

We're trying something a little different for the September Herb's Half Case Wine Club. I'm partnering with Sommify, a fun, new wine tasting game (see explanation on the next page) to create Atlanta's first Blind Tasting Wine Club!

This month you'll receive:

- Six wines (3 white & 3 red), bagged and numbered to taste blind
- A prototype version of Beat The Somm! boardgame
- Videos of me, blind tasting the wines and playing the game
- The chance to beat me, Herb, with your wine tasting knowledge
- More fun than any Wine Club should normally provide!

Gather your friends and family to taste, play and in a fun way, learn more about wine!

I've included the game summary and instructions below, but if you have any questions PLEASE do not hesitate to call, email or ask in the store for more info.

Cheers, Herb

### **What is Sommify?**

Sommify is an interactive game that teaches you how to taste and fall in love with wine in the best possible way – by tasting wine! Our goal is to lead you to your wine “Ah-ha!” moment by breaking down the components of a wine through a few questions and then categorizing the wine from your answers. The process is truly simple and incredibly fun!

Wine can be both intimidating (we hate that!) and ridiculously complex and interesting (we love that!). Join the Sommify movement, and let's learn and demystify wine together.

### **How to Play Sommify: Beat The Somm!**

See these instructions as a video at [www.sommify.com/pages/herb](http://www.sommify.com/pages/herb)

Thanks for participating in Sommify's very first Wine Club Takeover! At Sommify our goal is to help you learn how to taste wine better. We believe the best way to learn is by blind tasting: stripping a wine down to its core characteristics and then rebuilding it. We're very excited to do just that with the six wines from Herb's Half Case Wine Club!

Since this is a game, gather your friends together (we recommend 2 people per bottle, i.e. if you have 6 bottles – you may have up to 12 players) and play against each other! And a little bonus: We blinded Herb as well! You'll get to see bonus video of Herb breaking down the wines and making his guesses at <http://www.sommify.com/pages/herb>

### **Notes before starting game:**

Chill wines 1-3 in the yellow paper

I've included 3 brown bags for wines 1-3 in case the yellow paper becomes transparent after the wines are chilled.

Enjoy the game, but please drink responsibly.

### **What's included:**

Six wines

Beat the Somm! Instructions

1 Sommify World Wine Map

1 Grape Characteristic Card

6 Grape Call Cards

## 6 Sommify Guess Cards

Wine Glasses (you provide)

### The Rules:

Each player will use the Grape Call Cards to break down each wine. There is a tutorial on how to do this at <http://www.sommify.com/pages/herb> - it's the first video on the page. After writing down your 4 calls, check your characteristics against what the Somm says on the Grape Characteristic Card for each type of wine, and try to match your varietal. Use the Sommify Map for visual confirmation!

Lastly, fill out the Sommify Guess Card. This is how you are scored. Once everyone has filled out their card, unwrap the wine and watch the video of Herb's call for some comic relief! <http://www.sommify.com/pages/herb>

Here's how scoring goes:

For each wine, you're awarded points for New or Old World, Grape(s), Region and Vintage (within one year).

- Get one category correct, receive 5 points
- Get two categories correct, receive 15 points
- Get three categories correct, receive 25 points
- Get four categories correct, receive 50 points!

For Example: You taste the wine and write:

1. New World
2. Cabernet Sauvignon
3. California
4. 2015

Unwrap the wine and discover it's a 2014 Napa Valley (California) Merlot. You'd receive 25 points! for 3 correct categories (New World, California, 2014 is within 1 year of 2015).

Decide among yourselves whether to be more general in calls (for example, California or France), or more specific (i.e. Napa Valley or Burgundy)

**BONUS: Get a category right that Herb missed, receive an extra 5 points! (Herb's six video reveals available at <http://www.sommify.com/pages/Herb>)**

Each wine has a potential of 50 points, for a maximum score of 300 for the six Herb's Wine Club Wines PLUS your BONUS POINTS for beating Herb!

The Winner is the player with the most points after tasting the six wine and is crowned **Lord Bacchus, God of All Things Wine & Mirth**. As Lord Bacchus, the player may, if they choose and the unsuccessful players allow, order any of the other players to clean up and do the dishes!

**We appreciate you playing Sommify with us. Our big board game is coming out early 2020.**

Keep up with us on Instagram ( @sommify ) OR

[www.facebook.com/sommify](http://www.facebook.com/sommify), OR

Email: [conner@sommify.com](mailto:conner@sommify.com) where you can also join our mailing list!

**\*\*This game is for adults of legal drinking age. Please drink responsibly.\*\***