SWIRL WINE GROUP

SWIRL & SAVOUR

Immersive sensory wine experiences, wine consultancy & communications for your event

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SWIRL WINE GROUP

MARKET SAVOUR CELLAR

PORTFOLIO

SWIRL & MARKET

Wine & Spirit Distribution, Strategy & Marketing

SWIRL & CELLAR

Wine Concierge & Cellar Evaluations

SWIRL & SAVOUR

Corporate events and Wine Entertainment

SWIRL IN THE CLOUD

Webinars, virtual tastings & digital community for wine

SWIRL & SAVOUR

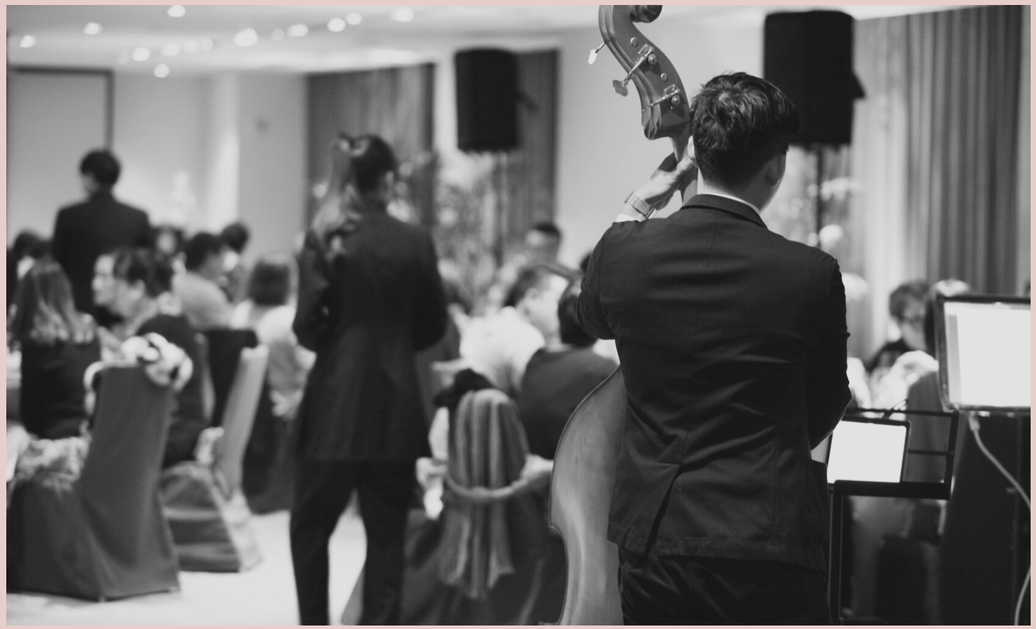
Swirl & Savour creates exquisite wine, drinks and food events. Since 2006, we have established a reputation for delivering inspiring and distinctive experiences that help businesses to build relationships, raise their brand profile and for individuals to celebrate precious milestones.

What we do

Wine as the medium

NOTHING TELLS THE STORY OF A DRINK MORE CLEARLY THAN HOLDING A GLASS IN YOUR HAND. SO OUR EVENTS ARE JUST THAT: STORYTELLING.

Swirl & Savour specialise in entirely bespoke events.
We have well-established relationships with world-class wineries, leading drinks brands, stunning venues and renowned chefs - all at your disposal to create the perfect event for you.
Celebrating a personal event? Want to raise brand awareness? Or are you hoping to deepen connections with your clients which deliver ROI?
Whatever you need, we will deliver it.



Our events serve your purpose

What do you want to achieve with your event? The opportunity for your guests to network? For them to share investment ideas? Or simply for them to discover great wines? We build our events with your purpose in mind. But we also bring fun into the equation. The best way to understand a drink is to immerse yourself in its culture - so we bring that immersive culture to you.

- Private Events & Tastings
- Corporate Events & Tastings
- Become a Wine Expert
- Investor Events
- Product Launches
- Think Tanks
- Team building
- Wine Courses & Training
- Wine Consultancy
- Networking Events
- CPD Events
- Themed dinners
- Masterclasses
- Client connections

MASTER OF WINE

Our creativity, passion and decades of experience set us apart.

But the real feather in our cap is Sarah Abbott MW. Her Master of Wine brings gravitas to your event.

There are only 450 Masters of Wine in the world - and our own MW's depth of knowledge, zeal and artistic sensibility are legendary.

CREATIVE DELIVERY

We will support you in all aspects of your event planning from design to delivery:

- **Concept creation & development**
- **Event planning & logistics**
- **Event format**
- **Sourcing talent**
- **Venue finding**
- **Content creation**
- **Communications**
- **Menu planning & wine selection**
- **Personalised tasting notes from a Master of Wine**

ATTENTION TO DETAIL. CREATIVITY. PROFESSIONALISM. EXPERT KNOWLEDGE. IT'S WHAT MAKES US MARKET LEADERS.

SWIRL & SAVOUR

EVENT SERVICES

TASTE
SAVOUR
DISCOVER
DELIGHT

STUNNING VENUES

Our roster of venues are handpicked for their style and distinction. And if you choose to host at home, our designers can dress the space to make it look spectacular.

WINE & SPIRITS

Our MW selects intriguing and delicious wines with inspiring stories. All expertly paired to your menu. Chocolate, whisky and cocktail experiences are also available.

SUPERLATIVE SERVICE

We handle all of the logistics or work with your in-house event team and preferred suppliers to create an unforgettable event tailored to your requirements and budget,

EXQUISITE FOOD

We are obsessed with food. We champion artisan producers and - of course - make sure the drinks are always perfectly paired, whether you're having canapés or a fine dining extravaganza.

SOME OF OUR CLIENTS

l'oscar

BEDFORD SCHOOL

playa
LA PLAYA
A PARTNERSE COMPANY

ROYAL AUTOMOBILE CLUB

bgl group

selendi

NICE®

wine2wine

HEDONISM WINES

VA VINS ALSACE

Castle Newnham School
TRADITIONAL VALUES, BRIGHT FUTURES, ONE JOURNEY

LATHAM & WATKINS LLP

PRAISE FOR OUR WORK

SOPHIE, BGL GROUP

“What can I say? It was AMAZING!! Everybody has said how much they enjoyed it, and how much they learnt. They were all captivated! We are already thinking about the next event we’re going to do.”

SYLVIA GOULDING, WOODFINES LLP

““Thanks for a very enjoyable and educational wine tasting evening. We have had some very complimentary comments on how much fun it was and not at all “stuffy” as previously envisaged! It just proves that drinking wine is a sociable and fun thing to do – and with your knowledge educational too! I understand that we have established some new contacts as well as re-kindling others – so all in all a successful evening.”

TOM, LIKE MINDS LEARNING

““You obviously know your stuff but imparted it with a warmth, humour and passion that really made us see wine in a new light. You also managed to facilitate the exact task of the evening which was to get everyone better acquainted, wine was a perfect medium through which to create those links.”

SANDRA TRUESDALE, CEO CLERKENWELL LONDON

““Thank you very much for such a professional presentation. It was a thoroughly enjoyable evening and the complimentary e-mails are flooding in. These have included a client now optimistic that he will be able to “bluff my way through a wine list at a fine restaurant”.
“Sarah you are a true talent, we were blown away by your personal approach and genuine passion for wine thanks to your awesome ability to deliver the most interesting, informative, friendly, but above all, passionate wine tasting”.

Meet Our Team

SARAH ABBOTT MW

CEO &
Founder

MADELEINE WATERS

Events &
Communications

NIKI SHEFRAS

Client Support & Trade
Bureau

SOCIAL CHANNELS

FACEBOOK

LINKEDIN

TWITTER

Get in touch

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