



# D E L I V E R A S U P E R I O R C U S T O M E R E X P E R I E N C E

## WINE, BEER & SPIRITS TRAINING FOR GROCERY AND DRUGSTORE EMPLOYEES

### Drive adult beverage sales.

Associates who complete Vino 101 training become a resource in the aisle for customers looking for the right wine, beer or spirit.

Retail associates learn how to:

- *Engage with customers*
- *Provide basic flavor profiles*
- *Create food pairings to make meals memorable occasions*
- *Integrate gentle suggestive selling techniques*

Vino 101 training creates a knowledge standard across your stores, so customers can depend on outstanding help wherever they shop. Most clients realize a 15-20% increase in beverage sales within 60 days of launching Vino 101 courses.

### Take advantage of the trends\* . . .

- Consumers who purchase wine at food stores tend to spend about **\$20 per shopping trip beyond the cost of the wine.**
- Sales of wine in some US regions now represent up to **12% of total food store sales** revenue.
- Retailers who provide specialized wine sales staff or offer more expensive wines sell **more and higher margin products.**

*\*Source: Food Marketing Institute (Survey of grocery industry)*

### What's in it for you?

- **Improve the customer buying experience**
- **Transform wine, beer and spirits aisles into targeted sales centers**
- **See increased adult beverage sales of up to 15-20%**
- **Turn sales associates into cogent brand ambassadors & voices of authority**

GET STARTED TODAY.  
SEE COURSE DESCRIPTIONS ON BACK.

For more information, please contact:  
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# SOLUTIONS TO SOLVE YOUR TRAINING NEEDS

Increase learner comprehension. Simplify program administration.

ACCELERATE  
EMPLOYEE  
LEARNING

## OVERVIEW

Vino 101 beverage training courses are designed to optimize learner comprehension and drive superior work performance.

Each course features:

- Video sequences
- Interactive activities
- Bookmarking capabilities
- Remediation quizzes
- Printable Completion Certificates

Load courses into your LMS or have employees complete training via Foodservice Training Portal's learning portal customized with your branding. Administrators can run a variety of reports and view results in informative PDFs — and export the data in delimited format for future use.

## INTRO TO WINE™

The wine aisle can present overwhelming choices to customers. Many make uninformed choices or simply hope for the best. The Intro to Wine series prepares associates to guide customers to make confident and satisfying choices. Your store can quickly become the convenient and go-to place for their wine purchases.

The comprehensive series offers four courses:

### 1. Wine Basics

- How wine is made
- Basic characteristics of wine
- Performing sensory evaluations
- Reading wine labels

### 3. Wine-Producing Regions

- Major wine-producing regions
- Why "where" is important
- Characteristics based on geography
- Old v. New world style

## INTRO TO BEER™

There are hundreds of styles and a variety of brew methods for beer, but all it takes to be a great resource for customers is knowledge of the most common ones.

Intro to Beer focuses on the questions customers need answered to ensure the perfect occasion, such as:

*What is the difference between an ale and a lager? Which beers go with the rich dessert I'm serving? Will my favorite beer complement a spicy dish?*

The Beer course covers the foundational topics:

- How beer is made
- Characteristics and styles
- How to pair with food

## INTRO TO SPIRITS™

Having associates complete the Spirits series is an easy way to push ahead of the competition. Associates learn to engage first-time buyers or help customers when the same old drink just won't do.

Learners cover the essentials in three courses:

1. **Distilled Spirits:** The distillation process, Types and varieties, Cordials and liqueurs
2. **Mixers, Garnishes and Glassware:** Drink mixers and cocktail garnishes, Appropriate glassware, Suggestive selling, Pairing with food
3. **Making Drinks:** Techniques, Martinis, Rocks drinks, Frozen drinks and shooters, Responsible service



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