

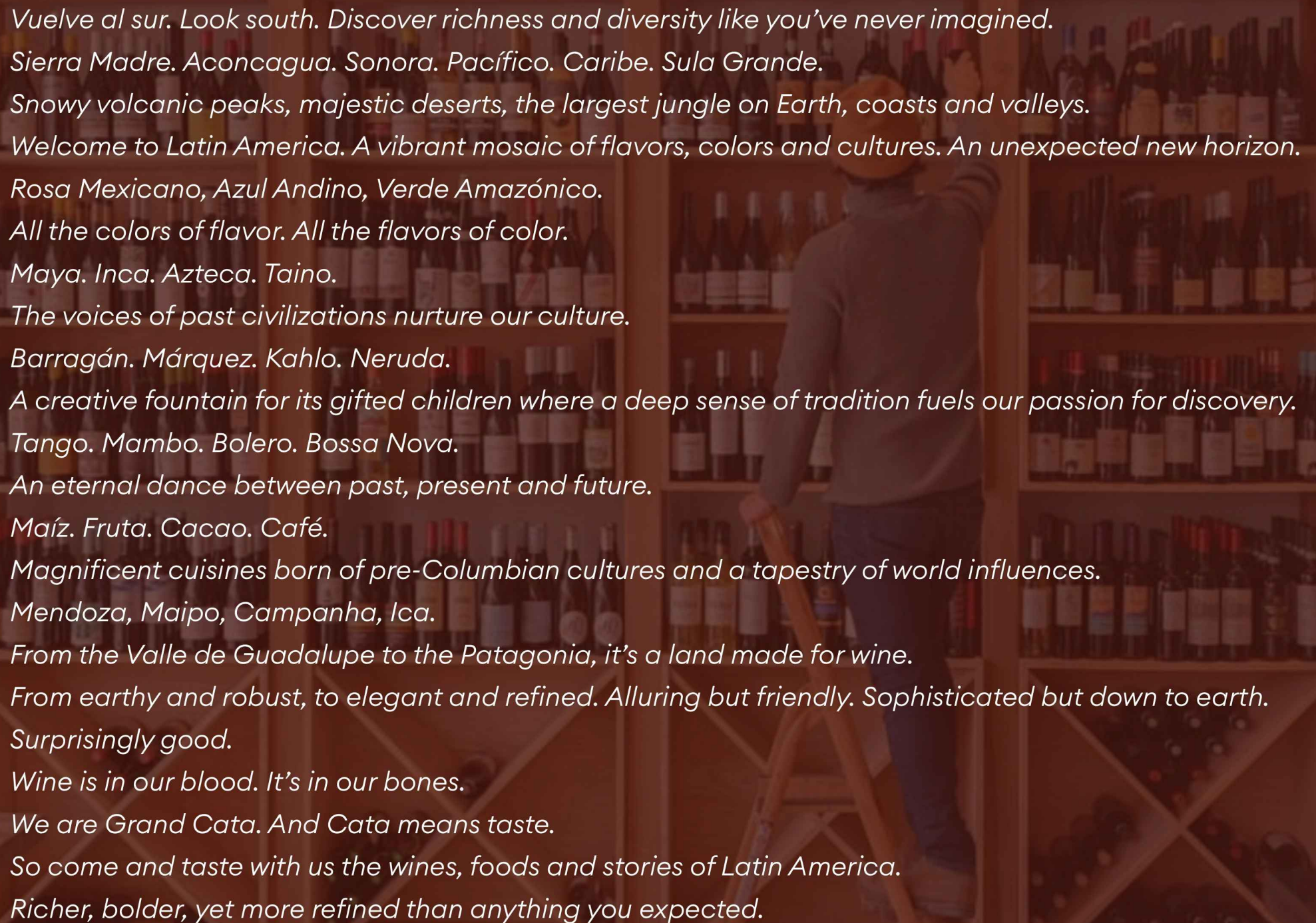
EVENTS & GIFTING

LOOKBOOK 2024



CATA MEANS TASTE

GRAND CATA



*Vuelve al sur. Look south. Discover richness and diversity like you've never imagined.
Sierra Madre. Aconcagua. Sonora. Pacífico. Caribe. Sula Grande.
Snowy volcanic peaks, majestic deserts, the largest jungle on Earth, coasts and valleys.
Welcome to Latin America. A vibrant mosaic of flavors, colors and cultures. An unexpected new horizon.
Rosa Mexicano, Azul Andino, Verde Amazónico.
All the colors of flavor. All the flavors of color.
Maya. Inca. Azteca. Taino.
The voices of past civilizations nurture our culture.
Barragán. Márquez. Kahlo. Neruda.
A creative fountain for its gifted children where a deep sense of tradition fuels our passion for discovery.
Tango. Mambo. Bolero. Bossa Nova.
An eternal dance between past, present and future.
Maíz. Fruta. Cacao. Café.
Magnificent cuisines born of pre-Columbian cultures and a tapestry of world influences.
Mendoza, Maipo, Campanha, Ica.
From the Valle de Guadalupe to the Patagonia, it's a land made for wine.
From earthy and robust, to elegant and refined. Alluring but friendly. Sophisticated but down to earth.
Surprisingly good.
Wine is in our blood. It's in our bones.
We are Grand Cata. And Cata means taste.
So come and taste with us the wines, foods and stories of Latin America.
Richer, bolder, yet more refined than anything you expected.*

This is our true south.



MEET THE OWNERS

Grand Cata's co-founders, Julio and Pedro, met in 2007 while working at a media development NGO in Washington, DC. Through their shared interests and passion for the wine, food, and culture of their respective Andean and Caribbean heritage, they became best friends and began developing the concept of their own business: a Latino wine company.



Julio is a Chilean journalist who took his passion and curiosity out of the newsroom and into the world of wine. When he moved to DC in 2007, he worked a retail position to expand his palate and practice his English. During this period, he realized the opportunity to share the unique wine and gastronomic culture from his native region with the community. Now, after seven years of industry experience, including working as a wine broker and wholesaler, he is committed to making this vision a reality.

His favorite wines and foods are the ones that transport him to the salty air and sea of his hometown Arica on the Pacific coast of the Atacama Desert. Julio is an advanced certified Wine and Spirits professional by the Wine and Spirit Education Trust (WSET).

Pedro was born in California and grew up in his native Puerto Rico. He moved to DC in 2007 and began a career in international media development after completing grad school in Barcelona, Spain. He quickly realized he had even bigger dreams of becoming an entrepreneur and working directly with what he loves: food, wine, people, and Latin American culture.

Since Pedro began his wine career in 2010, he has earned multiple management positions in retail, simultaneously gaining valuable experience in the DC market while building the groundwork for his own business.

Pedro is an advanced certified Wine and Spirits professional by the Wine and Spirit Education Trust (WSET).



LOCATIONS



Flagship Store in Shaw

A neighborhood staple since 2016, the flagship store remains the heartbeat of Grand Cata. Boasting the largest and most diverse collection of Latin American wine in DC, this is a store where you'll discover small-batch winemakers, sustainable producers, and labels uncommon in the US wine market. With weekly tastings and events that encourage conversations and community, you'll learn something new and create connections every time you visit. The flagship store also carries a variety of Latin American spirits and cerveza.



La Cosecha & Mosaic

Grand Cata at La Cosecha and Mosaic are contemporary latin markets in Washington D.C. and Fairfax, VA celebrating Latin American culture and conversation. We bring bring bold and sophisticated flavors to your table with our delicious array of Latin American honest wines, specialty foods, and wine bar experience with wines by the glass.





GATHER

HOST A MEMORABLE EVENT AT GRAND CATA

The best way to experience wine and expand your palate is to taste with friends. At Grand Cata, gathering is a central part of what we do. We share wine education with passion, accessibility, and enjoyment in mind.

Bring friends, family, coworkers, and colleagues for an unforgettable journey south.

GRAND CATA






Sit. Sip. Learn.

What makes wine taste so good? How do earth, weather, and vine come together to give us what we enjoy in the glass?

Discover the answers to all of your burning wine questions with a **Sit Sip and Learn** event. This event style is equal parts educational and fun, allowing you to taste your way through four wines while you learn how each of them came to be.

This event style is perfect for **birthdays, gatherings, celebrations, team building, and more!**

The details:

-  Sit Sip and Learn lasts **two hours** with a knowledgeable Catador as your leader
-  For **standard wine**, the cost is \$35 per person
For **premium wine**, \$50 per person
-  Shop the wine you tasted and loved for **10% off!**
-  **Charcuterie boards** available for \$45, feeds four people
-  This event style is **semi-private** with shoppers and visitors still permitted





Mix & Mingle

Enjoy the same energy and fun of a Sit Sip and Learn with a little less formal education.

This option allows you to welcome your group into our space and introduce them to wine they likely have not experienced before. Our Catadores are equipped to provide quick and memorable tips on each wine featured.

This event style is ideal for **larger groups celebrating an occasion, socializing, or networking.**

The details:

-  Mix and Mingle lasts **two hours** with wine service provided by the Catadores
-  For **standard wine**, the cost is \$35 per person.
For **premium wine**, \$50 per person
-  Each person gets **unlimited tastings** for the duration of your event
-  Shop the wine you tasted and loved for **10% off!**
-  **Charcuterie boards** available for \$45, feeds four people
-  This event style is **semi-private** with shoppers and visitors still permitted



Venue Buyout

Host a private Sit, Sip, and Learn or Mix and Mingle event that permits only your group in the space. The details and cost of each event style are the same with an added venue fee.

-  Weekday venue buyouts between 1pm and 5pm or after 7pm: \$600
-  Weekend venue buyouts after 7pm: \$1,000
-  Holiday Season Weekday venue buyouts between 1pm and 5pm or after 7pm: \$1,000**
-  Holiday Season Weekend venue buyouts after 7pm: \$1,500**

Events lasting more than two hours are charged an additional fee per hour.

**Holiday season 2024 is Nov. 25-Dec. 31. Events during this season book quickly! Secure your event date as soon as possible by emailing events@grandcata.com

The Gift of Wine

End your struggle to buy the perfect gift. Our rare collection of high-end Latin American, Italian, and Spanish wine is the best way to give something they won't soon forget.

The Hall of Fame is for shoppers with refined palates. Impress your in-laws, your boss, or your best friend with a bottle of wine that will stand out at an event or as an addition to a cellar. At the very least, you know this gift will be put to good use.

Book your consultation:
camille@grandcata.com



STAY IN TOUCH

Visit our stores:

Shaw

1550 7th St. NW
Washington, DC 20001
info@grandcata.com

Mosaic

8298 Glass Alley Unit 100
Fairfax, VA 22031
mosaic@grandcata.com

La Cosecha

1280 4th St. NE
Washington, DC 20002
cosecha@grandcata.com

GrandCata.com
Instagram: @grandcata

Book your event: events@grandcata.com

Send us a note:

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Julio Robledo: julio@grandcata.com
General Info: info@grandcata.com

GRAND CATA



THE
PLEASURE
IS WINE