

THE SWIRLED CUP

*a 2026
docu-series*

SIZZLE REEL:

<https://vimeo.com/1101743849?share=copy>

PASSWORD: Sip2025



ANDREA **IMMER** ROBINSON
MASTER SOMMELIER

OVERVIEW

The Swirled Cup is more than a foodie travel show - It's a vibrant journey into "terroir" - the wine, food, history, and culture that connect us to time, place, and artisanship. Master Sommelier and award-winning TV host Andrea Immer Robinson explores the present and future impact of the pivotal 1976 Judgment of Paris tasting that reshaped the 8,000-year-old wine industry – along with food, and travel - in one generation.

In a time when human connection matters more than ever, The Swirled Cup shows how wine, food, and travel - even just by the glass and on the plate - unite us through shared traditions and stunning landscapes. With both **America 250**, and the **50th anniversary of the 1976 Paris Tasting**, now is the perfect moment to celebrate the excitement and promise of these milestones with **the new generation of taste travelers**. Even better, the content and host — fun, transportive episodes led by a seasoned authority — are positioned for longevity.

**WHY
NOW**

THE HOOK

A TRAVELING TOAST TO THE PAST, PRESENT AND FUTURE OF WINE, FOOD, AND TRAVEL



At its core, *The Swirled Cup* tells a story of bold disruption. In 1976, **California wines shocked the world by beating France's best in a blind tasting** - judged by the French themselves. This milestone not only put California on the global wine map, but sparked a worldwide wine revolution, with food and travel joining the movement. From Argentina to Australia, regions embraced their terroir and dared to dream. **It also reignited pride and innovation in Europe's classic wine regions, influencing everything from gastro-tourism and hospitality to UNESCO recognition.**

The *SWIRLED CUP*:

A Traveling Toast to Taste & Connection

SERIES THEMES:

- **Format: 7 x 30-minute episodes**
- **Release: Summer 2026**
- **Filming: 2021–2025**

- The Mt. “Crushmore” of American Wine – The mavens who met the moment
- Wine School!, a Wine Whiz-dom countdown - **5 S’s** of tasting ~ **4** elements of structure ~ **3** pairing principles ~ **2** “worlds” ~ **1** essential truth about wine
- Spilling the (Green) Tea – ABC’s of Sustainability, from AI to B Corp to **Composting** and **Carbon Sequestration**
- TERR-What?! – Whether in wine, food, music, architecture, or art, it’s a “somewhereness” that melds time, place, and human craft
- Soul (Mate) Food – As America turns 250, we’ve journeyed from The French Chef, to Food Network, to pho-on-demand (yes, there’s an app for that)
- Z’illennials – The rising generation of new faces reshaping wine, food, farming, and hospitality
- Gastro Globe-Trotting – We’re traveling the world on our tastebuds like never before (thank you, Anthony Bourdain!). The experience is worth \$trillions globally...and it’s priceless personally (Napa alone: \$2.5bn)

TONE

VISUAL STYLE AND APPROACH

With warmth, wit, and deep expertise, Andrea Immer Robinson brings a grounded, joyful voice to *The Swirled Cup*. Blending the intrepid energy of the hit show *Parts Unknown* with her own playful charm and culinary pedigree, Andrea guides viewers through a journey where sustainability meets soul—and travel, wine, and food thrive as universal connectors. Her personal relationships with global tastemakers add intimacy and authenticity to every story.



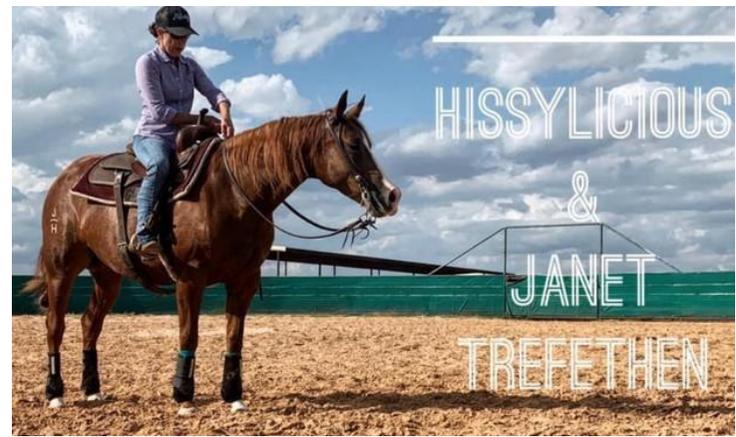
IMMERSIVE LOCATIONS

From Napa's plush vineyards to the chalk caves of Champagne and the hand-built terraces of Portugal's Douro and Austria's Wachau, The Swirled Cup transports viewers to the world's most breathtaking and storied gastronomic regions - many of which are UNESCO World Heritage Sites.

Foodies, wine lovers, lifestyle influencers and tastemakers, history buffs, ardent America fans, and anyone fascinated by inspiring stories of local flavor and cultural transformation, agricultural and environmental innovation, and the pleasure and global business of travel and taste. Andrea's elite professional pedigree, warmly woven with her authentic, connected, "girl-next-door" style, will resonate with viewers, advertisers, and brand partners alike.

TARGET AUDIENCE

Meet the new faces of wine and food - a modern-day shepherd, an AI-powered vine whisperer, a drone-flying plant savior, and even a Grammy-winning vintner. The Swirled Cup brings together legends and trailblazers for candid, inspiring conversations packed with wine geekery, foodie dreams, and dirt-loving passion. In today's culinary world, sommeliers rap about vintages, chefs toss the toques, and winemakers land in the NFL Quarterback and Cowgirl Halls of Fame.



SPIRITED STARS

VISUAL STYLE
AND APPROACH

About the Creator

Andrea Immer Robinson: Trusted Voice & Industry Partner

Master Sommelier, 3 James Beard Awards
(including TV hosting)

Host of 4 national TV shows (Food Network, Fine Living, PBS)

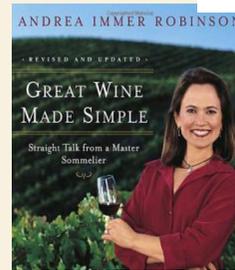
Author of 4 acclaimed books

QUENCH Live-stream You Tube series

Delta Air Lines – Since 2006, Curator of Delta wine program & creator of the industry-leading Delta Sky Sommelier training program

Norwegian Cruise Line – Since 2012, fleet-wide in-room & crew wine video series

Featured in *The New York Times*, *People*, *Working Mother*, *NBC TODAY*, etc.



Production Lead: Partners 2 Media

Tim Clott and Noel Resnick

Producer of award-winning documentaries and short films

The production team has been partnering with project creator, Master Sommelier Andrea Robinson, since 2012

Tim Clott – former senior executive at Paramount Pictures and CEO of Lyrick Studios

Noel Resnick – former development and production executive at ABC Entertainment. Through her own company, she has also produced original movies for Disney and numerous TV networks



Distribution & Promotion Plan

Delta Sync – Seatback system native episodes, plus QR codes linking to other episodes and bonus content, streamable onboard with fast, free wifi as well as off the plane

Aggregator-distributed to FAST and AVOD services (Roku, etc.)

Pitching to premium subscription services – Netflix, AppleTV, etc.

National agency PR campaign pitching major broadcast, podcast, print

Film festival submissions and screenings

Special events – Smithsonian, America 250 events, leading cultural entities

Social and promotional collaborations with featured winery and travel destinations' extensive social and email opt-in audiences

“Can't-be-bought” events (e.g., the ultimate “Backstage Glass to Wine Country with Andrea”) with co-promotion partners (Delta SkyMiles, American Express Centurion)

DESTINATION: WINE

CODE	REGIONS
TBS	KAKHETI GEORGIA
PDX	YAMHILL-CARLTON•EOLA-AMITY HILLS•ROGUE VLY OREGON
VCE	PROSECCO•AMARONE•VALPOLICELLA•FRIULI-VENEZIA-GIULIA ITALIA CONEGLIANO-VALDOBBIADENE
SEA	WALLA WALLA WASHINGTON HORSE HEAVEN HILLS COLUMBIA VLY•RED MOUNTAIN•YAKIMA VLY
ATH	SANTORINI• CRETE •SAMOS•NAOUSSA•NEMEA GREECE
SFO	SONOMA•RUSSIAN RIVER•DRY CREEK VLY•ALEXANDER VLY NAPA VLY•OAKVILLE CALIFORNIA RUTHERFORD•ST HELENA HOWELL MOUNTAIN•STAGS LEAP•OAK KNOLL•CALISTO
CPT	CONSTANTIA•STELLENBOSCH CAPE REGION•WALKER BAY
SMF	LODI CALIFORNIA CLARKSBURG
MXP	FRANCIACORTA•TRENTINO-ALTO-ADIGE ITALIA EMILIA-ROHAGNA BAROLO•BARBARESCO
MRY	SANTA LUCIA HIGHLANDS•MONTEREY CALIFORNIA
PEK	NINGXIA CHINA SHANDONG•HEBEI•YUNNAN•XINJIANG
SLO	PASO ROBLES•ADELAIDA CALIFORNIA SAN LUIS OBISPO COAST
LIS	PORTUGAL PORTO•ALENTEJO•MADEIRA•VINHO VERDE DAO•BAIRRADA•MADEIRA
LAX	SANTA BARBARA•SANTA MARIA VLY CALIFORNIA SANTA YNEZ VLY•SANTA RITA HILLS
FCO	TOSCANA •CHIANTI CLASSICO ITALIA BRUNELLO DI MONTALCINO VINO NOBILE•SAN GIMIGNANO•UMBRIA•BOLGHERI
AUS	TEXAS HILL COUNTRY TEXAS BELL MOUNTAIN•FREDERICKSBURG
JFK	FINGER LAKES•LONG ISLAND N FORK NEW YORK HUDSON VLY
DCA	MONTICELLO•HEART OF APPALACHIA•MIDDLEBURG VIRGINIA
BCN	PRIORAT ESPAÑA ALTO PENEDES•CORPINNAT•CAVA•MONTSANT
BOI	SNAKE RIVER VALLEY•SUNNYSLOPE IDAHO EAGLE HILLS
GRR	FENNVILLE MICHIGAN LAKE MICHIGAN SHORE
MTY	VALLE DE PARRAS MEXICO
IND	INDIANA INDIANA UPLANDS
MAD	JEREZ•RIBERA DEL DUERO•RUEDA ESPAÑA
DEN	GRAND VALLEY COLORADO WEST ELKS
CDG	CHAMPAGNE • BORDEAUX • BURGUNDY • ST EMILION • BRNOVE VLY MEDOC•ALSACE•JURA•SAVOIE• LOIRE VLY FRANCE LANGUEDOC
MKE	LAKE WISCONSIN WISCONSIN
STL	HERMANN•AUGUSTA MISSOURI
VIE	AUSTRIA KAMPTAL•KREMS TAL•BURGENLAND•STYRIA
YUL	CANADA TORO ZARK MOUNTAIN
YXZ	CANADA ERIE NORTH SHORE CANADA
FRA	MOSEL-SAAR-RUWER GERMANY RHEINGAU•PFALZ•NAHE ELWEIN
MVD	MONTVIDEO URUGUAY
STI	ALTO MAIPO•COLCHAGUA•CASABLANCA•LEYDA CHILE LIMARI
GRU	SERRA GAUCHA•BENTO GONCALVES BRAZIL
BUD	HUNGARY EGER
MEL	YARRA VLY•RUTHERGLEN•HUNTER VLY AUSTRALIA
GVA	SWITZERLAND LAVAUX•TICINO•VAUD•VALAIS
SYD	BAROSSA VLY AUSTRALIA MCLAREN VALE•ADELAIDE HILLS
PER	MARGARET RIVER•SWAN VLY
EZE	MENDOZA•UCO VLY•SALTA ARGENTINA LUJAN DE CUYO
AKL	MARLBOROUGH•HAWKES BAY•MARTINBOROUGH NEW ZEALAND
EVN	VAYOTS DZOR ARMENIA ARAGATSOTN•ARMAVIR•ARARAT
ZQN	CENTRAL OTAGO•GIBBSTON VLY NEW ZEALAND
BEY	BEKAA VLY LEBANON

Where to?

Here's a small sampling of the world's wine destinations to tempt you, whether in person or by-the-glass. The regions in red have received UNESCO World Heritage recognition. Maybe a "new world" region will be next!

Shall we? Let's GO.

Hollywood and Vine

If you've seen the movie *Bottle Shock*, you know the Hollywood version of the 1976 Paris Tasting story. Although artistic liberties were taken, the star Alan Rickman's ending line - "You mark my words. We'll be drinking wines from South America, Australia, New Zealand, Africa, India, China...this is just the beginning" - is a true portrayal of the real Steven Spurrier. My talks with Steven before his 2021 passing, and a life of wine and terroir in New York City, Napa, and beyond, inspired this project.

Napa Valley taught the world's wine and food destinations how to put out the "welcome mat." I have lived in that magical place for 20 years, immersed in the journey and wonder of this story's impacts, future potential, and inspiring people. With *The Swirled Cup*, I invite viewers to join me at the table with those who I personally knew, know, and admire.

The Swirled Cup is a toast to friendship, resilience, and the joy of shared experience. More than a film about food and wine, it's a celebration of nature's vitality, the strength of community, and the enduring power of stories - sipped, savored, and shared.

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