

A Step by Step Programme from the Steps Partnership™

“The Wine, The Women and the Wardrobe”

What women really want to know about buying and enjoying wine



The aim is to empower women to feel both comfortable and confident about choosing wines, and make it as easy and natural for them as buying clothes. By using a comparison between clothes in our wardrobes and different types of wine, women (and any man in tune with his intuitive side) will be able to build on their knowledge of wine whilst at the same time building confidence and communication – bridging the self-esteem gap in an entertaining and informative way.

There are four ‘The Wine, The Women and The Wardrobe’™ programmes.

1. The Magnificent 6 – The main 6 grapes, what style they are and what they equate to in our wardrobes and why.
2. Spring /Summer – Summer clothes, Summer Wines, Summer Nights.
3. Autumn /Winter – Winter Woollies as the Nights Close In
4. Sparkling wines – The Twinkling Season to be Jolly

The first seminar is an introduction to WWW, covering the different styles of the 6 main grape varieties – tasting them, pairing them to our wardrobes and to food. The following two seminars follow the season change. Going deeper into the main 6 grapes and adding other grapes varieties to them. Keeping the technical stuff really simple, the wines are tasted and paired with seasonal food groups. The fourth seminar explores the differences between Sparkling wines and Champagnes, why certain kinds appeal and others don't.

By understanding personal tastes, participants can pursue and subsequently build their own wine wardrobe with confidence.

“Wine attracts mystique like no other subject (apart from sex!) and most of us are defeated by it (by wine not sex), believing that to claim any knowledge on the subject one needs to have visited various vineyards across Europe, have a proper cellar not a cupboard under the stairs, have the ability to taste a glass of wine and identify where it came from, who the grower was, what grape, what vintage, and what side of the hill it was grown on, without looking at the label! This, of course, is nonsense! But the complex myriad of varieties, flavours and places remains totally daunting for both men and women, unless you are a Wine Nerd. The Wine, The Women and the Wardrobe keeps it simple and delivers in a way women understand by comparing wine with the clothes in their wardrobe.

(NB Definition of **Wine Nerd** – Not unlike a Train Spotter, but without the train and without the anorak, always men, usually retired, usually found at the bottom end of Supermarkets studying assiduously wine labels in a Sherlock Holmes manner, will look at you with complete contempt as you struggle by with your laden supermarket trolley looking for Sainsbury's Buy of the Month. Please note any man seen studying wine labels and wearing an anorak should be avoided at all costs.)

10 Surprising Facts About Women and Wine

1. More women than men buy wine.
2. More women than men drink wine.
3. Women have a better sense of smell than men, and wine 'tasting' is all about smelling.
4. Women approach the whole process of wine with fewer prejudices than men.
5. Women are less concerned with wine as a symbol of 'status' than men.
6. Women buy and drink wine they like, as opposed to wine they think will impress people.
7. All women like clothes.
8. All women understand their wardrobe.
9. No woman worth a pair of kitten heels would be seen dead in an anorak unless they were involved with The Duke of Edinburgh's Award Scheme.
10. Women are not men and therefore can never become a **Wine Nerd**."

The way wine is presented to women does not enhance, or develop how we feel about ourselves, or about wine because of the very 'masculine' and complex way wine has evolved.

'The Wine, The Women and the Wardrobe'[™] demystifies stuffy wine speak, and deals with what women really want to know about wine. It keeps it simple and easy in a language all women (and most men) understand.

- **Create Your Wine Wardrobe** – match wine with clothes
- **With Food, What Food** – Pairing wine with food women eat, whether at home, or in a restaurant.
- **What, Whom, When** – focusing on sharing wine with others. Feelin' Good!
- **How to Throw a Wine Tasting Party** – take the knowledge gained and repeat the wine tasting with friends and family – really strut your stuff
- **Share personal favourites** – with confidence.

Confidence, Self-esteem and Women

The central crux of **'The Wine, The Women and The Wardrobe'**[™] is really about confidence and women. Woven into the fabric of the wardrobe analogy is a self-esteem programme covering such areas as:-

1. **Who puts us first?**
Our deepest need is to be valued. We seek external validity of our sense of self – often in the wrong place and in the wrong way.
2. **Busy Bees – no time for self.**
Need to find moments of focus and value.

3. **Comfort Zone and Courage Zone.**

Change the way we see ourselves, change the way we buy, drink and enjoy wine. By identifying what we enjoy, we gain understanding and widen the remit of what is available to us resulting in increased confidence, not just in the wine (external confidence), but how we feel about ourselves (internal confidence)

4. **The Personal Bank Account (PBA)**

Making deposits and withdrawals - investment in self – we are worth a bottle of wine, we are worth the knowledge – choices and promises.

5. **The 3 Choices**

- **The Past** - If you always do what you've always done, you'll always get what you've always got in a land of Liebfraumilch and Somebody Else's Choice.
- **The Future** – Somewhere Over the Rainbow We'll have that Bottle of Wine.
- **Or Now** – We can be the women we want to be, not shaped by somebody else's expectations and enjoy that wine we deserve right NOW!