

# Eddie Osterland

## America's First Master Sommelier

Please contact a GDA agent for information.

### Topics

- Business Growth / Strategy / Trends
- Culinary Arts
- Entertainment
- Networking
- Sales

### About Eddie Osterland

Eddie Osterland is a dynamic Speaker, Entertainer and Author. For more than 25-years, Eddie has traveled the world giving highly entertaining keynote dinner talks and delivered workshops to corporate audiences on Power Entertaining with Food and Wine. Eddie shares his strategies on how to Power Entertain clients with ease, class, and confidence, using great wine, food and hospitality to close more big deals, solidify key business relationships and build strong lasting business relationships. Eddie's helped hundreds of executives and CEO's become successful Power Entertainers and speaks to more than 45 organizations per year.

In 2008, he was the only Master Sommelier invited to entertain corporate clients at the Beijing Olympics. Eddie is the Business and Entertaining Coach for Vistage International, the world's leading CEO organization with more than 14,000 members worldwide. Eddie has been featured as a wine expert by Esquire, JetSet, and Entrepreneur magazines, and was the Director of Trade Education for the International Wine Center in New York City. He served as the wine editor of Restaurant Business Magazine for nearly a decade, and has regularly contributed his expertise to the National Restaurant Association.

Eddie has the distinction of being America's very first Master Sommelier, the highest International distinction that a professional can attain in fine wine and beverage service. He holds the prestigious degree of Diplome Universitaire d'Aptitude a la Degustation (DUAD) from the Universite de Bordeaux, in Bordeaux, France. From there, he became Head Sommelier at the Hotel de la Poste in Beaune, Burgundy, France—an American running a French wine cellar!!

Eddie holds a Degree in Psychology and is an Instrument Rated Pilot.

### Select Keynotes

#### • A "During Dinner" Keynote Address

Power Entertaining with Food & Wine Eddie Osterland's Keynote During Dinner or Lunch Signature Event America's 1st Master Sommelier will show you how to create a special experience and add value to your next business meeting or social event. You're at a fancy downtown restaurant for dinner with a million-dollar business deal on the table. The waiter hands you the wine list. Now what? So much for that shiny MBA and your powerful business connections! What matters right now at this moment is your wine IQ—and your ability to entertain this client in a way he or she will never forget. When it comes to hosting a big business meeting or important sales events, you will discover how to entertain business clients and business associates to close more big deals with ease, knowledge, and confidence, using good wine and food as the ingredients to build strong and lasting business relationships. This reassuring and comprehensive guide to making an overwhelmingly positive impression will help you to:

- Transform boring business meetings and sales functions into memorable social events that people will want to attend again and again.
- Use business entertaining as a powerful client development strategy to Close More Big Deals.
- Get world-class customer service in upscale restaurants even on the busiest nights.
- Create dynamic pairings of great foods and great wines.
- Success is always in the details, so master the finer points of entertaining before your next big business event.
- Build long-term business relationships based on the time-honored principles of courtesy, generosity, and old-world hospitality.
- Learn Eddie's "Seven Power Entertaining Tips" from his new book: "Power Entertaining: Secrets to Building Lasting Relationships, Hosting Unforgettable Events, and Closing Big Deals from America's Master Sommelier."

#### • Passport to the Wines of the World - Reception

Passport to Wines of the World This event is an alternative to any client's opening night cocktail/networking reception. As guests enter the venue, they are issued Passports by America's 1st Master Sommelier, Eddie Osterland (currently only 147 in the U.S.). The Passports direct them to various stations throughout the room that feature delicious wines and appetizer combinations from the most famous wine producing regions of the world. As people move from station to station, Eddie is there for their one-on-one questions and answers. Benefits: This event is a



novel way to “kick-off” any meeting. It creates movement throughout the room. Participants learn what kinds of wines work better with foods. (They are not just Chardonnay, Cabernet or Merlot.) It offers a great opportunity for networking and building rapport amongst attendees. Often people feel uncomfortable at these receptions, feeling that they have to make idle “chit-chat”. The wines are strategically chosen to enhance the hors d’oeuvres, offering guests something to talk about. People never bring pens and paper to events, and therefore never remember what specific vintages or precise food & wine pairing they experience. The Passport they are issued describes all of the foods and wines of the evening, and thus serves as a useful and informative souvenir of your event. Also, it adds value to the event because the guests leave with some new ideas on how to serve unique foods and wines, as well as their “Passport” souvenir with all of the wines listed for their use later! Planning: Eddie will work with your caterer or chef to create these unique wine and food combinations. Wines can usually be selected from good wine lists and when it comes to impressing the client, wines can be brought in. Eddie feels that one should spend more money on wine during a reception, rather than dinner because that’s when the guest’s palates are at their sharpest! (Additional charge of \$3.50ea. per printed Passport)

- **Power Entertaining with Food and Wine - for Executives 90 Minute Breakout Programs**

½ Day Workshop and 90 Minute Breakout Programs “How to Develop New Business Relationships through Power Entertaining” All business has at its foundation a relationship between trusted individuals. In order to grow your business you need new clients. One of the best ways to achieve this is to take prospects out for lunch or dinner. This can be done in hotels and restaurants or from your home. In order for this to be successful you must learn how to do this differently than everyone else so that people want to associate with you. Forming new relationships is the basis of all new business growth. Understanding the challenging economic times, Eddie offers some very insightful strategies on how to stand out from everyone else. Take away value: • Develop insider’s knowledge on how to really use a restaurant. Making a reservation is where everyone else stops. You need to form a relationship and dedicate your business entertaining to just a couple of restaurants. You want to be their star client and receive VIP treatment always! • Restaurant Wine Savvy-Learn how to communicate with hotel, food & beverage directors, catering managers and sommeliers when on the road. Show them you know the ropes and they will treat you and your clients differently. • Discover new client appreciation strategies along with useful annual premiums that will keep you on their minds all year long. • Develop confidence in your ability to taste wine like a Master Sommelier. Few business people possess this skill. Use this and it will change the way people think about you and your company. • Understand the principles of food & wine pairing so that you can create an experience that people will always remember you for. • Learn how to Close More Big Deals using Power Entertaining tips.

## Select Book Titles

- **2012:** Power Entertaining: Secrets to Building Lasting Relationships, Hosting Unforgettable Events, and Closing Big Deals from America’s 1st Master Sommelier
- **1990:** Wine & the Bottom Line

## Select Articles

- [POWER PLAY Eddie Osterland tells you how Food and Wine can make your event a smashing success!!!](#)

Smart Meetings Magazine Cover and Interview with Eddie Osterland - America’s 1st Master Sommelier, Entertainer and Author of “Power Entertaining.”

- [Wining and Dining to Grow your Business and Brand](#)

Entrepreneur Magazine - In his book, Power Entertaining, author Eddie Osterland details how to turn entertaining into an opportunity to build and brand your business. In this edited excerpt, Osterland offers advice on hosting a memorable and successful event.

- [A Special Icon Interview with America’s very 1st Master Sommelier - Eddie Osterland](#)

Drink Me Magazine - Lifestyle Through the Glass interviews America’s 1st Master Sommelier, Eddie Osterland.

- [Smart Meetings Cover Story](#)

Smart Meetings, September 2014

## Select Testimonials

Exceptional Speaker I want to share with all of you. Hello to you all, - I wanted to share a speaker discovery who was at our recent Expo in NYC. He has a delightful concept which totally won over the crowds. He was our highest scoring session and delivered content and fun at the same time in perfect balance. He kind of puts on the audience as a snooty Wine expert and then turns the tables as speaker who debunks snobbery of wine knowledge in a very fun way. He then goes on to elaborate on new Power Entertaining strategies in these challenging economic times. He has the distinction of being America’s very 1st Master Sommelier. I want to assure that I do not endorse speakers in this manner but I am making an exception because he is that great. Perfect for industry or company events- worry free session that will get you praised. Please see his info below. Eddie Osterland, M.S. 858-229-0202 [www.eddieosterland.com](http://www.eddieosterland.com) My best to each of you! RA Richard Aaron President, BizBash Media 21 W 38th ST New York, NY 10018 646.839.6833 fax 212.302.7892 [richard@bizbash.com](mailto:richard@bizbash.com) [www.bizbash.com](http://www.bizbash.com)

— Biz Bash Media

Successful leaders know all about the importance of nurturing their relationships with colleagues and business associates. If you're looking for a new way to entertain clients or develop business, I highly recommend using Eddie Osterland, America's first Master Sommelier. His Power Entertaining dinner is something we have used to attract new clients. His event is highly entertaining as well as offering guests great take-away home entertaining strategies. Joseph G. Romano III, CRPC Managing Director, Partner HighTower Advisors, LLC.

— *HighTower Advisors*

As you know, providing unique and memorable educational and entertainment experiences to our high and ultra-high net worth clients and prospects is a crucial part of our business development and retention strategy. Over the now twenty-plus years that you and I have conducted activities together, I can honestly say that nothing my team has tried has been more successful in establishing and nurturing relationships than the events we have done together. Our clients and prospects are worldly and can have whatever they desire. The ability to provide them with an experience that is really fun and unforgettable, and have them learn advanced and new things about food and wine (subjects near and dear to our demographic) is a great opportunity for us, and for whomever may choose to use you at their events. Warmest Regards, Kelly E. Dougherty Senior Vice President Wealth Management Morgan Stanley Wealth Management

— *Morgan Stanley*

We have engaged America's first Master Sommelier, Eddie Osterland to conduct our annual client appreciation dinner for the last 11 consecutive years. This is an enormous event involving nearly 200 people globally from Australia, the United Kingdom and Asia as well as from the New York tri state area. Eddie has consistently entertained and educated our best clients in a fashion that is "World Class" in New York standards. We would highly recommend utilizing his services for any events where you need to impress your clients and friends. This dinner is touted by clients as THE event to attend in New York City. Sincerely, Rich Rauchenberger Executive Vice President General Manager New York Branch

— *National Australia Bank*

You have a great Gig! I hope you continue to like it and appreciate it! We're lucky to have you, willing to travel to obscure places like Green Bay where appreciation for wine also exists! Not just in the places that have tall buildings! I'm sure your Milwaukee group last evening wasn't as fun as the Green Bay one. Everything worked out, primarily because you are so flexible in fitting what you do to entertain and inform into whatever setting you're presented with. (And we had the unexpected bonus of that character, Steve Schneider, wanting to show us the history and legacy mechanics of his old building ... including operating the elevator!) Thank you very much for traveling at this time of year, especially into our unpredictable weather. Glad it worked out, and trust that the rest of your travels this week are going uneventfully. Hopefully, you're on your way back home ... 7 gigs in 9 days, you said?? Wow! Again, Thank You ... and Best Wishes for a wonderful 2015! Regards, Phil Hauck, Chair, TEC III, XIII and XXXII, Green Bay Phone: 920-309-1416 E: phauck@new.rr.com www.teconline.com Blog: <http://phil-hauck.blogspot.com/> TEC: Chief Executives Working Together Dedicated to Increasing the Effectiveness and Enhancing the Lives of CEOs.

— *TEC*

Please accept this letter of recommendation on behalf of Union Bank and Bruce Breslau. Eddie Osterland MS had planned and presented at our client wine tasting event in May of 2012. His experience, knowledge and presentation was exceptional. His attention to detail and ability to seamlessly interact with the Bank's best CEO's, CFO's and COO's was remarkable. In fact, Eddie did such a great job for Union Bank not only have we asked him to return again in 2013 but have also enlisted his expertise for this year's Annual Client Event. We have worked with other sommeliers in the past but have found Mr. Osterland's ability to be far superior to anyone else we have retained in the past. He is very easy to work with when coordinating important client events and typically exceeds the expectations of our clients and bank personnel. In summary if you want to create a magical event for your highly valued clients I would highly recommend Mr. Osterland and his staff. Please feel free to contact me directly with any questions you may have regarding our experience or his qualifications. Best regards, Bruce Breslau Senior Vice President Market Manager

— *Union Bank*

"Eddie Osterland is a dynamic and informative speaker that will entertain audiences with his knowledge and wit about wine. America's first master sommelier is not only an expert on wine but also shares, from a practical stand point, when to take advantage of a great wine and, often more importantly, when not to. Eddie's commentary on wine and food pairings is also entertaining and eye opening. Eddie presented to our Young President's Organization (YPO) group of 70 business leaders and absolutely delivered!" Thank you! Ravi

— *YPO Santa Monica - Ravi Chatwani*

