



# A Toolkit Must-Have

## Essential Sales & Service Knowledge for Your Team

**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.\*** (*Missed sales opportunities*)

Since 2006, over 500,000 foodservice, hospitality and retail employees have participated in our beverage training program. It lays the necessary foundation on which to layer information on 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

**Intro to Wine™** is an engaging, student-centered training course designed to improve wine sales and service. Your staff will learn the essentials of how wine is made, how to serve it correctly and how to pair wine with food- ensuring your customers enjoy what they're drinking. Implementation of **Intro to Wine™** demonstrates your operation's commitment to a professional wine program.

For more information visit:  
<https://foodservicetrainingportal.com/wine>

## Intro to Wine™

**Increase sales.**  
**Improve guest experiences.**

### 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

