



THE MODERN HOST'S GUIDE TO

THE ART OF THE COCKTAIL HOUR™

A Planning Guide & Workbook



WEDDINGS



CORPORATE EVENTS



BIRTHDAYS &
MILESTONES



SHOWERS



HOLIDAY PARTIES
& MORE



THOUGHTFUL HOSPITALITY.
MEANINGFUL CONNECTIONS.
UNFORGETTABLE MOMENTS.

That's The Art of the Cocktail Hour.

— WELCOME —



You're in the Right Place.

BEAUTIFUL COCKTAIL HOURS
DON'T HAPPEN BY CHANCE.



They happen when thoughtful hosts plan with intention, add meaningful details, and create an experience their guests will always remember.

This guide is here to help you do exactly that. Inside, you'll find practical tools, inspiration, and step-by-step guidance to plan with confidence and host with ease.

This isn't just about charcuterie.

*It's about Connection. Celebration.
And Creating Moments that Matter.*



— HERE, YOU'LL DISCOVER: —



PRACTICAL TOOLS

Worksheets and planning guides to keep every detail organized.



EXPERT TIPS

Simple, elegant ideas that elevate your cocktail hour.



INSPIRATION

Beautiful boards, menus, and styling ideas to spark your creativity.



CONFIDENCE

Step-by-step support so you can host with ease and joy.



MEMORABLE MOMENTS

Everything you need to create an experience your guests will cherish.



You're not just planning an event.

You're creating an experience that people will talk about long after the last glass is raised.

We're so glad you're here—and we can't wait to see what you create!



LET'S STAY CONNECTED —

For exclusive inspiration, seasonal ideas, and special offers—join our email list and follow along on Instagram.



Join the Email List



Follow on Instagram



Visit the Website

SCAN TO BOOK YOUR CART
OR LEARN MORE



GOOD FOOD.



GOOD PEOPLE.



GREAT MEMORIES.



Why Cocktail Hour Matters

THE FIRST SHARED EXPERIENCE OF EVERY CELEBRATION.

Most people think cocktail hour is simply the time between events. A chance for guests to grab a drink, enjoy a bite to eat, and wait for what's next.

We see it differently. At Everything But the Wine, we believe cocktail hour is where a celebration truly begins.

It's the first time your guests gather in one place. The first conversations begin. Old friends reconnect. New friendships are made. Family members are introduced. The energy for the rest of the celebration is quietly taking shape.

When thoughtfully designed, cocktail hour becomes the heart of the celebration—creating an atmosphere where people feel welcomed, relaxed, and genuinely connected.

Because the moments your guests remember most are rarely planned. They're the conversations that happened unexpectedly. The laughter shared over a beautiful spread. The introductions that turned strangers into friends.

Those are the moments that define a celebration. And they all begin here.



THE ART OF THE COCKTAIL HOUR™ IS BUILT ON FIVE PRINCIPLES:



THOUGHTFUL HOSPITALITY

Making every guest feel welcomed from the moment they arrive.



MEANINGFUL CONNECTION

Creating opportunities for people to gather, mingle, and build relationships.



INTENTIONAL DETAILS

Designing every element with purpose, from the flow of the event to the smallest finishing touch.



BEAUTIFUL PRESENTATION

Creating an atmosphere that feels elegant, inviting, and worthy of the celebration.



EFFORTLESS HOSTING

Taking care of the details so hosts can be fully present with the people they invited.



A THOUGHT TO LEAVE WITH

Cocktail hour isn't the time between the celebration.

It's the beginning of it.

The 7 Secrets of an Unforgettable Cocktail Hour™

THE PRINCIPLES BEHIND EVERY MEMORABLE CELEBRATION.

Have you ever left a celebration thinking,

"That was one of the best events I've ever attended."

Chances are, it wasn't because of the flowers, the menu, or even the venue. It was because of how the experience made you feel.

At Everything But the Wine, we believe unforgettable cocktail hours don't happen by accident. They're thoughtfully designed to help guests feel welcomed, connected, and completely present in the moment.

Over the years, we've discovered seven simple principles that consistently transform ordinary gatherings into celebrations people remember long after the last guest leaves.

These are the same ideas we use when designing every Everything But the Wine experience.

THE SEVEN SECRETS



1. CREATE MOMENTS FOR CONNECTION

Beautiful food brings people together, but meaningful moments happen when guests feel invited to connect.



2. THINK BEYOND THE FOOD

Guests may remember what they ate, but they'll never forget how your celebration made them feel.



3. DESIGN WITH INTENTION

Every detail should support the atmosphere you want your guests to experience.



4. HOSPITALITY LIVES IN THE DETAILS

The smallest touches often create the biggest impression.





5. LET GUESTS
MINGLE NATURALLY

Create spaces and opportunities where conversations happen effortlessly.



HOSTING TIP

Arrange gathering areas and flow in a way that encourages movement and interaction.



6. BE PRESENT

The greatest gift you can give your guests is your presence. Let others handle the details while you enjoy the celebration.



HOSTING TIP

Delegate with confidence so you can focus on the moments and the people.



7. END WITH INTENTION

A thoughtful transition from cocktail hour into the next part of the celebration keeps the energy flowing and leaves guests excited for what's to come.



HOSTING TIP

Communicate timing with your team so the transition feels smooth and seamless.



THE ART OF THE COCKTAIL HOUR™

When these seven principles come together, cocktail hour becomes more than a pause in the schedule.

It becomes the moment your celebration truly begins.

➡➡ A THOUGHT TO LEAVE WITH ⬅️⬅️

“ People may forget what was served, but they’ll always remember how they felt. ”



Designing the Guest Experience

BECAUSE UNFORGETTABLE
CELEBRATIONS DON'T
HAPPEN BY ACCIDENT.



The best hosts don't simply plan an event. They plan how they want people to feel.

Long after the flowers have faded and the last bite has been enjoyed, your guests will remember the atmosphere you created.

Did they feel welcomed? Did conversations flow naturally? Did they feel comfortable? Did they leave feeling like they had been part of something special?

That is the guest experience.



THE MODERN HOST MINDSET

Before making any decisions about food, décor, or timelines, ask yourself one simple question:



How do I want my
guests to feel?

Everything else should support that answer.



WELCOMED

Create an arrival that feels warm and inviting. A smile. Beautiful presentation. A thoughtfully designed cocktail hour that immediately puts guests at ease.



COMFORTABLE

Guests connect best when they aren't rushed. Provide places to gather, enjoy a bite, and ease into the celebration.



CONNECTED

The best celebrations help strangers become friends. Create opportunities for conversation, introduce guests, and encourage natural interaction.



CELEBRATED

Every guest should feel like they're an important part of the story, not simply someone attending it.



THE ART OF THE COCKTAIL HOUR™



A thoughtfully designed cocktail hour isn't about filling time.
It's about creating the atmosphere where your celebration truly begins.



HOST REFLECTION

Before moving on, write down three words you want your guests to use when they describe your celebration.

- 1 _____
- 2 _____
- 3 _____





The Modern Host's Planning Checklist

THE LITTLE DETAILS THAT CREATE UNFORGETTABLE CELEBRATIONS.



BEFORE YOU BEGIN

Every unforgettable celebration starts with a plan. Not a complicated one. Just a thoughtful one.

Use these pages to organize your ideas, capture inspiration, and make sure every detail supports the experience you want your guests to have.

Remember... you aren't simply planning food. You're planning how people will gather, connect, and celebrate.



YOUR CELEBRATION AT A GLANCE



CELEBRATION TYPE _____



DATE _____



VENUE _____



ESTIMATED GUEST COUNT _____



COCKTAIL HOUR TIME _____



THEME / STYLE _____

YOUR VISION

Complete these sentences.

I want my guests to feel...

THREE WORDS THAT DESCRIBE MY CELEBRATION

☐ _____
 ☐ _____
 ☐ _____

YOUR COCKTAIL HOUR PRIORITIES



☐ Beautiful Presentation



☐ Guest Connection



☐ Easy Guest Flow



☐ Great Conversation



☐ Photo-Worthy Details



☐ Fresh Seasonal Food



☐ Stress-Free Hosting



☐ Memorable Experience



☐ Other _____



“ The best celebrations aren't remembered for being perfect. They're remembered for how they made people feel. ”



The Ultimate Cocktail Hour Timeline

A SIMPLE PLAN FOR A SEAMLESS EXPERIENCE.



Great hosts know that thoughtful preparation creates effortless celebration.

Use this timeline to stay on track and confident every step of the way.



SET THE FOUNDATION



- ☐ Reserve venue and key vendors
- ☐ Determine estimated guest count
- ☐ Define your cocktail hour style and overall vision
- ☐ Set a realistic budget
- ☐ Create initial guest flow and layout ideas

Notes & Ideas



BRING THE DETAILS TO LIFE



- ☐ Finalize menu and beverage selections
- ☐ Confirm rentals and design elements
- ☐ Review and refine timeline
- ☐ Confirm vendor details and delivery times
- ☐ Send invitations and any helpful guest info

Notes & Ideas



PREPARE WITH PURPOSE



- ☐ Confirm final guest count with venue
- ☐ Walk through the timeline and layout
- ☐ Delegate responsibilities to trusted people
- ☐ Confirm all vendor arrivals and set-up times
- ☐ Gather and prepare any décor or personal items

Notes & Ideas



BE PRESENT & ENJOY



- ☐ Arrive early and enjoy the moment
- ☐ Trust your plan and your team
- ☐ Greet your guests and make connections
- ☐ Take time to soak it all in

Notes & Ideas

You did the planning. Now enjoy the celebration!

A MODERN HOST REMINDER

Plans help everything run smoothly.

Presence is what makes it unforgettable.





Creating an Unforgettable Cocktail Hour

SIMPLE IDEAS THAT TURN WAITING INTO ONE OF THE MOST MEMORABLE PARTS OF YOUR CELEBRATION.



Cocktail hour is more than the time between “I do” and “let’s eat.” It’s the first experience your guests have of the celebration you’ve so lovingly planned.

For weddings, it’s the time you’re away taking photos. For every event, it’s the moment your guests arrive and begin to gather.

When you create an unforgettable cocktail hour, your guests feel welcomed, cared for, and excited for what’s to come. And you can relax, knowing every detail is in expert hands.

The best celebrations begin the moment your guests walk in.



FIVE SIMPLE WAYS TO CREATE AN UNFORGETTABLE COCKTAIL HOUR



1



GIVE GUESTS SOMETHING TO DISCOVER

Beautiful presentation naturally draws people together. Whether it’s your cocktail cart, a signature drink, or a unique display, create a focal point guests are excited to explore.

2



CREATE MOMENTS WHILE YOU’RE AWAY

For weddings especially, cocktail hour often takes place while you’re taking photographs. Rather than thinking of this as “waiting time,” think of it as your guests’ first experience of the celebration.

3



ENCOURAGE NATURAL CONVERSATION

People don’t need games. They need opportunities. Comfortable seating, beautiful food, relaxed music, and a welcoming atmosphere. The conversations happen naturally.

4



SURPRISE YOUR GUESTS

A signature cocktail. A guest book. A live musician. A beautifully styled mobile charcuterie cart. Small surprises create lasting memories.

5



BE FULLY PRESENT

One of the best gifts you can give yourself is knowing your guests are being cared for while you’re away. That peace of mind allows you to enjoy every moment.

A MODERN HOST TIP

Take 20 Minutes Together

If you’re getting married, ask your photographer to build in a few quiet moments after the ceremony. While your guests are enjoying cocktail hour, take time to breathe, celebrate, and soak in your first moments together as newlyweds.

Your guests are enjoying themselves. Now it’s your turn to enjoy the moment, too.





The Questions Every Host Should Ask

THOUGHTFUL QUESTIONS LEAD TO THOUGHTFUL CELEBRATIONS.

Asking the right questions early helps you create clarity, set expectations, and design a cocktail hour that feels intentional and effortless.

Use this guide when meeting with your vendors and planning your timeline. The more aligned your team is, the more seamless your celebration will be—for you and your guests.

Great celebrations begin with great planning and even better questions. 



KEY QUESTIONS TO GUIDE YOUR PLANNING CONVERSATIONS



VENUE

- ☐ Where will cocktail hour take place?
- ☐ Is there enough space for guests to gather comfortably?
- ☐ Is there shade or climate control?
- ☐ Where will the mobile cart be positioned?



PHOTOGRAPHER

- ☐ How long will family photos take?
- ☐ Can we build in 15–20 minutes alone after the ceremony?
- ☐ Will you capture cocktail hour details before guests arrive?



ENTERTAINMENT

- ☐ What music will play during cocktail hour?
- ☐ Will the volume encourage conversation?
- ☐ Are announcements planned?



CATERING

- ☐ When will food be replenished?
- ☐ Are there dietary accommodations?
- ☐ How will guest flow be managed?



TIMELINE

- ☐ When does cocktail hour begin and end?
- ☐ What signals the transition to dinner?
- ☐ Who is responsible for keeping everything on schedule?



GUEST EXPERIENCE

- ☐ What do you want guests to feel when they arrive?
- ☐ Are there special touches or moments you want to include?
- ☐ How will you ensure a welcoming experience for all?



The best hosts don't leave things to chance.
They plan with intention and lead with hospitality. 

Planning Worksheets

PRACTICAL TOOLS TO HELP YOU PLAN WITH CLARITY AND CONFIDENCE.

Beautiful celebrations don't happen by chance. They happen because thoughtful hosts plan with intention and care.

These worksheets are designed to help you organize every detail, keep your ideas in one place, and bring your vision to life seamlessly.

Use these pages to plan boldly, stay organized, and create a celebration your guests will never forget.



WHAT YOU'LL FIND INSIDE



1. CELEBRATION OVERVIEW

Capture the key details of your celebration at a glance from date and venue to overall vision and priorities.



2. GUEST COUNT PLANNER

Track your expected guest count with space for A list, B list, VIPs, and final headcount details.



3. TIMELINE BUILDER

Outline your cocktail hour flow from start to finish including key moments, transitions, and timing.



4. VENDOR CONTACTS

Keep all your important vendor information organized in one place with contact details and key notes.



5. MENU PLANNING

Plan your food and beverage offerings with space for menu items, dietary accommodations, and special notes.



6. DESIGN & DETAIL INSPIRATION

Collect your style ideas, color palette, textures, florals, and decor inspiration to bring your vision to life.



7. CHECKLIST

Stay on track with a comprehensive checklist of everything to do before, during, and after cocktail hour.



8. NOTES & IDEAS

Extra space for brainstorming, sketching, writing reminders, or capturing anything that inspires you along the way.



When you plan with intention, every detail becomes part of the *experience.*





Celebration Overview

CAPTURE THE KEY DETAILS OF YOUR CELEBRATION AT A GLANCE TO SET THE FOUNDATION FOR EVERYTHING ELSE.



A beautiful celebration starts with a clear vision. Use this worksheet to define the essentials of your cocktail hour and overall event.

Every incredible celebration begins with intention. 



BASIC CELEBRATION DETAILS

EVENT TYPE _____

DATE _____

VENUE _____

LOCATION _____

ESTIMATED GUEST COUNT _____

COCKTAIL HOUR START TIME _____

COCKTAIL HOUR END TIME _____

EVENT END TIME _____



OUR VISION

In a few words, describe the feeling you want your guests to experience.



TOP PRIORITIES

What matters most for this celebration?
List your top 3–5 priorities.

1. _____
2. _____
3. _____
4. _____
5. _____



NOTES & SPECIAL CONSIDERATIONS

Anything unique, important, or non-negotiable we want to keep in mind?





Guest Count Planner

KNOWING YOUR NUMBERS HELPS YOU
PLAN CONFIDENTLY AND CREATE
AN EXPERIENCE THAT FEELS JUST RIGHT.



Use this worksheet to track your expected guest count and plan for the right amount of food, beverages, and space.

Thoughtful planning means every guest feels welcome and cared for.



GUEST COUNT SUMMARY

TOTAL EXPECTED GUESTS _____

ADULTS _____

CHILDREN _____

VENDORS / STAFF _____

A LIST _____

B LIST _____

VIPs / SPECIAL GUESTS _____

FINAL HEADCOUNT GOAL _____



GUEST BREAKDOWN

Break down your guests to help plan food, seating, and flow.

FAMILY _____

FRIENDS _____

COLLEAGUES _____

NEIGHBORS / COMMUNITY _____

OTHER _____

NOTES _____



DIETARY CONSIDERATIONS

Note any dietary restrictions or allergies to plan for.



PLANNING NOTES

Use this space for any additional notes, ideas, or reminders.



WHEN YOU PLAN WITH INTENTION,
your guests feel it in every detail.



Timeline Builder

A SMOOTH TIMELINE CREATES A SEAMLESS EXPERIENCE.



Use this worksheet to outline your cocktail hour flow from start to finish, including key moments, transitions, and timing.

A well-planned timeline helps your vendors work together and ensures your guests enjoy every moment without missing a thing.

Great celebrations flow beautifully when every detail has its time. 



COCKTAIL HOUR TIMELINE

TIME

ACTIVITY / MOMENT

NOTES / DETAILS

	:	
	:	
	:	
	:	
	:	
	:	
	:	
	:	



KEY TRANSITIONS

What signals the start and end of cocktail hour? How will guests know what's next?



WHO'S RESPONSIBLE

Who is responsible for keeping things on track and communicating with vendors and the wedding party?



IMPORTANT REMINDERS

Any timing notes, setup needs, or special moments to remember?



MODERN HOST TIP

Build a little buffer time between moments. It keeps the day relaxed and allows space for beautiful, unexpected moments.

*Plan the time.
Enjoy the memories.*



Vendor Contacts

KEEP ALL YOUR IMPORTANT VENDOR INFORMATION IN ONE PLACE FOR EASY ACCESS AND PEACE OF MIND.



The right team brings your vision to life. Use this worksheet to organize and track your key vendors and their contact details.

Great celebrations are a team effort. Stay organized and enjoy the process.



 VENUE	COMPANY _____ CONTACT NAME _____ PHONE _____ EMAIL _____	NOTES / DETAILS _____ _____ _____
 CATERING	COMPANY _____ CONTACT NAME _____ PHONE _____ EMAIL _____	NOTES / DETAILS _____ _____ _____
 PHOTOGRAPHER	COMPANY _____ CONTACT NAME _____ PHONE _____ EMAIL _____	NOTES / DETAILS _____ _____ _____
 ENTERTAINMENT	COMPANY _____ CONTACT NAME _____ PHONE _____ EMAIL _____	NOTES / DETAILS _____ _____ _____

 NEED MORE SPACE?
Continue on a separate sheet or in your planning binder.

 When everyone is on the same page,
everything comes together beautifully. 

Cocktail Hour Menu Planner

Design a menu that reflects your celebration and delights your guests.

Use this worksheet to plan the perfect menu for your cart experience, including flavors, dietary needs, and special touches.





1. YOUR CART EXPERIENCE

Select the experience you're most interested in:

☐ The Gathering

☐ The Celebration

☐ The Signature

☐ Custom Experience

If custom, tell us a little about your vision:



2. CHARCUTERIE SELECTIONS

Choose the flavors and presentation you'd love your guests to enjoy.

MEATS

CHEESES



3. SEASONAL FAVORITES

Fresh Fruits

Vegetables

Sweet Treats

Specialty Items



4. GUEST PREFERENCES

Help us plan a menu everyone can enjoy.

☐ Vegetarian

☐ Gluten Friendly

☐ Nut Allergy

☐ Dairy Free

☐ Vegan

☐ Other



5. BEVERAGE PAIRINGS

Wine

Signature Cocktail

Mocktail

Water Station



6. PERSONAL TOUCHES

What special details would make your cart experience uniquely yours? (Select all that apply)

☐ Personalized Signage

☐ Custom Menu Cards

☐ Floral Styling

☐ Wedding Colors

☐ Monogram Details

☐ Seasonal Decor

☐ Custom Theme

☐ Other Details



7. NOTES FOR EVERYTHING BUT THE WINE

Share any additional notes, ideas, or must-haves.

Cocktail Hour Timeline Planner

A seamless flow creates unforgettable moments for you and your guests.



Use this worksheet to plan the timing of your cocktail hour and ensure everything flows beautifully from start to finish.



1. COCKTAIL HOUR OVERVIEW

Fill in the key details for your cocktail hour.

COCKTAIL HOUR START TIME _____

COCKTAIL HOUR END TIME _____

LOCATION _____

CEREMONY END TIME _____

RECEPTION START TIME _____

3. KEY MOMENTS TO HIGHLIGHT

Special moments or experiences you want to include.

☐ _____

☐ _____

☐ _____

☐ _____

4. MUSIC & AMBIANCE

Help set the perfect mood.

LIVE MUSIC / BAND _____

DJ / PLAYLIST STYLE _____

VOLUME LEVEL _____

OTHER NOTES _____

5. VENDOR COORDINATION

Who needs to be where and when?

PHOTOGRAPHER ARRIVAL _____

VIDEOGRAPHER ARRIVAL _____

BAR SETUP TIME _____

CART SETUP TIME _____

OTHER VENDORS / NOTES _____

6. SPECIAL CONSIDERATIONS

Any unique details or considerations?

7. NOTES & REMINDERS



THE BEST CELEBRATIONS
are the ones where every moment flows with intention.

GOOD FOOD. GOOD PEOPLE. GREAT MEMORIES. EVERYTHING BUT THE WINE.



Final Details Checklist

The little details make the biggest impact.



Use this worksheet to review all the final details for your cocktail hour and ensure nothing is overlooked before your big day.





1. DETAILS CONFIRMED

Check off each item once confirmed.

- ☐ Date & Time
- ☐ Venue & Location
- ☐ Cart Experience Selected
- ☐ Menu Selections Finalized
- ☐ Beverage Pairings Confirmed
- ☐ Guest Count (Approx.)
- ☐ Dietary Needs Noted
- ☐ Setup & Breakdown Times

Notes: _____



2. COMMUNICATION CHECKLIST

Who needs what information and by when?

WHO	WHAT THEY NEED	BY WHEN	STATUS
_____	_____	_____	☐
_____	_____	_____	☐
_____	_____	_____	☐
_____	_____	_____	☐
_____	_____	_____	☐



3. AESTHETIC & DESIGN

Final touches to reflect your style.

- ☐ Cart Styling & Decor
- ☐ Floral Details
- ☐ Linens / Accents
- ☐ Signage & Menu Display
- ☐ Wedding Colors Incorporated
- ☐ Personalized Touches

Notes: _____



4. SERVICE & FLOW

Ensuring a seamless guest experience.

- ☐ Guest Flow Plan
- ☐ Staffing Confirmed
- ☐ Service Style (Self-Serve / Assisted)
- ☐ Plateware / Napkins / Utensils
- ☐ Trash & Recycling Plan
- ☐ Weather Backup Plan

Notes: _____



5. DAY-OF LOGISTICS

All the behind-the-scenes details.

- ☐ Cart Delivery Time
- ☐ Cart Setup Location
- ☐ Power / Water Access (If Needed)
- ☐ Loading / Unloading Access
- ☐ Parking Instructions
- ☐ Emergency Contact

Notes: _____



6. PHOTOGRAPHY MOMENTS

Capture the experience beautifully.

Key moments you want captured:



Must-Have Shots:

- Overall Cart Setup
- Close-ups of Charcuterie
- Guest Enjoying the Experience
- Couple at the Cart



7. YOUR VISION IN THREE WORDS

The feeling you want your cocktail hour to create.

  



IT'S THE THOUGHTFUL DETAILS
that create unforgettable memories. 



Cocktail Hour Review & Next Steps

A beautiful beginning sets the tone for everything to come.



Let's make sure every detail is perfect and prepare for a cocktail hour your guests will never forget.



1. REVIEW YOUR VISION

Take a moment to reflect on everything you've planned.

What are you most excited about?

What details mean the most to you?

What do you want your guests to remember most?



2. FINAL CHECKLIST

Confirm the key elements for your cocktail hour.

- ☐ Cart Experience Selected
- ☐ Menu Selections Finalized
- ☐ Beverage Pairings Confirmed
- ☐ Timeline Reviewed
- ☐ Vendor Details Confirmed
- ☐ Music & Ambiance Planned
- ☐ Decor & Styling Approved
- ☐ Dietary Needs Communicated
- ☐ Logistics & Setup Confirmed



3. QUESTIONS OR CONSIDERATIONS

Anything you'd like to discuss or explore further?



4. WHAT MAKES YOUR CELEBRATION UNIQUE?

The special touches that will make your cocktail hour one-of-a-kind.

	Signature Details	_____		Seasonal Touches	_____
	Personalized Elements	_____		Meaningful Moments	_____
	Theme & Inspiration	_____		Other Unique Ideas	_____



5. NEXT STEPS

What happens now?

- ☐ Schedule Final Tasting (if applicable)
- ☐ Confirm Final Guest Count
- ☐ Review Final Details
- ☐ Final Payment & Agreement
- ☐ Relax & Enjoy the Process!

Target Follow-Up Date: _____



A Note from Everything But The Wine

We're honored to be part of your celebration and can't wait to create an unforgettable cocktail hour that you and your guests will cherish forever.



THE BEST CELEBRATIONS
*start with good food, good people,
and great memories.*





More Than Charcuterie.

An Experience.

A CELEBRATION ISN'T REMEMBERED
FOR WHAT WAS SERVED.
IT'S REMEMBERED FOR HOW IT
MADE PEOPLE FEEL.

You've planned with intention, thoughtfully prepared every detail, and created an atmosphere where connection can flourish. Now, it's time to step back, be present, and enjoy the moments you've so beautifully created.

Well done, host. You've got this.



THE HEART OF EVERY CELEBRATION



GATHER

People come together for connection, laughter, and unforgettable moments.



CONNECT

Meaningful conversations and shared experiences create bonds that last long after the last glass is raised.



CELEBRATE

Life's milestones big and small deserve to be celebrated with intention, beauty, and joy.



BE PRESENT

The best hosts remember to slow down, be in the moment, and soak in time with their people.



LEAVE A LASTING IMPRESSION

It's the little details, the warm hospitality, and the heartfelt touches that guests will always remember.

A MOMENT TO REFLECT

- What part of this planning process did you enjoy the most? _____
- What are you most proud of creating for your guests? _____
- What special moments do you hope your guests take with them? _____
- How will you carry the art of the cocktail hour into your next celebration? _____

Enjoy Every Moment

You've created more than a beautiful spread.
You've created an atmosphere where people feel welcome, valued, and celebrated.

THAT IS THE ART OF THE COCKTAIL HOUR.



GOOD FOOD.



GOOD PEOPLE.



GREAT MEMORIES.



“

The most memorable celebrations aren't about perfection. They're about presence, connection, and creating moments that become memories.



Let's Create More Beautiful Moments Together

From intimate gatherings to grand celebrations, we're here to help you create experiences your guests will never forget.

SCAN TO BOOK YOUR CART
OR LEARN MORE



— THE ART OF THE COCKTAIL HOUR™ —

You don't just
host a cocktail hour.
You create a memory.

When you plan with intention and add thoughtful details, you create more than a beautiful spread. You create an experience where people feel welcome, valued, and celebrated.

Every board, every bite, every sip, every moment—it all comes together to tell your story of hospitality.

THANK YOU FOR LETTING US
BE PART OF YOURS.



— LET'S CREATE MORE BEAUTIFUL MOMENTS TOGETHER —



NEED A LITTLE HELP?

From intimate gatherings to grand celebrations, we're here to help you bring your vision to life with ease and style.



FOLLOW ALONG

Find inspiration, behind-the-scenes, tips, and beautiful boards on Instagram. We love seeing your celebrations!



LET'S STAY IN TOUCH

Join our email list for exclusive entertaining ideas, seasonal inspiration, and special offers delivered to your inbox.

Good food. Good people. Great memories.



EVERYTHING BUT THE WINE
CURATED BOARDS • COCKTAIL HOUR STYLING • PRIVATE EVENTS

