Intro to Wine™

THE FOUNDATION OF AN EXCEPTIONAL WINE PROGRAM

Turn Every Recommendation Into Revenue

87% OF WINE PURCHASES ARE INFLUENCED BY STAFF RECOMMENDATIONS.

**Technomic, Inc. survey of 150+ consumers who order wine in restaurants*

40% OF GUESTS REPORT RECEIVING A WINE RECOMMENDATION.

A Significant Missed Sales Opportunity

Knowledge Creates Confidence

Guests rely on your team to guide their selections, answer questions, and provide confidence in their purchasing decisions.

When employees are comfortable discussing wine, guests are more likely to explore, purchase, and enjoy your offerings.

Intro to Wine™ provides the foundational education necessary to transform employees into informed beverage ambassadors.

Designed specifically for hospitality professionals, this engaging online course equips employees with the confidence, vocabulary, and practical knowledge needed to discuss, recommend, pair, and serve wine with professionalism.

Whether recommending a glass of Cabernet, pairing a Chardonnay with seafood, or describing the characteristics of a Tuscan red, your team will be prepared to create a more memorable guest experience.

What Employees Will Learn

Wine Fundamentals
Understand how wine is made, categorized, and evaluated.

Major Grape Varietals
Recognize the characteristics and flavor profiles of key wine grapes.

Important Wine Regions
Explore the major wine-producing regions and what makes each unique.

Food Pairing & Recommendations
Learn practical techniques for pairing wine with menu items and making confident recommendations.

Professional Wine Service
Master the fundamentals of proper wine presentation and service.

Increase Sales Beverage Sales

Give employees the confidence to recommend wines that drive higher check averages.

Improve Guest Experiences

Help guests navigate your wine offerings with knowledgeable guidance.

Build Beverage Confidence

Create a consistent foundation of wine knowledge across your entire team.

TRUSTED SINCE 2006

More than 500,000 foodservice, hospitality, and retail employees have participated in our beverage training programs.

Intro to Wine™ provides the essential foundation upon which exceptional beverage programs are built and serves as the critical first step in developing a culture of beverage excellence.

FOODSERVICE TRAINING PORTAL
ONLINE LEARNING PLATFORM

Questions?
sales@foodservicetrainingportal.com

877.639.3761

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