

SARAH PHILLIPS MCCARTAN

WINE PRESENTER
WINE EDUCATOR
WINE EVENTS



ABOUT SARAH

Sarah Phillips McCartan is a wine presenter, educator, and writer based in Miami, Florida. She moved to Miami from London in 2019. Thanks to her enthusiasm for her new city, she won Jancis Robinson's wine writing competition for her article, Miami for Wine Lovers, in August 2019.

Before relocating to Florida, Sarah worked for Liv-ex, a global fine wine trading platform based in London. She is now Head of Membership for fine wine think tank ARENI Global, a regular host of trade and consumer wine tastings, a broker, and a writer.

Each month, she hosts an educational masterclass for 30 consumers at Ruka Wine Bar in Wynwood.

Sarah's work has been published in leading wine publications, including Jancisrobinson.com, The Drinks Business, and Meininger's Wine Business International. She is also co-founder of wineguidemiami.com

Sarah holds a Diploma in Wine & Spirits, the highest level offered by the WSET (Wine and Spirits Education Trust), and she is a current Master of Wine student. After passing the theory exams at the first attempt, she is now focused on tasting.

When not in Florida, Sarah can be found exploring the world of wine. Recent travels have taken her to Portugal, Mendoza, Napa, Bordeaux, South Africa, and Rioja – among others. She is happiest when sharing her enthusiasm with fellow wine lovers.

PRIVATE EVENTS

The best wines are those that spark conversation, inspire curiosity, and help to bring us together. I curate selections of exciting - and delicious - wines with this in mind.

I offer:

- Private/Corporate tasting events at your office, party venue, or home.
- Wine pairing dinners at your home or at a restaurant.
- Online events where we all taste together; a great way to connect with friends and colleagues who are far away.
- Guided tastings of wine from your personal cellar.



STAFF TRAINING

Confidence sells. When I lead training for bar and restaurant staff, my goal is to give them wine confidence.

I use a combination of innovative teaching techniques to help teams to improve their tasting ability, increase their understanding of wine, and find language that they are comfortable with when communicating wine to customers.

Recent trainees have reported that they learned more about wine in my training sessions than any others that they have attended - while also having fun.



EVENT CONSULTANCY

It's important to get your wine in front of the right people, with the right message. I offer consultancy services to support your Florida wine trade or consumer events. I can:

- Leverage my knowledge of the South Florida market and its key buyers to make sure that the right people are invited to your event.
- Advise on venues and event formats.
- Present your wine, and tell your story, to groups of consumers or trade.
- Co-ordinate dinners and masterclasses for trade or consumers.



WINE TASTING IN THE GARDEN

Each month, I host a masterclass, Wine Tasting in the Garden, at Ruka Wine Bar in Wynwood, Miami. It attracts up to 35 consumers who are excited to learn about a diverse range of wine styles and regions.

The two-hour events feature a presentation, tasting of six wines, and are followed by live entertainment in the Ruka garden.

Sponsorship options are available.



SOME KIND WORDS

"Sarah was a true pleasure to work: detailed and professional. She was just amazing to see in action. Our guests were enchanted with her personality and her vast knowledge of wine. Pairings and wine selections were spot on. I would hire her over and over again!"

- Gretchen Drury, 180 Promotions



"I had a great experience tasting with Sarah. She manages to make complex topics approachable and is very professional and knowledgeable. I recommend Sarah for those looking to have a fun tasting with friends, brush up on their wine knowledge or students looking for expert guidance on how to taste for an exam."

- Amy Sedeno, Miami FI

GET IN TOUCH

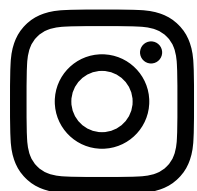
It would be a pleasure to talk to you about your wine plans!



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