classes (professionals, journalists)

In major cities in Germany and Switzerland (Berlin, Hamburg, Munich, Frankfurt, Dusseldorf, Cologne, Bremen, Hannover, Nuremberg, Dresden, Leipzig, Zurich, Basle, Berne)

  - location scout for the seminars
  - concept, budgeting, organization and presentation - as a one-woman-show
- seminars and presentations ( Tastings, wine-menus,...) for consumers
- seminars and presentations for trade shows:

ProWein, Intergastra, IGEO (Basle), Expovina (Zurich)

- 1995 - today**      **Client: *Union des Côtes de Bordeaux***
- organizing and presenting master classes for wine-professionals and journalists in the major cities in Germany and Switzerland as listed above for the CIVB
  - organizing events at and after the ProWein trade show at the booth and on a Rhine boat cruise
    - concept, budgeting, in charge of overall organization
- 2016 - today**      **Client: *Conseil des Vins du Médoc***
- organizing and presenting master classes for wine-professionals and journalists in the major cities in Germany and Switzerland as listed above for the CIVB
    - concept, budgeting, in charge of overall organization
  - 2021: Organization, implementation and moderation of high-level virtual masterclass for professionals from on- and off Trade and press.
- 2020**      **Bouvet-Ladubay, France**
- organization, implementation and moderation of high-profile virtual masterclass for their customers in the specialized trade.
- 2015 - 2018**      **Client: *Deutsches Weininstitut DWI***
- presenting master classes for the on-trade and distributor in their annual training program.
- 2010 - 2018**      **Client: *EDEKA Handelsgesellschaft Rhein-Ruhr***
- presenting master classes for their members and staff:
- Topic: French Wine “Wine journey – Frankreich”
- 2009 – 2017**      **Owner of a wine bistro & shop: [www.vitus-wein.de](http://www.vitus-wein.de)**
- own concept including building operations and interior design
  - implementation, execution and adaption of the concept
- 2011 - 2013**      **Client: *Syndicat Viticole des Côtes de Bourg***
- organizing road shows for wine producers presenting their wines in Berlin, Hamburg, Cologne, Mainz, Munich
    - concept, budgeting, in charge of overall organization
- 2006 - 2009**      **Client: *supermarket chain HIT***
- training employees and instructing them on the complete product range each year for two days in another German wine-region
    - Concept, presentation

- 2015**                      **Client: Consorzio di Tutela dei Vini Etna, Sicilia, Italy**
- organizing road show for wine producers presenting their wines in Munich
    - concept, budgeting, in charge of overall organization
- 2004 - 2005**                **Client: Collège des vins du *Saint-Emilion***
- organizing and presenting master classes for wine-professionals and journalists in the major cities in Germany and Switzerland as listed above for the CIVB
    - concept, budgeting, in charge of overall organization
- 1995 - 2002**                **Client: Importeur Eggers&Franke**
- ambassador for the product range from South Africa
    - presentations of seminars, tastings and dinners
  - Cognac seminars for members of the union of sommeliers
    - Concept, presentation
  - four days of training employees on the complete product range
    - Concept, presentation
- 2001, 2005, today**        **Book author:**
- „*Wein in der Gastronomie – Ertrag steigern und an Profil gewinnen*“
- „***Wine in the on-trade – increasing returns and earning profile***“
- The only comprehensive book dealing with how wine can be used in the gastronomy as a money-maker and image-maker in the German-speaking markets (winner of the silver medal of Gastronomische Akademie Deutschland)
- Co-author of „*London Food*“ by Gabriele Gugetzer**
- wine chapters (interviews with Jancis Robinson, Serena Sutcliffe, Michael Broadbent, Stephen Browett and Malcolm Gluck)
- 06/1992 – 06/1995**        **Head-Sommelière**
- Hotel Bachmair am See, D-83648 Tegernsee
- wine buying and maintaining the wine cellar
  - maintaining the wine lists for all restaurants
  - serving the gourmet restaurant

**04/1991 – 06/1992 Work experience during studies at Bordeaux University**

- internship with Négociant DIVA, Bordeaux
- interpreter at Vinexpo for *Oregon, Washington State wines*
- organizing and teaching wine courses for German professionals on behalf of the chamber of commerce of Bordeaux and the négociant Barton & Guestier
- work as sommelière for *AXA-Millesime* owned Châteaux

**09/1989 – 01/1991 Commis sommelière and chef de rang**

Chewton Glen Hotel, New Milton, UK

Internship with Gerard Basset, one of the world's most renowned sommeliers

- maintaining the wine cellar
- service at restaurant

## **FURTHER TRAINING**

**1993 – 2004 studying for the *Master of Wine***

1997: passing the tasting part and the dissertation. No pass in the theory part. Please note: Despite working for an MW for twelve years and not passing it, I have no regrets. These years were absolutely formative for my future career. I gathered a lot of knowledge, met the leading lights in the wine world and travelled to many fascinating wine regions in the process

**02/2000 Master of Wine course in **California****

**08 - 09/1995 study trip to **Australia**: Research for my dissertation on "Shiraz/Syrah"**

**1991 – 1992 "Diplôme universitaire d'aptitude à la dégustation"(DUAD)**

Institut d'Oenologie, F- 33 000 Bordeaux

all courses were held in French

**1991 first trip to **California** and the wine regions**

Visit to: Santa Barbara, Sonoma and Napa Valley

**1990 Basic *WSET* courses, Bournemouth, UK**

## EDUCATION

- 09/1986 – 06/1989**    **internship and training as a hotel manageress**  
Hotel Bachmair am See, D-83648 Tegernsee
- 09/1985 – 06/1986**    **studying for a master's degree in English and German**  
Ludwig-Maximilians-Universität, Munich
- 09/1972 – 06/1985**    **A levels (secondary school leaving examination)**  
**Gymnasium Nabburg, Bavaria**

## LANGUAGES AND OTHER SKILLS

- Languages                      business fluent: English, French
- Computer literacy              Microsoft Office 2010 (advanced)
- Drivers licence

## Membership in professional wine organizations

- Since 1992                      *Sommelier-Union,*
- Since 2005                      *Vinissima – Frauen & Wein*
- Since 2017                      *Food Editors Club*

## PERSONAL

- born                              08/05/1966 in Munich
- marital status:                married, 2 children aged 21 and 24
- nationality:                    German
- hobbies:                        wine, food, cooking, travelling, art  
reading, walking, swimming, ...