

PRIVATE PARTNERSHIP PROPOSAL

D² SUPPER CLUB

x LA COSTA WINE CO.

A Hands-On Culinary and Wine Experience

Where the wine tells a story - and the guests help create the meal.

PROPOSED EXCLUSIVELY FOR

Triana Hinchey

La Costa Wine Co. | Carlsbad, California

Presented by

Chef Dawn Flaherty
Chef Donna McKay
D2 Supper Club

THE PARTNERSHIP VISION

Not another wine dinner. An experience guests help create.

La Costa Wine Co. already understands what we believe deeply: the best food and wine experiences are not about showing off what you know. They are about bringing people together.

D2 Supper Club brings that same spirit to food. Guests do more than sit, sip and watch. They roll pasta, shape dough, balance a sauce and learn the story behind the dish. Chefs Dawn and Donna lead the culinary experience while La Costa Wine Co. selects the wines and makes every pairing approachable.

The evening ends around the table, where everyone enjoys what they helped create.

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| 01 | ARRIVE & POUR
Begin with a La Costa Wine Co. welcome selection. |
| 02 | MEET THE TABLE
Create an easy welcome for guests arriving alone or together. |
| 03 | LEARN THE STORY
Explore ingredients, culinary history and the evening's techniques. |
| 04 | CREATE TOGETHER
Work in small teams with guidance from Chefs Dawn and Donna. |
| 05 | TASTE THE PAIRING
Learn why the wine works with the food. |
| 06 | GATHER & ENJOY
Share the meal, the glass and the connection. |

Recommended format: 90 minutes to 2 hours | Proposed capacity: 16-24 guests | Beginner-friendly

A recurring experience designed to grow the room - not just fill it.

Attract new customers

D2 markets beyond the current audience, introducing local residents to the wine bar through a memorable first visit.

Sell more wine

The culinary ticket brings guests in. La Costa retains additional glass, flight and bottle sales.

Grow wine-club membership

Every event creates a natural opening to introduce monthly selections, member pricing and VIP event access.

Create repeat traffic

Rotating menus encourage guests to return, bring friends and purchase the featured wines again.

Differentiate the calendar

Hands-on participation delivers more energy and connection than a conventional flight or seated wine dinner.

Strengthen the neighborhood brand

The wine bar becomes the place where strangers become regulars and regulars become friends.

The event ticket gets them in the room. The experience gives them a reason to come back.

RECOMMENDED SIGNATURE PILOT

Pasta & Pour

Handmade Fettuccine with Bolognese

A recognizable, social and photogenic first event. Guests learn how flour, eggs, hydration and technique become fresh pasta. Working in teams, they mix, knead, roll and cut fettuccine while Chefs Dawn and Donna explain the building blocks and history of Bolognese.

La Costa Wine Co. selects the pairing and shows guests how acidity, body and structure complement the richness of the sauce.

THE MENU - Welcome taste or seasonal bite - Handmade fettuccine - Slow-simmered Bolognese - Freshly grated Parmesan - Optional simple green salad - La Costa Wine Co. pairing	GUESTS LEARN - Fresh pasta dough fundamentals - Flour, eggs and hydration - Kneading and resting - Correct dough texture - Rolling and cutting fettuccine - Why the wine works with the dish
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Flour. Eggs. Wine. New Friends.

Come with a friend - or come meet one.

New menus. New wines. A reason to return.

Gnocchi & Italian Reds

Pillowy potato gnocchi with brown butter and sage or seasonal tomato sauce. Pair with Barbera, Sangiovese, Nebbiolo or another Italian red.

Ravioli & Rose

Seasonal ricotta ravioli with lemon, herbs and brown butter. Pair with dry rose or a bright Italian white.

Bao & Bubbles

Steamed bao, savory filling, quick-pickled vegetables and spicy mayo. Pair with sparkling wine, Champagne or pet-nat.

Truffles & Tasting

Hand-rolled chocolate truffles with cocoa, pistachios and freeze-dried fruit. Pair with Port, dessert wine, bubbles or a complementary red.

The Harvest Table

Butternut squash ravioli with brown butter, sage and Parmesan. Pair with Pinot Noir, northern Italian red or a textured white.

The Sparkle Supper

Wild mushroom pasta with Parmesan and dark chocolate pots de creme. Pair with sparkling wine and a complementary red or dessert pour.

Final menus and pairings would be developed jointly based on seasonality, capacity, venue limitations and the wines La Costa Wine Co. wants to feature.

Simple, transparent and built to benefit both businesses

D2 SUPPER CLUB	LA COSTA WINE CO.
- Designs and leads the culinary experience - Manages culinary ticketing - Purchases ingredients and supplies - Provides agreed portable equipment - Organizes stations and cleanup - Promotes to the D2 audience	- Provides the approved event space - Selects and explains the pairing - Sells additional wine and bottles - Introduces the wine club - Provides wine service - Maintains alcohol compliance

Recommended starting revenue structure

KEEP THE PILOT CLEAN D2 Supper Club sets and retains the culinary ticket revenue. La Costa Wine Co. retains additional glass, flight and bottle sales. If one welcome glass is included, D2 purchases it from La Costa Wine Co. at a mutually agreed event rate. Any staffing, rental or special setup costs are agreed before publication.
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D2 manages the culinary ticket. La Costa Wine Co. owns the wine relationship.

PILOT ECONOMICS AND LAUNCH

Price for the experience - then convert the room.

Suggested culinary ticket range

\$89-\$109 per guest

Final pricing depends on the included wine, ingredients, capacity, staffing, equipment, event duration and processing fees.

ILLUSTRATIVE PILOT	20 guests x \$99	\$1,980 gross ticket revenue
Discussion example only	D2 pays food, supplies, staffing and ticket-processing costs	La Costa retains additional beverage and bottle sales

Launch plan

BUILD CURIOSITY

Tease a new hands-on collaboration, show pasta-making imagery and emphasize limited capacity.

SELL THE TRANSFORMATION

You arrive curious. You make fresh pasta. You learn the wine. You sit down with people who no longer feel like strangers.

CONVERT THE ROOM

Feature the paired bottle, introduce the wine club, announce the next date and collect feedback and email permission.

THE INVITATION

Let's give people something to do together - not just something to attend.

La Costa Wine Co. already creates the kind of room where people feel welcome, curious and connected.

D2 Supper Club adds flour, eggs, technique and two chefs who know how to turn participation into confidence - and a room full of guests into a table full of new friends.

Together, we can create a recurring experience that brings new people through the door, gives regulars another reason to return and makes the wine even more memorable because of the story shared beside it.

The best glass is the one shared.
The best meal may be the one we create together.

PROPOSED NEXT STEP

Design one exceptional pilot event

Confirm the date, capacity, room setup, included wine, ticket price, responsibilities and marketing plan - then launch Pasta & Pour.

Prepared for Triana Hinchey

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Presented by Chef Dawn Flaherty and Chef Donna McKay

D2 Supper Club

Private proposal - discussion draft. Pricing, capacity, responsibilities and partnership terms are subject to mutual agreement.