



## Hedonism Wines & The White Horse Private Tasting Event Guidelines



We are ready to create an unforgettable tasting experience for you and your guests here at Hedonism Wines, so please take advantage of our team's expertise, plus the more than 9,500 wines and spirits that we have to offer in many different formats.

With **two venues** that can accommodate parties up to 50 guests, we are confident that we can offer the perfect tasting event for everyone, whatever the occasion.

Each of our tastings are bespoke, so whether you are looking for an introduction to wines or spirits in general, to gain deeper knowledge of a particular, favourite region or simply to enjoy some good wine with friends or colleagues, we can cater for all tastes.

### A Selection of Tasting Themes

*The below are a sampling of some of our most popular themes, but this is by no means an exhaustive list!*

- **France v USA**  
Compare and contrast wines and styles from the Kings of the Old World and New World - wonderfully suited to blind tastings.
- **Giro d'Italia**  
Take a tasting journey across Italy, showcasing the country's extensive range of grape varieties, regions & styles.
- **Sailing the Mediterranean**  
Tour the Mediterranean from the South of France through to coastal Italy, Spain and Greece via the many beautiful wine growing islands.
- **Premium v Value Wines**  
Think you can tell the price of a wine by tasting it? Why not taste wines at two distinct price points in a blind format to see if you can spot the difference!
- **Whiskies of the World or Highlands v Islands**  
From the classics in Scotland or the USA to the newcomers in Asia, the whisky world is booming and offers such a diversity of styles that every person can discover their perfect dram.
- **Insight Into The World Of Sake**  
A fascinating insight into Japanese culture and its most famous beverage to discover the full range of flavours and the many profiles of Sake

*"I can resist anything but temptation."*  
Oscar Wilde

## Format

- Tastings are led under the guidance of one of our excellent Sommeliers.
- Small parties of two to three guests typically sample from a bespoke selection of the 48 wines we have on offer from our enomatic machines at Hedonism Wines, though always have the option to purchase a selection of half or full bottles, as well.
- Parties of four or more tend to taste wine by the half or full bottle, usually five to six still wines plus perhaps a glass of Champagne to start.
- Larger groups can opt to take advantage of our fantastic collection of 800+ magnums and many large formats when deciding upon their selection.
- There is a minimum spend on wine, determined by the size of the party and space required.
- Most tastings last for one to two hours.
- An hourly sommelier fee will be charged for all bookings and it is necessary to have a sommelier in attendance for all parties opening wine by the bottle.

## Sommelier Fee

Our team has many years of experience working with fine wine and an incredible knowledge of producers, regions and vintages.

All private tastings are led by one of our senior sommeliers and parties of 15 or more guests will require additional support. The correct amount of sommelier support will be quoted upon request.

Senior Sommelier Hourly Rate: £120

Junior Sommelier Hourly Rate: £60

Tastings are at minimum one hour and can then be booked in half hour increments thereafter. Most tastings are one to two hours, but can be extended to three hours upon request.

Per our payment Terms and Conditions below, the Sommelier fee will be charged in advance. Any extension on the night is possible with agreement and will be charged pro-rata at the same rate.



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### **Option One: Hedonism Wines' Tasting Area**

*Located on the lower ground level of our Mayfair shop, the tasting area can be hired exclusively or non-exclusively for parties of up to 50 guests.*

#### **Tasting Counter or Partial Tasting Table Use\***

Our tasting counter adjacent to the main tasting table is perfect for small parties of 2-3 guests, or reserve part of the tasting table for intimate events up to 5 guests.

Minimum spend on wine: £90 per person

#### **Tasting Table - Seated\***

The exclusive use of our tasting table is available for parties of up to 12 guests, great for friends, birthdays and entertaining on a smaller scale.

Minimum spend on wine: £1,200

#### **Tasting Table - Standing\***

Ideal setting for informal events and parties under 20 guests.

Enjoy the exclusive use of the tasting table, but be able to walk around, too.

Minimum spend on wine: £1,750

#### **Tasting Table & Adjacent Area\***

For larger, informal parties under 35 guests, reserve the tasting table plus adjacent area to the right-hand side, perfect for client entertainment.

Minimum spend on wine: £2,750

#### **Exclusive Use of the tasting area**

Required option for any group over 35 people.

You will enjoy the exclusive use of the tasting area, closing access to the enomatic tasting machines for other shop customers.

Minimum spend on wine: £4,500

#### **Thursdays, the most popular day of the week!**

We have a very high demand for bookings on Thursdays.

Please note that the minimum spend will be £5,500 for all parties on Thursdays.



**\*Please note:** for non-exclusive bookings the enomatic machines will remain open for our customers to enjoy; however access in and out of the reserved tasting area will be clearly marked.

Maximum capacity for the tasting area is 50 guests.

Shop customers must still be able to view and access all wines for sale on display at all times. Our tasting area is not a separate room or fully private space.

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Oscar Wilde*

Hedonism Wines 3-7 Davies St London W1K 3LD  
events@hedonism.co.uk T.020 7290 7870

*Updated 11.23*



## Food Options at Hedonism Wines

We have teamed up with **Ollie Dabbous** & our Michelin-starred restaurant **Hide** to offer you a greater choice of delicious food options to accompany your wine tasting. We also offer our popular selection of French artisanal cheeses & gourmet charcuterie from **La Fromagerie**.

### Cheese and Charcuterie Platters from La Fromagerie

*Available for any size party - £17.50 per person*

- Includes a selection of artisanal cheeses and gourmet charcuterie from La Fromagerie
- Crackers, or bread can be made available
- All dietary restrictions can be accommodated; please just ask!

### Hide Canapés

*Available only at Hedonism Wines for parties of 10 or more guests*

*Canapés may not always be available during busier seasons. Please contact us to inquire if interested.*

The below are a sample offering, which will vary by season.

#### Sample Canape Selection - £45 per person for 8 canapes

- Gem lettuce with camomile dressing, crystallized sunflower seeds & fragrant herbs
- Chicken liver parfait on toasted brioche, fig & hibiscus chutney
- Brillat savarin on toasted crumpet & London honey
- Lamb tartare with warm spices
- Turnip wrap with miso & pressed flowers
- Smoked salmon with violet mustard
- Golden beetroot, quince & walnut
- Canales cooked in beeswax (sweet)



*Looking for something more bespoke?*

*Hide's Ollie Dabbous would be delighted to come up with a custom line-up of canapes for your event. Custom orders will be priced upon request.*

**Hide** food orders must be placed a minimum of 2 weeks in advance of your event.

## HIDE Private Dining

For those looking for a more substantial meal, consider joining us at Hide following your tasting in one of the restaurant's multiple private dining spaces for groups of 4 up to 20 guests. For more information, including pricing and availability, please request with our team directly.

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### Option Two: The Equus Bar at The White Horse

*The lower ground level at our wine-focused pub, The White Horse, in Shepherd Market offers a private floor for entertaining, whether for company drinks, networking events or friends' gatherings. Enjoy a bit more privacy, whilst still enjoying the same level of wine quality and sommelier service as at Hedonism Wines.*

#### **Tasting Table - Seated\***

The exclusive use of our tasting table is available for parties of up to 12 guests, great for friends, birthdays and entertaining on a smaller scale.

Minimum spend on wine: £1,200

#### **Tasting Table - Standing\***

Ideal set up for informal events, with a mix of standing and seating available.

Enjoy the exclusive use of the Equus Bar for parties under 20 guests.

Minimum spend on wine: £1,750

#### **Tasting Table & Adjacent Area**

For larger parties under 35 guests, exclusive use of the Equus Bar, perfect for client entertainment.

Minimum spend on wine: £2,750

#### **Exclusive Use of the Equus Bar**

Required option for any group over 35 people for exclusive use of the Equus Bar.

Minimum spend on wine: £4,500



#### **Thursdays, the most popular day of the week!**

We have a very high demand for bookings on Thursdays.

Please note that the minimum spend will be £5,500 for all parties on Thursdays.

Maximum capacity for the Equus Bar is 50 guests.

\* This is the required minimum spend to guarantee exclusive hire of the room for the duration of your event.

Exclusivity only guaranteed during the duration of your tasting experience; please note that other parties may be sat downstairs once your official tasting ends, unless you meet the minimum spend for exclusive hire.

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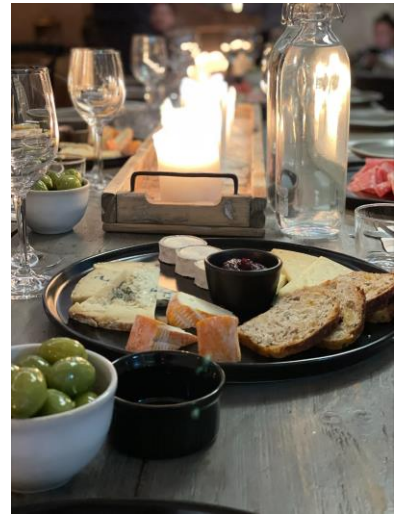
## Food Options at The White Horse

As at Hedonism Wines, we also offer our popular selection of French artisanal cheeses and gourmet charcuterie from **La Fromagerie**, in addition to a more substantial hot food offering.

### **Cheese and Charcuterie Platters from La Fromagerie**

*Available for any size party - £35 for two people*

- Giraffa green olives, garlic, lemon, rosemary
- Cheese selection from La Fromagerie, served with chutney & seasonal fruit bread
- Charcuterie selection: pistachio mortadella, fennel salami & coppa
- Warm olive focaccia with olive oil and balsamic vinegar



### **Hot Food**

*Available for any size party - £42 per person*

The below are a sample offering, which will vary by season.

#### *Choice of three options*

The White Horse Scotch egg & mustard fruit puree

Grilled lamb belly, parmesan polenta & crushed green herbs

Fried corn-fed chicken with smoked paprika & oregano

Roasted delicata pumpkin, pickled rose petals & whipped Graceburn cheese

Baby aubergine, basil pesto and freekah salad

Crispy cornish squid

French fries – add for £6 per serving

Burnt basque cheesecake  
(supplement £10pp)

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Oscar Wilde*

## Payment

For parties of 6 or more guests, to confirm your booking we require a 20% up front deposit of the quote provided at the time of booking. Please note that our quotes are an estimate and the exact cost will depend on the wine and food selected, as well as the final group size.

Once the details of your event have been agreed with your sommelier, they will issue you an invoice and collect payment for the remaining balance due.

We require the final payment in full prior to any tasting date.

- Payments can be made by company credit card or by bacs/chaps electronic payment.
- Final payment is due on invoice a minimum of two weeks' prior to the event.

## Terms and Conditions

- All tasting areas will be reserved for a maximum of two hours unless by prior arrangement.
- Charges for food or Sommelier fees are not included in the required minimum spend on wine.
- We reserve the right to alter our Tasting Event Guidelines without prior notice.
- **Cancellation Refund Policy:** All cancellations must be made in writing at least five working days prior to your event. For all cancellations made within the period five days prior to the event your deposit will be forfeited in full. For events cancelled within 24-48 hours any food that has been ordered or wine that has been opened upon instruction will also be non-refundable.

## Pleasure

Hedonism Wines and The White Horse are both fantastic venues to host your tasting event, whatever the occasion. We aim to make things as simple and pleasurable as possible, and will do everything we can to ensure that your guests are intrigued and entertained in equal measure.

Please feel free to call our Events Manager, Sherry, if you have any further questions or to arrange a visit on site to finalise the details of your tasting event. She can be reached directly on 02072907879 or by email at [events@hedonism.co.uk](mailto:events@hedonism.co.uk).

## Gifting

Don't want the experience to end when your tasting finishes? We also offer many bespoke gifting options to offer to your guests, from wine openers to half bottles and more, all wrapped up to take away in our iconic Hedonism Wines gift bags. Inquire with our events team or your sommelier for more information.



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