

Vivanova Tasting Societies

Where Elegance Meets Experience

The Vivanova Tasting Societies unite the worlds of wine, culture, sport, and business into four distinct circles. Each Society offers immersive experiences, exclusive access, and refined hospitality—available to both individual and corporate members. Every member receives monthly curated wine deliveries, invitations to private events, and access to the Vivanova Winery U platform for continued learning and discovery.

1. WSB Club – Wine · Sport · Business

Purpose: Blending the worlds of wine, sports, and business through elevated experiences and refined camaraderie.

Ideal for: Executives, entrepreneurs, and leaders who appreciate sport, competition, and culture.

Tier	Price	Highlights
Select	\$1,200/year	Access to 6 annual Game Watch & Insider events; 1-bottle monthly wine delivery; Winery U access.
Premier	\$2,400/year	All-event access; 2-bottle monthly delivery; exclusive athlete Q&A dinners.
Corporate	\$5,000/year	Private team experiences; client event passes; 12-bottle case monthly delivery.
Legacy	\$10,000/year	Concierge access, philanthropy integration, and sponsorship recognition across WSB events.

2. Soigné Society – Art · Fashion · Wine

Purpose: Where art, design, and taste meet sophistication. A society celebrating aesthetic mastery and culture.

Ideal for: Cultural tastemakers, designers, and patrons of the arts.

Tier	Price	Highlights
Select	\$1,200/year	Gallery and fashion-paired tastings; 1-bottle monthly delivery; invitations to art pop-ups.
Premier	\$2,400/year	Priority to designer and art events; 2-bottle monthly delivery; Sip & Style soirées.
Corporate	\$5,000/year	Product launch hosting; brand visibility; curated case deliveries.
Legacy	\$10,000/year	Private art events; European fashion access; concierge travel coordination.

3. Enigme Circle – The Secret Society

Purpose: A mysterious and exclusive circle offering invitation-only experiences in undisclosed global destinations.

Ideal for: Private individuals who value rarity, privacy, and mystery.

Tier	Price	Highlights
Select	\$1,200/year	Hidden wine releases and virtual tasting codes; 1-bottle monthly delivery.
Premier	\$2,400/year	Secret event invitations via encrypted text; 2-bottle delivery from rare labels.

Corporate	\$5,000/year	Confidential brand retreats; custom case delivery for executive gifting.
Legacy	\$10,000/year	Invitation to secret global tastings; full concierge discretion and bespoke curation.

4. Executive Circle – The Business of Taste

Purpose: A Society designed for corporate leaders who understand hospitality as an art form and networking as legacy.

Ideal for: CEOs, entrepreneurs, and CSR innovators who merge taste with influence.

Tier	Price	Highlights
Select	\$1,200/year	Leadership tastings; 1-bottle monthly delivery; invitations to business salons.
Premier	\$2,400/year	Monthly business dinners; 2-bottle delivery; strategic hospitality workshops.
Corporate	\$5,000/year	Private board dinners; branded experiences; quarterly 12-bottle case delivery.
Legacy	\$10,000/year	Full concierge partnership; access to 1889; CSR & philanthropy event integration.

Monthly Wine Delivery Experience

All memberships include a monthly delivery of premium wines, champagnes, or spirits curated from Vivanova partner vineyards. Members receive tasting notes, pairing guides, and access to virtual learning through Winery U. Deliveries are tailored to the member's society and tier, with global vineyard rotation available for Premier and above.

Optional Add-Ons & Collective Access

- Dual Society Membership – join a second Society at 50% of its rate
- The Vivanova Collective – full access to all Societies and a 6-bottle global delivery each month (\$12,000/year)
- Corporate CSR Suite – branded wine programs, hosted client events, and 1889 philanthropic recognition

How Membership Works

Apply or Be Invited: Memberships are by invitation or application and approved by the Vivanova Council.

Select Your Society: Choose your preferred Society focus or join multiple through the Collective Access option.

Receive Your Welcome Kit: Includes your digital access credentials, membership certificate, and event calendar.

Engage & Experience: Enjoy events, tastings, and your monthly curated deliveries while networking with like-minded leaders.

Reciprocal Access: All Societies offer cross-event pricing and reciprocal guest privileges for Collective members.

A Vivanova Tasting Society — Luxury Meets Legacy