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These Bespoke Virtual Wine Tastings Take You Around The World



With online wine sales spiking during the pandemic, many wineries have turned to virtual wine tastings to connect with guests in lieu of tasting room experiences.

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Wine.com has put together an impressive lineup of free 30-minute [virtual wine tastings](#) themed around holidays or wine regions and featuring rockstar winemakers like Gérard Bertrand alongside rockstars like Jon Bon Jovi serenading guests as they sip Hampton Water Rosé. Other recent tastings include John Legend and Jean-Charles Boisset tasting rosé wines from France and Saskia Rothschild guiding guests through Domaines Barons de Rothschild's global portfolio. It's easy to sign-up and purchase the wines through Wine.com and so far, the tastings have been a hit. In just a few days, the first five tastings received more than 5,000 sign-ups and thanks to live-streaming technology, there's no maximum limit on the number of guests.

“Prior to the pandemic we were already working on creating a suite of Wine.com experiences for our customers,” says Addie Wallace, Wine.com's sector of new business strategy and insights. “We have reprioritized some of that work to focus on digital experiences first, but are still thinking about a combination of digital and physical experiences for the longer-term.”