



Our Approach To Wine Education

Vino 101 is a trusted provider of beverage education solutions- serving the foodservice, hospitality and retail industries for the past decade. During that time, we have trained over 350,000 employees in wine, beer and spirits. Our cloud-based learning solutions make it easy to create a consistent beverage knowledge standard across an organization.

Intro to Wine™ provides a comprehensive and entertaining introductory wine education for all staff involved in the sales and service of wine.

Learning about wine is a hands-on activity. However, to engage in a wine discussion, a team member must possess basic knowledge that prepares them for the vocabulary, processes, service elements and food & wine pairing intricacies that are associated with beverage sales and proper wine service.

Our course lays the foundation on which you can build your operation's specific wine and menu offerings.



**Intro
to Wine**

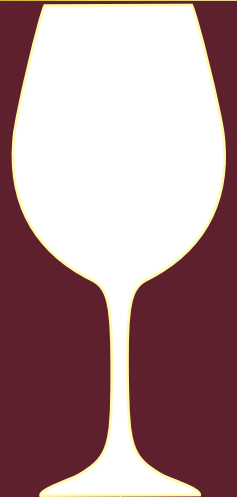
**INCREASE SALES.
IMPROVE GUEST EXPERIENCES.**

Your Beverage Program is Our Focus

Intro to Wine™ serves as the the ideal wine-centered onboarding tool for new team members at the time of hire. The course immediately aids in the recommending, selling and proper service of wine. It is also used as a refresher course for seasoned professionals.

Our engaging and interactive online learning experience is focused on increasing the wine sales of your operation while concurrently improving the buying experiences of your guests and patrons. Our clients have seen a 15-20% increase in wine sales within 60 days of implementation of our course.

Results you can raise a glass to . . .





Course Content

Course Features

- Extensive Wine Glossary
- Video Sequences
- Remediation Quizzes
- High Resolution Photos
- Flash Animations
- Interactive Activities
- Pairing Guidelines
- Suggestive Selling Tips
- Printable Notes & Reference Guide
- Bookmarking Capabilities

LESSON 1: WINE BASICS

- ✓ How Wine is Made
- ✓ Characteristics of Wine
- ✓ The Wine Label
- ✓ Performing a Sensory Evaluation of Wine

LESSON 2: GRAPE VARIETALS

- ✓ Red & White Grapes
- ✓ Styles, Flavors & Aromas
- ✓ Champagne & Dessert Wine
- ✓ How to Use with Food

LESSON 3: WINE-PRODUCING REGIONS

- ✓ Major Wine-Producing Regions
- ✓ Why "Where" is Important
- ✓ Characteristics Based on Geography
- ✓ Old v. New World Style

LESSON 4: SALES & SERVICE

- ✓ Appropriate Glassware
- ✓ Opening & Decanting
- ✓ Food & Wine Pairings
- ✓ Suggestive Selling Tips

LMS Capabilities

Our beverage suite is delivered from within our Learning Management System- allowing for the streamlined networking of locations across an entire company. The LMS provides for seamless, real-time tracking of employee progress as Training Administrators can generate individual or location reports with aggregated training information at any time.

Let us help you reach your business goals,
increase sales &
enhance customer experiences.

www.vino101.com
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