



Wines for Every Taste

Tastes for Every Wine

A program to better integrate wine sales and wine enjoyment into the restaurant guest experience

“Wines for Every Taste”

What is “Wines for Every Taste?”

- A comprehensive program to better integrate wine sales and wine enjoyment into the restaurant guest experience

What is the Purpose of “Wines for Every Taste?”

- Increase quality of the restaurant Guest Experience
- Increase the restaurant wine sales
- Increase overall restaurant guest traffic
- Increase service staff knowledge of:
 - Wine and its importance in the Fine Dining experience
 - Menu item flavors and flavor components and the attendant wine choice indicators
- Create a mechanism to:
 - Highlight and create awareness of the restaurant wine offering and wine expertise for foot traffic and guests who’ve entered the restaurant
 - Facilitate introduction of the Sommelier to guests (ice breaker - something to say)
 - Provide structure and substance for server/guest conversations concerning taste and wine preferences aimed at matching in-stock wines and menu items to guest tastes
 - Raise guest and potential guest awareness of the depth and breadth of the restaurant’s wine offering and wine/food pairing expertise

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What is the basis of “Wines for Every Taste?”

- Selected wine pairings (glass and bottle) for every menu item, as well as selected menu items for wine choices
- Education of the service staff to enable tailored wine discussions with every guest
- Ease of use for guests and staff
- Increased guest visibility of wines and wine expertise at the restaurant

How does it work:

- Simplify the wine list for customers and service staff, organized in parallel with the food menu (One, Two, etc.)
 - Reduce guest intimidation and hesitation posed by a large wine list containing a lot of unfamiliar labels and wines
- Pairings Menu card
 - Available in reception area for guest perusal
 - Provided and introduced at the table by the host/hostess/server
 - Utilized by wine Sommelier as an “ice breaker” to introduce him/herself and illustrate simplicity of choosing wine pairings
- Biweekly/semimonthly staff tasting sessions, providing staff and servers first-hand experience with the taste of wines chosen to enhance each food menu item
 - Basis for opening a dialogue with guests
 - Project confidence based on knowledge and familiar descriptions
 - Include two menu items per session, beginning with the most popular
- “Wines for Every Taste” program poster on easel in the reception area, and a “Wines for Every Taste” pamphlet for distribution to area concierges, company HR Reps, Event Planners, etc.
- Continuous tracking of wine sales to focus training and facilitate related decisions

Wines For Every Taste – Restaurant Name Here				
Menu Choices	Wine Pairings			
One	Glasses	Bottles		
Deviled Eggs	Prosecco, Zefiro, Brut, Veneto, Italy, NV	9	Prosecco, Zefiro, Brut, Veneto, NV	34
	Sauvignon Blanc, Huntaway Reserve, Marlborough, New Zealand, 2017	10	Sauvignon Blanc, Henri Bourgeois, La Côte des Monts Damnés, Sancerre, 2016	75
She-Crab Soup	Chenin Blanc, Château de Valmer, Vouvray, France, 2017	12	Trefethen, Oak Knoll District, Napa, 2017	45
	Chardonnay, Stewart Cellars, Sonoma Mountain, California, 2017	15	Genevrières Cuvée Le Bon, 1er Cru, Meursault, 1997	190
Pimento Cheese Jar	Sauvignon Blanc, Huntaway Reserve, Marlborough, New Zealand, 2017	10	Sauvignon Blanc-Sémillon, Château Carignan, "L'Orangerie de Carignan Blanc," 2013	35
	Malbec, Viña Cobos, Paul Hobbs, "Felino," Mendoza, Argentina, 2017	13	Malbec, Salentein Reserve, Valle de Uco, Mendoza, 2015	45
Crab Cake	Riesling, Von Winning, "Winnings," Pfalz, Germany, 2017	11	Riesling, Kabinett, Geil, Bechtheimer Rosengarten, Rheinhessen, 2015	38
	Chardonnay, William Fevre, Champs Royaux, Chablis, Burgundy, France, 2017	15	Stag's Leap Wine Cellars, Chardonnay, "Karia," Napa, 2016	70
Baked Oysters	Cava, Juvé y Camps, Reserva de la Familia, Penedès, Spain, NV	11	Marie-Pierre Manciat, "Les Morizottes," Mâconnais, 2013	45
	Chardonnay, William Fevre, Champs Royaux, Chablis, Burgundy, France, 2017	15	Champagne, Laurent Perrier Millésimé, Brut, 2007	106
Butcher Board	Prosecco, Zefiro, Brut, Veneto, Italy, NV	9	Cremant - Chenin Blanc, Jean-François Mérieau, "Bulles," Touraine, 2012	50
	Barbera D'Asti, Prunotto, "Fiulot," Piedmont, Italy, 2014	12	Brunello, Castello Banfi, Montalcino, 2010	145
Beignets	Grenache-Syrah, Mas de Boislauzon, La Chausynette, Rhône, France, 2018	10	Champagne, Godmé Père et Fils, Brut Rosé, Grand Cru, Verzenay, France, NV - ½ Bottle	48
	Crémant de Bourgogne, Brut Rosé, Maison Albert Bichot, Languedoc-Roussillon, France, NV	16	Crémant de Bourgogne, Brut Rosé, Maison Albert Bichot, NV	52

“Wines for Every Taste” Program Features

- **Wine and food pairing events**
 - Restaurant Manager, Chef and Wine Director chosen menu items and wines
 - Maximum 50 participants
 - By reservation
 - Held in on-site restaurant event room
 - Publicized on web site, social media, wine groups, hotel concierges, and Atlanta-focused event sites
- **Added Menu Items:**
 - Four course food and wine sampling (guest-chosen, tapas-size servings, pre-paired wines)
 - Four course flighted dinner (guest-chosen, standard menu items, pre-paired wines)



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