

DEPARTURES

California Wine Country Is Bringing the Tasting Room to You

And how this temporary solution could also become a new wine tasting trend.

— By Shana Clarke on April 03, 2020 —

What started as intimate online tastings evolved into a bigger web platform for [Parallel Napa Valley](#). General Manager Adrienne D. Capps began hosting sessions for 8 guests or less via Zoom as a way to recreate the live experience. “We ship everything to you: how to set up the table, wine order form, wine club information, menu suggestions, and the tasting bottles,” she explains. Realizing the potential of online media, Capps is now releasing short videos that offers detailed information on different wines, and is planning a new free live tasting series, starting April 11, highlighting “last chance” bottles.



At the other end of the spectrum, a VIP virtual tasting with winemaker Philippe Melka is set to launch at the end of the month. Capps thinks virtual outreach has legs. “I anticipate these are permanent offerings at this point,” says Capps. “There's no reason why I can't keep on continuing to engage with people and people continuing to engage with Parallel in this way going forward.”