

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

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: <i>Union des Côtes de Bordeaux</i> • 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: <i>Conseil des Vins du Médoc</i> • 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.
2015 - today	Client: <i>Deutsches Weininstitut DWI</i> • Tutor for professionals in the hospitality and retail sectors: 1.5-day course on "Certified Consultant for German Wines" and "Basic Sensory Course". • presenting master classes for the on-trade and distributor in their annual training program.
2004 - 2005	Client: <i>Collège des Vins du Saint-Emilion</i> • organizing and presenting master classes for wine-professionals and journalists in the major cities in Germany and Switzerland
2020	Client: <i>Bouvet-Ladubay, France</i> • organization, implementation and moderation of high-profile virtual masterclass for their customers in the specialized trade.
2010 - 2018	Client: <i>EDEKA Handelsgesellschaft Rhein-Ruhr</i> • presenting day master classes for their members and staff: Topic: Wines from France
2011 - 2013	Client: <i>Syndicat Viticole des Côtes de Bourg</i> • 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.
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
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
2009 – 2017	Owner of a wine bistro & shop: www.vitus-wein.de • own concept including building operations and interior design • implementation, execution and adaption of the concept
2001, 2005, today	Book author: <i>„Wein in der Gastronomie – Ertrag steigern und an Profil gewinnen“</i> <i>„Wine in the on-trade –</i> <i>Increasing Profit and Building a strong Profile “</i> 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 Guetzer 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	<i>Sommelier-Union</i> https://www.sommelier-union.de
Since 2005	<i>Vinissima – Frauen & Wein</i> https://www.vinissima-ev.de
Since 2017	<i>Food Editors Club</i> www.foodeditorsclub.de

PERSONAL

born	08/05/1966 in Munich
marital status:	married, two sons
nationality:	German
hobbies:	wine, food, cooking, travelling, art reading, walking, swimming, ...