



Provide the essential knowledge your staff needs to recommend and sell wine

A RECOMMENDATION MADE BY A STAFF MEMBER TO A GUEST INFLUENCES A WINE ORDER 87% OF THE TIME.*

Intro to Wine™ provides your employees with the essential knowledge they need to communicate and sell wine to your customers and guests. Whether tasked with recommending a glass of wine, recounting the characteristics of a varietal, pairing a bottle with six entrees or simply describing a wine from Tuscany- this course will equip your staff with the vocabulary, confidence and knowledge they need to be helpful and educated beverage professionals.

ONLY 40% OF CUSTOMERS SURVEYED REPORTED THAT THEIR SERVER, BARTENDER OR SOMMELIER MADE A WINE RECOMMENDATION.*

Our course lays the foundation on which you can build with your operation's specific wine offerings. By providing the conceptual information, suggestive selling language and pairing recommendations your staff needs, **Intro to Wine™** allows your staff to better serve your customers. We view the beverage education of an employee as an on-going learning process and **Intro to Wine™** as the mandatory, critical first step in that education.

*TECHNOMIC, INC. SURVEY OF 150+ CONSUMERS WHO ORDER WINE IN RESTAURANTS

ESSENTIAL TRAINING. AFFORDABLE PRICING.

Intro to Wine™ is available for \$299.00 per location and provides for unlimited usage for 1 year. For this purchase price, a location will receive access to the course for an unlimited number of employees as well as the benefits of the Learning Management System for record management and data storage of the operation's training statistics.

Intro to Wine™

Increase Sales. Improve Guest Experiences.

**One Flat Rate.
Open Access.**

Key Takeaways:

- **Understanding of the Major Characteristics of Wine**
- **Knowledge of the Major Grape Varietals**
- **Recognition of the World's Important Wine-Producing Regions**
- **Improved Sales Acumen: Recommending, Pairing with Food & Suggestive Selling**
- **Instructions for Proper Service**

Get started today. Visit:

<https://foodservicetrainingportal.com/wine>
for more information.