



## **Edmund A. Osterland**

Edmund A. Osterland, Master Sommelier\* is the principal at OSTERLAND ENTERPRISES, a La Jolla based speaking business. Eddie lectures to business people at corporate events, conventions, retreats and cruise ships on all aspects of entertaining with food and wine.

While working on M.A. in psychology, Osterland worked in the restaurant industry and became fascinated with food and wine. He decided to further his education at the Université de Bordeaux, where he spent 4 years receiving the esteemed (D.U.A.D.) Diplôme Universitaire D'Aptitude a la Dégustation des Vins. He went to London in 1972 and became the **first** of the current 106 U. S. Master Sommeliers. He also worked as head sommelier at Hôtel de la Poste in Beaune, France.

He is the author of "*Wine & the Bottom Line*", written for the National Restaurant Association. He served as wine editor for *Restaurant Business Magazine* for a decade and was the Director of Trade Education for the International Wine Center in New York City.

Audiences everywhere know him as funny, approachable and non-intimidating. His most popular keynote, "POWER ENTERTAINING with Wine & Food" gives them knowledge and skills they need to build key relationships which, in turn builds their businesses. This is not your average wine & food event. Eddie offers a "new operating system" that... properly installed gives executives a new approach on how to entertain with confidence.

\*The Master Sommelier diploma is the highest international distinction that a professional can attain in fine wine and beverage service. It is focused on the areas needed for superior beverage knowledge, which include Tasting, Theory, Practical and Dining Room Application, and also encompasses food, spirits, and beers as well as global wine knowledge.