



## Heinen's Red Wines from South America Virtual Wine Tasting FAQ

### 1. What is a virtual wine tasting?

A virtual wine tasting is a guided live tasting of a handful of our favorite wines and food pairings. Led by our trusted wine experts, this online event allows you to sip, learn and interact with Heinen's wine community in real time from the comfort of your own home.

### 2. Where and when can I watch the virtual wine tasting?

Our Red Wines of South American virtual wine tasting will be live streamed on Heinen's Facebook page ([facebook.com/heinens](https://www.facebook.com/heinens)) on Thursday, October 1<sup>st</sup> at 6:30 pm EST/ 5:30 pm CST.

*For further instructions on how to access the virtual wine tasting, see below.*

### 3. Do I have to pre-register to attend the virtual wine tasting?

No. Everyone is welcome at our virtual wine tastings; no pre-registration required.

### 4. Is there an attendance fee?

No. Attending this event is free.

### 5. What wines will be featured during the tasting?

We will feature four South American red wines including:

- a. Santa Julia Bonarda
- b. Zuccardi Cabernet Franc
- c. Mendoza Gran Reserva Malbec
- d. Bodega Garzon Reserva Tannat

### 6. Will food pairings be featured?

Yes, we will be featuring three hand-selected cheeses including:

- a. Beecher's Handmade Cheese – Marco Polo
- b. Heinen's Hand-Select 90 Week Gouda
- c. Italian Imported Gorgonzola Dolce

### 7. Do I need to purchase all of the featured wines and cheeses to participate in the virtual wine tasting?

Purchase of wine and cheese is not required to participate in this event; however, we recommend purchasing as many of the featured wines and cheeses as you like to sip and snack along with our wine expert. Ask our Wine Consultants and Cheese Specialists to point you in the direction of our virtual wine tasting selections or look for the bottles and cheeses labeled "Virtual Wine Tasting."



Red Wines from South America | LIVE TASTING: Oct 1st | 6:30pm EST; 5:30pm CST

**8. Do I need any materials to participate in the virtual wine tasting?**

Tasting mats are available. Ask our Wine Consultants for a copy next time you visit Heinen's, or print one at home using this link: <https://www.heinens.com/stories/heinens-virtual-wine-tastings/>.

**9. How long is the virtual wine tasting?**

The virtual wine tasting will last approximately 30 minutes.

**10. Do I have to attend the entire virtual wine tasting?**

No. You may come and go as you please. If you are unable to attend the virtual tasting at the scheduled date and time, visit Heinen's YouTube channel to watch it later.



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## Heinen's Red Wines from South America Virtual Wine Tasting Instructions

*Interested in attending our virtual wine tastings? It's easy to join in on the fun! Here's how to get started:*

1. Visit the Wine Department and Specialty Cheese Department at your favorite Heinen's location and ask our Wine Consultants and Cheese Specialists to point you in the direction of our Virtual Wine Tasting selections. You can also look for the bottles and cheeses labeled "Virtual Wine Tasting."
2. Purchase your favorite bottles and cheeses from our Virtual Wine Tasting selection. You can buy all of them or just a few. Everyone is welcome to participate in our virtual tastings.
3. Ask our Wine Consultants for tasting mat or print it at home using this link:  
<https://www.heinens.com/stories/heinens-virtual-wine-tastings/>.
4. Visit [Heinen's Facebook Page](#) at the designated day and time of the tasting and click on the live video to start watching. No registration or login required.
5. Watch, sip and enjoy!