

Wine Experience Design • Team Building • Wine Education

BOLOGNA
• W I N E 

CORPORATE WINE EXPERIENCES

WHERE WINE BECOMES CONNECTION



MORE THAN WINE

Wine has always brought people together.

Around a table.

Around an idea.

Around a conversation.

At BOLOGNA.WINE, we believe wine is much more than a beverage.

It creates meaningful conversations, stronger relationships and memorable shared experiences.

That's why we don't simply organise wine tastings.

We design experiences that connect people.



Wine is the beginning.
Connection is the destination.



PEOPLE FIRST

Great experiences are never about wine alone.

They are about people sharing a moment.

Wine simply gives them a reason to slow down,
to listen,

to discover,

and to connect.

That's how memorable experiences begin.

People remember how they felt, not what they drank.



People come for wine.
They leave with stories.



THE HUMAN SIDE OF BUSINESS

Business is built on relationships.

The strongest teams are not created in meeting rooms.

They emerge when people slow down, share experiences and discover each other beyond their job titles.

A carefully designed wine experience creates exactly that.

No presentations.

No ice-breakers.

No forced networking.

Just authentic human connection.

Because people collaborate better when they genuinely know each other.

A group of people are gathered in a meeting or social setting. In the center, a woman with short brown hair and a colorful floral patterned top is smiling and looking towards a man on her right. The man has a beard, sunglasses on his head, and is holding a glass of wine while laughing. To the left, another woman with blonde hair and glasses is leaning in and talking to the woman in the floral top. In the background, a man with a beard and glasses is holding a glass of wine. The setting appears to be an office or a modern meeting space with large windows and framed maps on the wall.

Connection can't be forced.
It can only be created.



EXPERIENCE DESIGN

Every company is different.

Every experience is designed around your people, your objectives and your culture.

We don't offer standard packages.

We design experiences that spark curiosity, encourage genuine interaction and strengthen relationships.

DISCOVER

Discovery Sessions

CHALLENGE

Blind Tasting Challenge

CREATE

Blend Lab

CUSTOM

Signature Experiences



There is no stronger connection
than shared discovery.

WINE DISCOVERY SESSIONS

Wine is never the final destination.
It is where conversations begin.
Designed for curious minds who enjoy learning through conversation, stories and shared tasting.
No previous wine knowledge is required.
Only curiosity.



Every session combines carefully selected wines, local food and engaging storytelling in a relaxed atmosphere where people naturally connect and discover together.

Wine is the excuse.

Connection is the real experience.



Every great conversation
starts with a shared glass.

BLIND TASTING CHALLENGE

How well do you really know wine?

Wine tasting becomes a challenge.

Teams taste wines without seeing the labels and work together to identify them, using observation, intuition and reasoning.



Grape varieties, origins, styles and winemaking techniques become clues to solve the mystery.

No previous wine knowledge is required.

The challenge is about discussing, guessing — and having fun together.

A playful way to discover wine, while discovering how your team thinks.



The labels are hidden.
The clues are not.

BLEND LAB

What happens when wine becomes a creative challenge?

Wine is usually something you taste.

Here, you get to create it. Teams work with different wines and grape varieties, experimenting with proportions, balance and style to create their own blend.



There is no single right answer. Every decision changes the final result.

Taste. Discuss. Adjust.

Then taste again.

Because great blends are not only about wine.

They are about finding the right balance together.



The art of blending
is the art of finding balance together.

SIGNATURE EXPERIENCE

Some experiences are not meant to be standard.

Every company has its own story, its own people and its own occasions to celebrate.

Our Signature Experiences are created from scratch, combining wine, food, culture and exceptional settings into something entirely personal.



One occasion. One story. One experience, created exclusively for you.

FULLY BESPOKE • PRIVATE • BY REQUEST

Some experiences are
meant to be discovered

Tell us what you have in mind. We'll take care of the rest.



ABOUT THE EXPERIENCE DESIGNER

Filippo Manaresi

DipWSET · Wine Educator · Experience Designer · Founder of BOLOGNA.WINE

Wine has always been more than something to taste.

For me, it is a way to discover places, stories and people.

After many years working as a Project Manager in engineering, I brought the same approach to wine: curiosity, attention to detail and the ability to turn an idea into a carefully designed experience.

Today, through BOLOGNA.WINE, I create wine experiences for international guests, companies and private groups, connecting the wines of Emilia-Romagna with the culture, history and character of Bologna.

Because the best experiences are not simply organised.

They are designed.



LET'S CREATE SOMETHING MEMORABLE

Your people.

Your occasion.

Your vision.

*Tell us what you have in mind, and
let's create something memorable
together.*



BOLOGNA.WINE

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DISCOVER MORE

