

# Wine Program Consultation

*Profit from a great wine program*

Tim Hanni MW

Wine programs can be guest-centric and profitable or frustrating and intimidating for management, staff and, worst of all, you guests. I have developed wine list formats, education, training and management techniques that are now employed in thousands of hotels and restaurants around the world.

## **Wine Program Objectives:**

1. Determination of wine's role and bottom line contribution inside of the total beverage program.
2. Establish cohesive and sustainable wine program to sell more wine, improve guest experience with wine and make wine a bigger part of the sales culture.
3. Develop wine program standards.
  - a. Wine list format and pricing best practices.
  - b. Sustainable wine training infrastructure.
4. Train and motivate all levels of management and service/sales staff on guest-centric approach to food and beverage sales.
5. Build staff and management confidence about their own knowledge and abilities to improve communications with guests and within the organization.

## **Wine Program Elements:**

1. Wine lists
  - a. Assessment of current wine lists by outlet (including banquet, IRD)
  - b. Review current product selection and pricing
2. Training
  - a. Management training focused on wine program standards and best practices, staff sales programs and relations, higher level company goals and objectives.
  - b. Staff training focused on understanding goals, driving sales (wine, beverage, food), guest experience enhancement, and confidence/motivation (staff retention value).
3. Determine next steps for system wide training sessions for management and staff.

## **Wine List format discussion**

Your wine list can be an intimidating catalogue of inventory or a powerful sales tool.

1. Traditional versus Progressive Wine List
  - a. Guest service and satisfaction objectives
  - b. Revenues, margins
2. How the proper format helps manage inventory
3. Training effectiveness
4. PWL adaptations and alternatives
5. The Strategic Progressive Wine List (for use with large master lists)

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## ***Sustaining your Wine Program***

- Wine Champions program.
- Incentives and certification.
- Additional education and training.
- Ongoing support: vendors and distributors.
  - Create a communication loop to vendors outlining program and their role in supporting wine placements via tastings and education.
- Identify other internal and external resources.

## ***Benchmarks and measures***

Establish sales figures for previous years to benchmark program success and forecast sales and profits for tracking attainment of goals. It is also important to compare wine sales performance and profitability inside of total beverage alcohol sales and profitability to achieve the strongest bottom line results.

Wine Sales by outlet, catering/banquet sales:

- Total dollars sales
  - By the bottle
  - By the glass
- Wine cost (margin)
- Total beverage alcohol sales
  - Beverage cost (margin)
  - Beverage cost