



MINISTRY
VENUES



WINE TASTING

DATE — MARCH 2022
COMPANY — PIPPS RELATIONS
LOCATION — THE WHITE SPACE
CATEGORY — SHOWCASE



WINE TASTING

The White Space served as the perfect backdrop for an exclusive wine tasting event organised by Pipp's Relations, bringing together local and international wine suppliers to showcase their selections to elite hospitality buyers. Held in both March and August 2022, the events aimed to highlight the finest wines in a setting that allowed the products to truly shine.

The neutral and versatile backdrop of The White Space ensured that the focus remained on the wines. Its charm, character, and rawness complemented the rich, vibrant colors of the natural wines. The in-house events team at The Ministry managed the setup and catering, utilising The Lounge as an adjoining space for additional guest services and interactions.

The event design was intentionally minimalist to enhance the visual appeal of the wines. Simple easels were used to display photos of the independent wineries, adding a personal touch and creating a visual narrative about the sources of the featured wines. This setup allowed guests to appreciate the craftsmanship behind each bottle while maintaining an elegant and sophisticated atmosphere.

Hospitality buyers were treated to a curated experience that highlighted the diversity and quality of the wines. The carefully planned layout facilitated easy movement and interaction, allowing guests to engage directly with suppliers and learn about the unique characteristics





of each wine. The adjacent Lounge provided a comfortable space for networking and discussions, further enriching the overall experience.

*“I just wanted to share some of the great feedback we had about the venue:
‘Smart and convenient’
‘Bright and airy’
‘Excellent’
‘Nice space and good layout’”*





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