



Pouring for Profit: Selling Wine With Confidence

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SJC Wine^{LLC}
— VINE - TO - WINE —
HOSPITALITY WINE EDUCATION
AND CONSULTING




Today's Conversation



1. Why sell wine?
 - a. Let's outline the facts.
 - b. Let's answer the question.
 - c. Let's look at the numbers.
2. A look at the four principles of selling wine.
3. Look at the “Big Six” Wine Consumers & how to sell to them
4. Today's wine trend highlights and creative wine marketing.
5. Creative catering beverage stations.
6. A ‘Look Book’ of ideas

Some of the challenges we face today...

1. Meeting the expectations of a new-age, more sophisticated customer.
2. Increasing the average check.
3. Creating a point of differentiation in a competitive market.
4. Staying profitable while boosting the guest experience.
5. Keeping your sales staff motivated and excited to sell!
6. Keeping your banquet and/or bar staff motivated & engaged.



Why sell wine?

Let's discuss...



Why sell wine?

On average:

- ✦ 57% of total hotel beverage sales is generated in catering/banquets.
- ✦ 8 -10 % of total catering food and beverage revenue is beverage.

However, ***less than 30%*** of catering events include wine!

Why?...

- ✦ Keep in mind that very few people know exactly what they want when booking a private event so..
 1. Part of a catering/events manager's responsibility is to create an event that will ***generate profits while providing a real and perceived value for the guest.***
 2. Suggestive selling will ***help increase profits through incremental sales and achieve greater customer satisfaction.***
 3. Adding wine to any event ***enhances the guest experience.***

Here is what it looks like:

WINE	BASE TIER	UPSELL
CHARDONNAY CABERNET SAUVIGNON		
SERVING SIZE	5 oz.	5 oz.
NAP COST PER 750 ML	\$ 7.50	\$ 12.00
NAP COST PER OUNCE	\$ 0.30	\$ 0.47
AVG SELLING PRICE	\$ 50.00	\$ 75.00
PROFIT PER BOTTLE	\$ 42.50	\$ 63.00
PROFIT PER CASE	\$ 510.00	\$ 756.00
SELL 20 cases	\$ 10,200.00	\$ 15,120.00
UPSELLING = \$ 246.00 ADDITIONAL PROFIT PER CASE! \$4920.00 ADDITIONAL PROFIT PER 20 CASES		



The Four Principles of Selling Wine With Confidence



What are the Four Principles of Selling Wine?

1. **Communicate what sets you apart.**
2. **Understand *who you're talking to* AND *who they are planning for!***
3. **Change the way you think about wine!**
4. **Be Prepared by Being Proactive**



1. Communicate what sets you apart.

- ❖ Be proud of your beverage program – talk about it!
- ❖ Your beverage program partners are strong leaders in the industry and their commitment to your program guarantees quality and availability.
- ❖ Make personal recommendations, communicate in a passionate manner.
- ❖ Talk about the training & knowledge of your staff.
 - Continue the training and education within the company. Your reputation precedes you.

2. Understand *who you're talking to* yet *who they are planning for!*

- ❖ Meeting, Wedding & Events planner?
- ❖ Executive's assistant?
- ❖ Mother/Father of the bride or groom?
- ❖ Corporate CEO?
- ❖ A Millennial?
- ❖ Association or Non-profit?



3. Change the way you think about wine!

- ❖ Go in to the 'sale' with wine in mind.
- ❖ Think of wine as another 'must have' food course.
- ❖ Include (2) price points in the proposal ready to sell.
- ❖ Make it easy for the customer (& you): Be creative!

Example:

Average dinner check per person = \$95.00 ++

- House wine package proposal:
Add \$11.00 for wine per person = \$106.00 ++ per person
(Based on 1 ½ glasses per person average)
- Mid-tier upgrade:
Add \$17.25 for wine = \$123.25 ++ per person

EASY FOR YOU AND THE CUSTOMER!

4. Be Prepared by Being Proactive

- ✦ Make sure the sales team is familiar with the beverage program, brands.
- ✦ Use the tools at your disposal: local suppliers &/or distributor reps can provide you with:
 - a. Tasting notes & education.
 - b. Food and wine pairing information.
 - c. Knowledge about the latest trends.
 - d. Assist with customer tastings/events, Wine Dinners and promotions.
- ✦ Don't overwhelm yourself, learn two wines at a time.
- ✦ Taste, taste, taste!
- ✦ Build creative beverage solutions into your menus.
- ✦ Include your creative beverage solutions in every proposal.
- ✦ Pair food & wine in advance.
- ✦ Take your wine list and add a one-line description of the wine to include a 'pairs with' suggestion.
- ✦ Pair a white and a red wine with top-selling entrées and food stations on your menus.

Let's look at the
“Big Six”
Wine Consumer
Segments



The 'Big Six'

01.

The Enthusiasts

Passionate about wine, does their research & shares their discoveries!

02.

The Image Seekers

Sophisticated, adventurous & trendy wine drinker.

03.

The Savvy Shoppers

Seek great value wines & believe good wines need not cost a lot.

04.

The Traditionalists

Want to know that the wine is from a well-known winery.

05.

The Satisfied Sippers

Look for a sensible choice they feel comfortable serving family and/or friends

06.

The Overwhelmed!

The LARGEST group (23%) – they need you!!



Selling Wine to the The 'Big Six'

01. | **The Enthusiasts**
Feed their ego (& knowledge)
– Give them the complete
wine list.


02. | **The Image Seekers**
Pick trending and 'adventurous'
wines from your wine list

03. | **The Savvy Shoppers**
Show them your house wine
selections.

04. | **The Traditionalists**
Show traditional, well-known
wines from your list.

05. | **The Satisfied Sippers**
Be proud of your core selections.

06. | **The Overwhelmed!**
You are the expert, use the tools
at your disposal!





Today's Wine Trend Highlights



Today's Top Wine Category Trends

1. Sparkling wine and Champagne finally becomes an everyday beverage!
2. Rosé: Champagne, Sparkling wine and still
3. Coravin and single-serve wines: RTD Wine in a can! Premium offerings and labor-saving options.
 - ❖ Great for meeting breaks, event happy hours, receptions, poolside events, golf courses & any outdoor events.
4. 'Better-for-You' wines:
 - ❖ Lower alcohol wines
 - ❖ Natural wine: wine with no added 'outside influence' (i.e. no added yeast, etc.)
 - ❖ Organic/sustainable (beer, wine and spirits)
5. Still trending for summer: Wine-based sangria/shared punches.
6. Premium Wine-on-Tap in outlets and catering: Because of the low waste and sustainability; less bottles
7. Pinot Noir and Red Blends remain popular
8. Non-traditional wine varietals i.e. Albariño from Spain, Malbec from Argentina

Creative Beverage Marketing: WINE

- ❖ Conduct customer meetings in a **Wine-Friendly Environment**:
 - Set up the closing room with a wine display, framed winery posters, wine barrel, wine glasses etc.
- ❖ Always discuss wine and food together...
- ❖ Always taste wine and food together...
- ❖ Ask the chef and/or on-property “sommelier” /wine expert to be at the tasting...
- ❖ Your job has been made easy by: **Including popular wine brands...**
- ❖ Discuss the **financial benefits** of selling wine with your staff...
- ❖ **Educate** your staff and your customers about wine...
- ❖ Develop creative ways of **marketing wine that is unique to you..**

Creative Beverage Marketing: WINE

Showcase your awareness of current trends in events:

a. Offer a 'happy hour' package for meeting planners that include wines in a can, sustainable offerings, trending varietals, etc.

- ✦ Create a “wine and cheese package” as a “signature” or “Happy Hour” ending to a meeting.
- ✦ Create 3-4 course sample seasonal wine dinner packages with your chef offering a different wine with each course & priced inclusive, per person.
- ✦ Offer a beverage “incentive” to the client i.e. wine amenities for VIP’s and negotiate a lower price per bottle for wine service at their event.
- ✦ Offer a premium wine-by-the-glass list at the bar.
- ✦ Create “wine tasting” stations at reception/station events by offering 2-3 white wines and 2-3 red wines specifically chosen to pair with the food stations.
- ✦ Offer two tiers of wines with entrée proposals and price as an inclusive package.

Creative Beverage Marketing: WINE (con't.)

- ❖ Offer a champagne toast for ALL occasions and celebrations not just weddings. (i.e. end of a successful meeting, awards ceremony etc.)
- ❖ Offer a selection of wines at a cash bar by creating a menu card or table tent on the bar listing the selections. i.e., offer a Pinot Grigio, Rosé AND Chardonnay or two tiers of Chardonnay etc.
- ❖ Create a signature Champagne Cocktail station.
- ❖ Offer custom labeled sparkling or still wine 187's to brides as their favors.
- ❖ Offer custom labeled wines for amenities for corporate VIP's.
- ❖ Present the event planner or bride with the "Mixed-to-Match" Champagne Cocktail concept to match their logo or color scheme of the bride-to-be.
- ❖ Consider adding 'Environmentally Friendly' wines to your program for the customer looking for a 'green event' or offer a 'Green' Bar Package.



Wine Focused Creative Catering Beverage Stations and 'Look Book'



Why Creative Catering Beverage Stations?.....

- ❖ Turn your catering operation into a showcase for beverage trends:
 1. Enhance your customer's overall experience.
 2. Provides guest and bartender interaction.
 3. Reinforces your commitment to quality & creativity.
 4. Stimulates new business and increases guest frequency.
 5. Increases check average and profits.
 6. Enhances your reputation for being unique.
 7. Feeds the ego of today's consumer who needs to feel special.
 8. Creative cocktail sales are on a consistent rise.
 9. All the popular and "life-style" media are addressing specialty cocktails and pairings.

**Creative Beverage Stations will stimulate interest,
increase sales and create word of mouth endorsements!**



Today's trending event wine stations...

1. Wine and Food Pairing Stations
 - a. Wine and Cheese Pairing
 - b. Wine and Charcuterie Pairing
 - c. Flight of reds at the BBQ or carving station
 - d. Flight of whites & Rosé at a fresh seafood station: shrimp, oysters.
 - e. Frozé (Frozen Rosé cocktails) station
 - f. Champagne, Sparkling wine, Prosecco & Rosé at an Oyster station
2. International Wine Tasting Station
3. Flavored Sangria Station
4. Fresh Fruit Bellini Station: brunch, weddings, showers
5. Champagne/Sparkling wine Mimosa Station

Wine and Cheese Pairing Station



Frozé Station – Rosé & Frozen Rosé pairings

ROSÉ: COLORS, FLAVOURS AND PAIRING



MINT
GRAPEFRUIT
STRAWBERRY

LIGHT AND MINERALLY

PAIRING
The most versatile of all rosé styles. Great with everything from salad with goat cheese to juicy burgers



CHERRY
ROSE PETAL
HERBS

LIGHT MEDIUM AND FLOREAL

PAIRING
The Floreal and herbal notes make this ideal with rustic, grilled dishes like grilled shellfish, mediterranean lamb and pork



RASPBERRY
HIBISCUS
WHITE PEPPER

MEDIUM, FULL AND ROUND

PAIRING
Herbed grilled chicken and pork, cold summer salads and grilled veggies pair



DARK BERRY JAM
BELL PEPPER
BLACK PEPPER

FULL, RICH AND SAVORY

PAIRING
This wine screams for bbq sauced anything. Grilled ribeye and pepperoni pizza too



Sangria Ideas



Food and Wine Pairing



ERIN JOHNSON
PHOTOGRAPHY

'Build-your-own': Bellini Bar



Sparkling Wine Cocktails



Q & A

Cheers!

