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## **Cork & Olive Identifies Trend in Corporate Events** *Sipping and Selling a natural pairing*

Tampa, FL March 13, 2006 Cork & Olive, the new way to explore and buy wines, has discovered the new way to entertain clients and close deals. In 2005, Cork & Olive launched a corporate events division. The idea was to provide the wine for catered business events or invite businesses to hold their events in our neighborhood retail wine shops. That idea has quickly caught on with sales oriented companies who want to set themselves a part from the traditional “dinner and a speech” routine.

Wine tastings provide a sociable atmosphere where guests are free to mingle and conduct business in a casual environment. Some of the companies that are hosting events include: Raymond James Financial, Ameriprise Financial, A.G. Edwards and Saddlebrook Resorts.

Whether you need to entertain, motivate, have incentives or simply want to re-establish relationships, Cork&Olive creates the perfect setting to make it happen. We arrange food, entertainment, or any other specific needs you may have. Our store, personnel and services are free of charge. We charge only for our products. There is a minimum charge of \$1000. Store credits are issued for the amount not used the night of your event. Credits are often put toward another event or customer appreciation/incentive packages.

Cork&Olive corporate wine tastings are also booked at outside locations for special events. We have traveling tasting tables, glassware and enough corporate-trained wine guides to easily handle groups up to five hundred.

*“Cork & Olive staff works very hard. Presentation is important to them. Cork & Olive’s reasonable prices have allowed us to serve better quality wine within our budget. Our art openings attract a sophisticated crowd with discerning tastes. Beyond supplying wine for events, we will be using Cork & Olive more in the future for wine tastings and fundraisers.”*

*Marilyn Chapman, Special Events Coordinator, Leepa Rattner Museum of Art*

### **More about Cork & Olive**

The chain recently launched franchise sales of its retail locations. There are six corporate-owned neighborhood wine stores in the Tampa Bay area with another eight under development. Our newest South Tampa location opened in January. While the core business is retail, another division of the company is sales-oriented private in-home wine tastings.

Cork and Olive is the new way to explore and buy wines. We believe wine does not have to be expensive to be good. Our wines come from smaller, family owned vineyards from around the world. Our wine tasting table is open all-day, everyday so you can always try before you buy. Join us at one of our many new neighborhood locations, host a private wine tasting in your home or enjoy a catered corporate event. In every unpretentious setting, you will discover good times, good wines and good people.