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N A P A V A L L E Y

CALIFORNIA WINE COUNTRY DESTINATION MANAGEMENT



SERVICES MENU

SPRING 2018





An experience with Verve is inspired, indulgent, and exclusive.

Our industry connections and insights give you insider access to the best wine country has to offer: breathtaking natural beauty, exceptional artisan wineries, culinary masterpieces, private art collections, special events, private estates and gardens, and so much more.

Let us show you Napa Valley like you have never imagined.

We really do it all. From airport transfers and signage to unforgettable outdoor activities, meals and classes, we will take as much (or as little) off your plate as you'd like us to. We offer à la carte service for transportation, lodging reservations, tours and experiences, as well as full-on destination and event management handling the entire universe of your visit. We work seamlessly with travel agents, incentive program managers, and luxury leisure guests.

Take a look at our à la carte and full-service offerings,
and, if you don't see anything that inspires you, let us know!

We'd love to create something utterly unique for your next trip to the magical place we call home.

Warm regards,

Mary T Beller

Owner and Curator-in-Chief

Verve Napa Valley



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N A P A V A L L E Y

PRIVATE GUIDED TOURS // WINE EXPERIENCES



Private Wine Tours and Tastings

Experience wine country like never before with Verve Napa Valley. Verve is not your typical wine tour operator. We're local industry insiders, with 20+ years of personal relationships, impeccable taste, and a flair for the creative. Our insider connections get you off the tourist trail and show you Napa and Sonoma Wine Country as you've never seen it before. Each and every wine tour is custom-tailored to your unique tastes and interests.

Full-Day Private-Guided Wine Tasting Tour / Three-Winery Visits

- includes wine tastings, tours, and gourmet lunch
- approximately 7-8 hours

Half-Day Private-Guided Wine Tasting Tour / Two Winery Visits

- includes wine tastings, tours, and lunch
- approximately 6 hours

Your Verve Napa Valley private chauffeur/guide will meet you in the hotel lobby to escort you on a fun filled day of wine tastings and tours. Throughout the day, explore exclusive access to wine production facilities and caves, in addition to tasting award-winning local wines. During your private guided tour, you will see first-hand why California's Wine Country's rich soils and climates combine to create the perfect environment to "grow wine". Combining excellent wine tastings and interesting, off-the-beaten-track winery tours, you will be immersed in the ancient culture of wine making. Along with your wine tastings, relish a gourmet Napa-style lunch. Following your wine tastings and lunch, your guide will escort your back to your hotel. Available in the Napa Valley (Carneros, Napa, Yountville, St. Helena, Calistoga) & Sonoma Valley (Sonoma, Russian River, Healdsburg, Alexander Valley). Pick up and drop off in San Francisco and beyond are available at additional cost.



Private Wine Blending Session with Wine Expert

Learn the essentials of wine blending from your personal expert winemaker.

For seasoned collectors and wine-curious beginners, your expert winemaker will guide you through the process of formulating the best blend. This hands-on blending experience introduces wine tasting education through wine-blending. With beakers of wine, pipettes, tasting glasses, note pad, all the tools a winemaker needs, you will learn what it takes to be a master winemaker. With young barrel samples of wine, you can learn the attributes of each distinct varietal. Verve Napa Valley's wine blending seminar is one of the most fun and educational experiences in the wine country. After learning to use the tools, the group is turned loose to work through the process of formulating their best blend. The participants hone their tastes and learn the vocabulary to discuss what they are tasting. This experience is a wonderful way to learn how to approach future wine tasting experiences.

Private Wine Educational Tasting with Wine Expert

Jumpstart your trip and make the most of wine country with this introduction to wine tasting and overview of Napa Valley's history and wine culture.

This fun, informative session is designed to help you get a handle on your preferences before heading up-valley to explore Napa's wine country. Tasting a selection of local wines will give you the tools to crack the code—structure, body, tannin, acid, aromas, all the things that go into making wine such a wonderfully complicated and balanced beverage. Learn about blind-tasting while picking a wine expert's brain, and fine-tune your own sense of wine appreciation. This class is appropriate for just about anyone—from enthusiastic beginners who are just starting to figure out white from red to seasoned enthusiasts who are brought to the next level. Join us and learn to taste wine like a pro!

Private Bottle-A-Barrel Experience with Wine Expert

Learn the “Art of Bottling” wine from Barrel to bottle with a Napa Valley wine expert. This team-building challenge takes you well beyond the typical winery visit for a hands-on lesson in winery operations. Step behind the scenes into the production area and meet your very own barrel of fine hand-crafted wine. After a basic orientation and instruction, team members take control and guide the wine’s journey from a 60-gallon oak barrel into 288 individual 750ml bottles. Design a label in advance with your organization’s logo, and you will finish the day applying the printed labels to your bottles for the perfect customized team souvenir.

By special arrangement, Verve can create the opportunity for your group to bottle a barrel of wine. After the necessary orientation and instruction, team members take over the controls and navigate the wine from barrel to bottles. Join fellow team members in this hands-on activity that takes you well beyond the experience most people have when visiting the public areas of wineries. Go behind the scenes into the barrel room, siphon fine hand-crafted wine from the barrel to the bottle. Cork it, cap it and label it under the direction of the owner/winemaker. You may want to design a label in advance featuring your organization logo. The final stage in the bottling process is affixing the label that will commemorate the day with your own branded wine.



PRIVATE GUIDED TOURS
CULINARY EXPERIENCES



Wine country is a food-lover's paradise, with Michelin-starred chefs, world-class farmer's markets, and locally-sourced products everywhere you look. Savor sustainable, seasonal cooking at some of our many restaurants, or in a private chef's personalized menu paired with your favorite wines. We'll take you shopping for arcane ingredients and heirloom produce, score you a spot in a culinary master class, and spoil you rotten with meals of a lifetime.



Full-Day Private-Guided Marin County Foodie Tour

Explore beautiful Point Reyes with a culinary twist! Enjoy exclusive tastings, farm-fresh cheese and oysters, produce, and much more. Travel with your Verve Napa Valley private chauffer/guide to discover what makes Marin County so unique – the food, the farms, the scenery, and the fascinating natural and cultural history. We'll take you straight to the source in this farm-to-table excursion through the rolling hills and pasture lands of rural northwestern Marin County. Our first stop is Point Reyes Station, home of legendary Cowgirl Creamery. We'll watch them work their magic, and shop for an array of cheese products before we move on to a working dairy nearby, where we'll enjoy a farm-fresh lunch. Afterwards, we'll trace the shore of Tomales Bay to an oyster farm, learn about their operations, and taste the freshest oysters of your life.

- Local Creamery Tour and Private Tasting
- Visit to Costal Oyster Farm
- Walk along the Coast of Point Reyes National Park

In the morning, your Verve Napa Valley guide will meet you at your hotel to escort you to Marin County, the heart of California's best farm fresh food for a full-day food tour. Travel through picturesque rolling hills and pasture lands to Point Reyes Station, home of the legendary Cowgirl Creamery. Learn the process of cheese making from "farm to market" in addition to sampling various cheeses. Next, continue on a private walking farm tour where you'll learn the history of the farm, meet their herd, and learn sustainable dairy farming practices. Complete your visit at local creamery with a cheese-inspired lunch at the farm.

Next, experience a coastal oyster farm, located at Tomales Bay, the Northern coast of California. Here, discover how oysters are grown, harvested, and shucked. Shoot oysters from the shell, sampling the freshest oysters you will ever eat.

After your full-day tour of Marin, your private chauffer/guide will escort you back to your hotel to enjoy your evening at leisure. (Approximately 8 Hours, lunch can be arranged at additional cost.)

Private Artisan Cheese and Fine Wine Workshop with Cheese Expert

Join a master cheese critic, writer, and expert for a private artisan cheese and fine wine workshop. Be introduced to new cheeses as you sample exceptional cheese wheels from France, Italy, Spain, Great Britain and all across the U.S.— accompanied by choice fine wines, craft beers or sparkling wine.

Start your experience with an aperitif and hors d'oeuvre, followed by a sit down tasting. Boost your cheese IQ and learn how to be a more knowledgeable consumer and a smarter cheese shopper. Sample cheeses that rise to the occasion of fine wines, from triple crèmes to aged cheeses to buttery blues. You'll taste cheeses paired with a range of elegant sparkling wines, red wines, and white wines, dependent on the cheese region sampled.

Private Craft Spirits Tasting and Mixology Instruction

Experience Napa Valley's craft spirits and cocktails with expert mixologists.

A perfect blend of friends and ambiance, our Private Craft Spirits Tasting and Mixology Instruction are more like parties in disguise. Get a group of your favorite people together for an afternoon of delicious drinks and the most unique event you've ever hosted. Perfect for birthdays, events for organizations or an interesting twist on a corporate occasion, we are ready to energize your group and have you mixing your way to peerless beverage mixology. For unparalleled Mixology Lessons in Napa Valley and beyond, our local distillery will serve up an eclectic fusion of infused beverages for an experience to remember.

Private Wine Cave Dinner

Experience the romance and unique surroundings of a Private Wine Cave Dinner in the heart of California's Wine Country.

Arrive at the winery after its closes to the public for a special experience. It begins with a wine reception on a terrace overlooking Napa Valley facing west and the setting sun. Hors d'oeuvres are passed and a sommelier introduces two wines at the reception. Then, glass in hand, tour the winery including the fermentation tanks, crush pad and bottling line. The tour concludes in the cave with hundreds of French oak barrels filled with fine aging wine. Among the barrels a table is candle lit and beautifully set, including varietal specific stemware. Our private chef introduces each of the three courses for dinner and the sommelier discusses the wine paired with each course. This is a truly magical experience.

Private Hands-On Cooking Class

The exclusive hands-on cooking class is led by a professional chef instructor at a private estate. After an entertaining and informative demonstration of each seasonal dish, we'll turn you loose in the kitchen to create your own culinary masterpieces, enjoying them afterwards with expertly paired wines. For those with a taste for competition, we can set up the class as an Iron Chef-style showdown, pitting team against team in an epic epicurean battle.

You arrive at a beautiful private home or cooking school venue and are greeted with a Sabrage demonstration and a Welcome Champagne Toast. The exclusive hands-on cooking class is an interactive class. Guests create dishes that highlight the best each season has to offer and that are expertly paired to preselected wines. Participants are lead through an entertaining and informative demonstration by our professional chef instructor, then let loose in the kitchen to utilize their newly learned culinary techniques to prepare a memorable wine country meal. After the excitement in the kitchen ends, guests share a lovely wine paired feast, featuring the fruits (and vegetables) of their labor. Competition style classes are available to give your event an exciting twist for a unique team-building activity, or just conviviality amongst friends.



Wine Train Champagne Vista Dome Luxury Dinner

Journey back in time as you traverse the Napa Valley for a 3-Hour journey aboard a vintage train.

Experience the nostalgic luxury class of train travel as you relax and watch the Napa Valley scenery leisurely pass by from your seat. Enjoy a freshly prepared, multiple course gourmet meal and dine in splendor in a domed railcar with an elevated dining experience. Your journey includes a multiple course gourmet meal and a welcome glass of sparkling wine. The Vista Dome Car is an elevated observation style dining car expertly refurbished using Honduran Mahogany paneling and brass accents. Executive Chef Donald Young offers a unique menu for this dining option with all selections prepared in the kitchen located on the first floor of this car.



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N A P A V A L L E Y

PRIVATE GUIDED TOURS
SPECIAL EXPERIENCES



PRIVATE GUIDED TOURS / SPECIAL EXPERIENCES

Art of Sabrage Private Class

Start your morning in style as you learn the “Art of Sabrage” with a sabrage expert. Grab a saber and get certified in the fine art of sabrage...the ultimate party trick. Our pros will share the secrets to swift, spectacular (and safe!) sabering and walk you through the process with an authentic Hussar blade. Cue smartphone video!

Today, start your session with an overview of the history of sabrage where you will learn how this ancient artform has been passed down from generation to generation. With safety equipment, you will be guided in how to safely saber your own bottle of sparkling wine, including tips and tricks from the pros. Put your skills to the test during your hands-on private lesson, as you each saber your own sparkling wine bottle. To commemorate your California Wine Country accomplishment, you will receive a souvenir Verve Napa Valley govino flute, a Verve Napa Valley Sabrage Certificate of Accomplishment, and your sparkling wine to go to enjoy at leisure.

T Beller, founder and owner of Verve Napa Valley, has mastered the Art of Sabrage, and, in fact, it has become a signature start to many of her wine country tours.

Private Farm to Table Garden Tour with Expert Horticulturist

Discover first-hand Napa Valley’s sustainability and culinary farming processes with expert horticulturist as you walk the bountiful gardens of California’s wine country.

Amid colorful blossoms, explore organic farming practices of local vegetables, flowers, and fruit trees. Learn the importance of a sustainable ecosystem for this region. This exclusive tour will introduce you to the farm to fork concept. Let our master gardener friends show you what makes Napa such a special growing place—and not just for vines! In this garden workshop, explore privately owned local gardens, and get your hands dirty if you want to. We’ll sample the season’s sun-warmed bounty, and let you taste what “farm to table” really means. This experience can be combined with lunch or dinner at an additional charge.

Private Guided Fine Art Tour

Join a docent led tour of an extensive contemporary art museum in Napa Valley.

Set on over 200 acres of extraordinary vineyard, gardens, and natural landscape in the Carneros region, enjoy the splendor of an extensive art collection, compiled of approximately 2,000 works of art by more than 800 artists, the greatest collection of contemporary Bay Area Artists in the world. Your private guided docent led tour can focus your visit on your personal artistic passions in the heart of California’s Wine Country.

Private Hot Air Balloon Flight

Wine country truly is the perfect setting for proposals, honeymoons, anniversaries, and getaways any time of year. Let us help turn the romance up to with private hot air balloons.

Start your special day with a spectacular early morning balloon ride high above the magnificent Napa Valley. Your highly experienced pilot will identify key landmarks and engage you with stories about this beautiful and historic area. Enchantment, romance, and excitement fill every colorful moment of this graceful adventure. Once earthbound again, your flight is celebrated with Napa Valley's finest sparkling wines at a local winery, in addition to a gourmet post-flight breakfast.

Enjoy the intimacy of an exclusive balloon flight for just you and your special guest in addition to your private pilot. Our exclusive flights for two passengers are ideal for marriage proposals, anniversaries, special occasions or just as a special treat for you and your guest. Enjoy an approximately one-hour flight with just you, your guest and your pilot.

Private Guided Horseback Riding with Ranch Winery Tasting Experience

Come experience Napa Valley from the original rancher's perspective - riding through the vineyards on horseback!

Saddle up for a guided horseback tour of one of Napa's historic ranch properties—a breathtaking ride through our region's rich past and unspoiled natural beauty. After riding the vine rows, you'll dismount for a tasting of estate-grown wines and paired selection of cheese & charcuterie. This trail ride is a fantastic way to take in the breathtaking vistas of a local ranch and winery in the surrounding hills of California's Napa Valley. A vineyard horseback ride, coupled with an estate wine tasting, is the perfect hallmark experience for any adventurer's trip to the Napa Valley.

Saddle up in the western barn for a ride through the vineyard. Upon return, you will stroll back to the terrace and be met with a refreshing, well-earned glass of wine for you to enjoy while touring the crush pad, tank room, barrel room, bottling line and commercial kitchen. Then, find serenity sitting in the patio garden lounge overlooking the beautiful ranch and the surrounding Coombsville hills. Here you will be served 4 wines and, following the tasting, guests will enjoy a carefully curated, gourmet lunch prepared by one of our preferred chefs.

Private Performance Sportscar Raceway Experience

NASCAR and Performance Sportscar enthusiasts are welcome to get their endorphins full-throttle in California's wine country. We'll hit one of the top go karting venues in the US for a half-day class with state-of-the-art, race-prepared Sprint Karts. Learn the fundamentals of go kart racing from pro instructors, who'll coach you on your racing lines, braking methods, cornering and more. Professional instructors will coach the drivers on their performance after each track session to help them lock in what they learned behind the wheel, and we'll enjoy a gourmet box lunch on site.

McLaren 570 Autocross Challenge

After receiving professional driving instruction, take the wheel to follow the pace car around the 2.5 mile Nascar track. Once acclimated, you are ready for hot laps. The experience is 7 hours and includes lunch.

Formula 3 Experience, (Half-Day)

Vehicle used: Formula 3 racecar
Vehicle dynamics talk & track talk
Braking and shifting driving exercise
F3 racecar on Sonoma Raceway

Formula 3 Experience, (Full-Day)

Vehicle used: Lola Formula 3 racecar
Vehicle dynamics talk & track talk
Braking and shifting driving exercise 12-laps driving
Skid-pad car-control driving exercise
16-laps driving F3 racecar on Sonoma Raceway

McLaren 570 Test Drive (2.5-hour)

Vehicle used: McLaren 570
Vehicle dynamics talk & track talk
Cornering Technique driving exercise
4-laps driving McLaren 570 on the raceway
instructor driven hot lap

McLaren 570 Sport Drive (Half-Day)

Vehicle used: McLaren 570
Vehicle dynamics talk & track talk
Cornering Technique driving exercise
8-laps driving McLaren 570 on the raceway 1-lap
1-lap instructor driven hot lap

McLaren 570 Ultimate Drive (Full-Day)

Vehicle used: McLaren 570
Vehicle dynamics talk & track talk
Cornering Technique driving exercise
16-laps driving McLaren 570 on the raceway 2-laps
instructor driven hot lap

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N A P A V A L L E Y



CUSTOM EXPERIENCES

Verve started out as a bespoke wine country tour company, and we've built a bit of a name for ourselves in the experience department.

Our local network of private event spaces, secret gardens, art collections, chefs, winemakers, and off-the-beaten-track wineries is second to none. Every itinerary we plan is uniquely tailored to the individuals who'll be experiencing it... no cookie cutter tours allowed.

We love to indulge our guests' non-wine-related interests, and can easily arrange cooking classes, horseback riding, cycling in the vineyards, painting classes, hot air balloon rides, olive oil tasting, and pretty much everything else you have in mind for Napa and Sonoma wine country. We're proud of how much our area has to offer, and we can't wait to show it to you.



www.vervenapavalley.com