



MAXIMISING
WINE

the experience matters

Matthen Clark

INTRODUCTION

Here at Matthew Clark, we understand the festive season is vital. Many operators take around 20% of their annual sales in the months of November and December, which is why we're committed to helping you make the Christmas period as simple and straightforward as possible.

Our focus therefore centres very much on offering our customers a total Christmas wine solution. We recognise that the festive period, offers greater upsell and sales opportunities for wine, but also places added pressures on time, resource, which is why we've put together a comprehensive wine guide, engineered to help you maximise your wine sales over Christmas.



of the total annual volume is taken throughout the Christmas period



Red wines gain share over the festive period.



of Fortified Wine volume is traded across the period.



of the annual Champagne volume consumed in the period.

CONTENTS

GETTING THE RIGHT RANGE

The Matthew Clark Wine List contains over 1,400 lines, selecting a range for an On-Trade outlet can seem daunting. The following advice can help to focus the selection to match the consumer's requirements.

Use our Food and Wine matching guide for assistance as to which dishes and styles of cuisine match with each wine – make sure the overall list is appropriate for the outlet's style and there are options for each dish or style of dish.

Choose wines that appeal to the outlet's customers; recognising the needs of different wine drinkers. Younger inexperienced customers will look for famous grapes from popular countries; whilst more knowledgeable customers may prefer something different from the mainstream. Consider the popularity of the countries and reflect this on the list. France, Italy and Australia are at the top of the On-Trade supply list; the USA, Chile and South Africa come next; followed by Spain, Argentina and New Zealand.

Where they are appropriate, wines made from these grape varieties should definitely be featured: Chardonnay, Sauvignon Blanc and Pinot Grigio alongside, Merlot, Shiraz/ Syrah and Cabernet Sauvignon. These are 'international' varieties that are well known to many wine drinkers.



Premiuimise

France is by far the favourite for consumers looking to buy for those special occasions. France is 43% more popular for red special occasions, than red 'everyday' occasions*.

With customers willing to spend more at Christmas adding a premium French wine to your list could well pay off.



A6 Pyramid tent card

Adventurers

As mentioned, the international varieties have a place on your list all year round. However, offering a selection of wines for more adventurous drinkers will move some customers up the wine list, away from the international varieties that demand smaller margins.



Menu hanger

Seasonal

If you're unsure about revamping your range for Christmas, consider just adding two or three guest wines to promote to customers.

Utilise other marketing materials to promote guest wines. A regular 'wine of the month' or similar helps to keep the overall wine offering exciting and seasonally relevant.

Instead of...	Try...
Cabernet Sauvignon	Malbec
Chardonnay	Viognier
Sauvignon Blanc	Albarino
Pinot Noir	Gamay
Pinot Grigio	Cortese
Merlot	Grenache
Shiraz/Syrah	Mourvèdre/Monastrell

Speak to our Design team about POS to promote your guest wines.

WINNING WINTER WINES

To help make the most of the Christmas opportunity, we've asked our wine buyers to recommend wines they believe will be perfect additions to your wine range this Christmas. These wines are perfect to add as a guest wine or a new wine by the glass.



of consumers enjoy trying new and different styles of wine on a regular basis*

26963 (75cl x 6) Marea Leyda Valley Syrah	31577 (75cl x 6) Dauvergne R Gigondas	25088 (75cl x 12) Salentein Barrel Malbec	31399 (75cl x 6) Shannon Merlot	29059 (75cl x 6) Nederburg The Beautiful Lady	34484 Quinta dos Murças Minas, Douro	50008 Dr Konstantin Frank 2014 Cabernet Franc	31065 (75cl x 12) Meiom Pinot Noir	24111 (75cl x 6) Paco & Lola Albarino	26964 (75cl x 6) Marea Leyda Valley Sauvignon
An extremely intense and concentrated wine, this is a big bruiser of a Syrah!	A Grenache dominated wine offering a premium French upsell from Merlot.	Blackberries, blueberries, redcurrants and Vanilla!	A sophisticated and polished red that is sure to charm.	A wonderfully rich white wine, well tempered by the acidity.	Indigenous grapes and indigenous yeasts creates an intense, concentrated this wine.	A stunning example of the flagship grape of New York winegrowing.	Fruit cake characters with brown spices and ginger and a chocolaty taste!	A seductive and exotic white where pineapple and mango intermingle.	A delightfully aromatic wine from Leyda Valley's coolest sub-region.

SOMETIMES ONLY CHAMPAGNE WILL DO

Christmas is that sometime...

As consumers look to trade up on their normal spending habits, Christmas represents the perfect opportunity to kick-start Champagne sales and attract high-spenders. Upping the choice and availability to consumers increases the opportunities for premiumisation. Large formats such as Magnums are a great way to heighten the sense of ceremony/special occasion and offering more Champagne by the glass or wine flights will encourage trading up from cheaper sparkling wines.

Christmas represents a time for people to really indulge and treat themselves, a wine that symbolizes the "good life" and something that people can aspire to. They are willing to pay more so why not give them the opportunity to do so?

We recommend the following to make the most of Christmas with Champagne:

- ✓ Sell **By The Glass** to encourage trade up from entry-level sparkling wines.
- ✓ Offer **Champagne flights**/"Flight Nights" or focused **Champagne offers** or dinners with food matching.
- ✓ Stock **large formats** and **different styles**.
- ✓ Create **Christmas displays** using Champagne as a key focus to drive rate of sale.

43%

of regular wine
drinkers in the UK
consume Champagne

30%

of consumers
would drink Champagne
more often
if it was readily available
By The Glass

12%

of consumers have bought
Champagne in the last
3 months.

Recommended products

Taittinger Brut Reserve (11087)

Light, delicate and balanced with a green fruit and citrus character it receives three to four years ageing prior to release, this results in subtle hints of biscuit and brioche.

Moët & Chandon Rosé Impérial (11101)

Lively, intense bouquet of red fruits such as wild strawberry and raspberry with hints of rose and peach.

R de Ruinart (20846)

Rich and creamy with a touch of butterscotch, brioche, white fleshed pear and aromas of white flowers.



PROGRESSIVE PRICING

Applying a fixed GP (gross profit) margin across the entire wine list has the disadvantage of ramping up the sale price of better wines to the point that sales of these wines are considerably reduced.

Whilst for every bottle sold you get a healthy cash return, many consumers don't venture up the price ladder too high and have a ceiling price they are prepared to pay. The result is they stick around the bottom of the list, the wines that have the highest fixed costs for you to serve – offering the poorest value.

Applying a fixed cash margin amount for a bottle regardless of price across the entire range addresses this but inflates the prices at the bottom of your list too much.

We believe the best approach is a third way, a progressive pricing structure where the pricing ladder rungs are closer together and more top wines fall within the budget of more consumers. Yet, the outlet makes more cash when the better and more expensive wines are enjoyed by customers.

With 60% GP								
Wine range	Wine 1	Wine 2	Wine 3	Wine 4	Wine 5	Wine 6	Wine 7	Wine 8
Cost price	£4.60	£5.40	£7.30	£10.00	£12.50	£16.35	£25.60	£32.50
Gross profit margin	60%	60%	60%	60%	60%	60%	60%	60%
Retail price	£11.50	£13.50	£18.25	£25.00	£31.25	£40.88	£64.00	£81.25
Bottles sold	30	23	16	12	12	6	1	0
Gross profit	£207.00	£186.30	£175.20	£180.00	£225.00	£147.15	£38.40	£0.00
With Progressive pricing								
Wine range	Wine 1	Wine 2	Wine 3	Wine 4	Wine 5	Wine 6	Wine 7	Wine 8
Cost price	£4.60	£5.40	£7.30	£10.00	£12.50	£16.35	£25.60	£32.50
Gross profit margin	68%	65%	63%	60%	55%	48%	37%	32%
Retail price	£14.60	£15.40	£19.80	£25.00	£27.50	£31.35	£40.60	£47.50
Bottles sold	28	24	14	10	10	10	3	1
Gross profit	£280.00	£240.00	£175.00	£150.00	£150.00	£150.00	£45.00	£15.00

Example

In this example, when a 60% fixed GP margin is applied across the wine list very few of wines 7 and 8 are sold. For the 100 bottles sold the total gross profit is £1,159.05.

With a progressive pricing approach, sales are further spread across the range. The total cost of sales increases and the average GP margin drops to 58%, however the total gross profit is £1,205.00.

The start point is to calculate how much revenue the business needs to make from the entry level wines and convert this amount to a GP multiplier and cash constant; and then apply this formula to the other wines on the list. For example if an outlet usually applies a GP of 65% across the list and the entry level wine costs £4.00, applying a 40% GP then adding £4.80 (before adding VAT) will deliver the same cash profit on the entry-level wine and more on wines further up the list.

Moving customers up a wine list isn't just good for your margin, it allows you to sell better quality wines, winning repeat business.



of the cost of a £5 bottle of wine is for the actual liquid.*



of the cost of a £20 bottle of wine is for the actual liquid.*

*These figures are representative and based on 'typical' bottles, factors involved will vary depending on the product.

ARRANGING BY STYLE

“Arranging by style increases wine revenues as customers focus first on how the wine tastes before price.”

It's what the consumer wants. Research points to consumers preferring a wine list to be arranged by style, that's why over ten years ago Matthew Clark developed Wine Expression. In research carried out for his MBA, MW and Master Sommelier, Gérard Basset stated that customers prefer wine lists arranged by either type, taste or by food matching and felt that a list laid out geographically 'indicated that the restaurant knew the least about wine'.

Wine Expression is a way of simplifying and highlighting the differences and similarities between wines on a list, this allows your staff and customers to discuss and choose wines with confidence. That isn't just good news for them as, customers always look for a risk-free purchase, but they will experiment if they are confident with the information they have available.

Using a Wine Expression, or a similar way of arranging your wine list has key commercial advantages. These increase wine revenues as customers focus first on how the wine tastes before price. It reduces the risk customers

perceive in selecting a wine and allows them to choose with confidence, making them more likely to spend more money on a better wine as more of the list is now accessible to the consumer, not just the entry level wines.

If customers enjoy a good wine that suits their palate they are more likely to return. Wine becomes a 'quality driver' for the business: increasing profit opportunities for the outlet and a better experience for the customer.

“It removes the risk that customers feel, when selecting wines they know little or nothing about; they feel comfortable ordering a wine within their preferred style category. They may even choose a more expensive wine within that section because they like the other wines within that category. Encouraging our customer to trade up helps my staff to recommend more premium wines.”

Hak Ng, Owner – The Royal Baths, Harrogate

1800

**venues choose us
to design their list.***

To have your list designed and engineered using Wine Expression, get in touch with our Design Studio team

Tel: **01275 890215**

Email: designstudioadmin@matthewclark.co.uk

MENU ENGINEERING

Our in-house design team use a method we call 'Menu Engineering' when creating a menu for our customers. It's a series of techniques designed to maximise profits through design. Some of these techniques can be applied to any menu to influence customer decisions when ordering wine.

1. Lead with Champagne and sparkling wine to entice customers to start with a glass of fizz while deciding on a dish or starting the festive celebrations.

3. Add style tasting headers to help the customer navigate around a list arranged by style, enabling them to pick a wine based on flavour profile instead of price.

 **99% sales increase for accounts utilising a MC Design Studio engineered drinks list.***

Champagne		Sparkling		Rosé	
125cl	75cl bottle	125cl	75cl bottle	125cl	75cl bottle
Rick Stein Champagne	14.95 52.00	Gancia Prosecco Dry	7.50 35.00	Sauvignin Cremant De Loire Rosé	8.50 40.00
Blanc de Blancs Champagne blanc de blancs of real weight and quality.		Italy, Treviso Everyone loves Prosecco and you'll love this! An enticing bouquet of ripe pears and juicy peach		France, Loire Made from Pinot Noir this is 'perfect pink fiz' with notes of redcurrant and rosehip.	
Deuts Brut	67.00	OUR FAVOURITE Villa Conchi Extra Brut Imperial	8.10 38.00	Camel Valley Brut	52.00
France, Champagne Mellow azacia flowers, sweet apples and brioche – fresh and fatty		Spain, Catalunya This Cava is perfect for matching with seafood: elegantly refined with citrus and tart apple notes. Try with our sharing board		England, Cornwall A Cornish quaffer with aromas of spring flowers and a rich, refined palate of zesty lemon and pastry fruit character.	
Deuts Brut Rosé	76.00	OUR FAVOURITE Camel Valley Pinot Noir Brut	55.00	England, Cornwall This Cornish sparkler will not fail to impress. It shows glorious spicy, strawberry and raspberry fruit on the palate, complete with a tingling, zesty finish.	
France, Champagne Cherry, blackberry, pomgranate and redcurrant from this crisp and aggressive rose Champagne.					
Whites		Reds		Soft, Juicy & Fruity	
BRIGHT, ZESTY & REFRESHING		OUR FAVOURITE		OUR FAVOURITE	
Condesa de Leganza Vinya	5.00 17.50	Paljo Albariño, Pago del Rey	8.70 32.50	El Pujol, Toro	5.40 20.00
Spain, La Mancha Top quality Vinya produces this light, crisp, fresh, citrusy and apple flavoured wine.		Spain, Rio Baños Like the name and the image on the label suggest, this is a wine made for seafood. Crisp and zesty with tart green apple and lemon notes. Try a glass with the barbecued sardines.		Spain, Toro Rojas is famed for producing great Tempranillo, but this version from Toro offers something a bit different, it hits you with redfruits and a soft chammon and nutmeg finish. Try a glass with the roasted lamb kidneys.	
Muscadet de Sèvre et Maine, La Doussinière	5.40 20.00	Bay Of Fires Riesling	35.00	Bocelli Sangiovese Toscana	6.70 25.00
France, Loire Muscadet goes together with seafood like Rick Stein & Ficht Refreshing and energetic.		Australia, Tasmania This Tasmanian devil flaunts a bouquet of fresh lime and a vibrant palate of luscious citrus and a crisp mineral acidity.		Italy, Tuscany Andrea Bocelli works well with Classics, and his interpretation of this classic will make your palate sing with deliciously smoky, ripe cherry and rhubarb compote notes. We recommend trying with the warm salad of wood Pigeon.	
Château Montcaubert Sauvignon Blanc-Sémillon, Bordeaux Supérieur	6.20 23.00	Chablis, Domaine Gilbert Picq et Fils	38.00	Chimon, Les Morinières, Joseph Mellot	28.00
This is a classic Bordeaux blend. Sauvignon and Sémillon work in harmony to offer vibrant lemon and a herbaceous finish. Fabulous with the lake and popovers.		France, Burgundy Chablis is the epitome of elegance and poise. This example is layered with mineral, citrus and apple notes to excite the senses. An ideal combination with the John Dory alla Carlina.		France, Loire Classic Cabernet Franc from Loire which exerts a raciness of character, laden with a raspberry and a swirl of cream. Fantastic with oyster steak.	
Pigeau de Pinot, Domaine Sainte-Anne	6.60 24.00	Sancerre, La Grollière, Joseph Mellot	40.00	Gamy-Pinot Noir Coteaux Bourguignons Rouge, Louis Jadot	9.25 35.00
France, Languedoc-Roussillon Pinot is an area in Southern France near to the oyster farms, so unsurprisingly this wine was born to match seafood. Citrusy and lip-smackingly zesty, a real joy. Sips with our smoked salmon.		France, Loire Arguably the greatest expression of Sauvignon Blanc, this Sancerre delivers elderflower and grapefruit notes with a dry, crispness finish.		France, Burgundy Shows fresh, light, red and black summer fruits with an elegant soft finish. A perfect pairing with our Langoustine and truffe art.	
OUR FAVOURITE Mirabeau Pure Rosé	8.00 30.00	BOLD, JUICY & FRUITY		RICH, BOLD & FULL-FLAVOURED	
France, Provence Provencal, herbaceous 'garrigue' flavours mild well with hints of grapefruit, cherry and orange blossom. This is a seriously stylish rosé.		Élavé Marianne-Vogrier, Pays d'Oc	5.70 21.00	Yaramonte Carménère Reserva	24.00
		France, Languedoc-Roussillon Southern French beauty: soft and aromatic with notes of peach blossom and citrus, with a deliciously refreshing finish. Try a glass with the roasted chicken.		Chile, Colchagua Valley If you like bold wines like Cabernet and Shiraz, you will love this. Ripe black fruits explode on the palate with a lovely mocha and spicy finish. Fabulous with the sirloin steak.	
		Dasheded Pinot Gris	27.00	Passori Rosso	26.00
		New Zealand, Marlborough Pinot Gris is the New World's version of Pinot Grigio, offering a richer wine. This great example offers spiced apple and spice, backed with hints of the spice. A perfect pairing with our barbecued chicken.		Italy, Veneto An assemblage of Pinasso, Passori mimics this style, but with Merlot and Corvina, rather than the classic Valpolicella blend. This unveils you in plum, raisin and fig notes and a touch of warming spice. A burner! Fantastic with roast beef and pork chops.	
		Porconero Falaghna	7.50 29.00	Don Jadojo Rioja Tinto Viticultura Ecológica, Bodegas Corral	27.00
		Italy, Campania A beautiful, organic wine, which has a nose dominated by floral notes and a complex palate with hints of dried herb, citrus and peach. We recommend trying with the spread & crostini ravioli.		Spain, Rioja A truly classic Rioja, made from organically-grown grapes. It delights with ripe cherry, plum, blackberry and notes of liquorice spice.	
		Vavaour Sauvignon Blanc	8.40 32.00	Serhal Malbec	8.00 30.00
		New Zealand, Awatere Valley This has everything you want from a NZ Sauvignon in abundance! A bold and refreshing combination of fresh herbs, passionfruit, peach and grapefruit.		Argentina, Mendoza Malbec is on everyone's lips. Usually this award-winner offers silky blueberry and violet, followed by plum and dark chocolate notes. An ideal combination with the rib-eye steak.	
		OUR FAVOURITE Niederberg HH Aechorman	9.50 36.00	Starved Dog Lane Shiraz	9.00 34.00
		South Africa, Western Cape Chenin Blanc, but not as we know it. This has a touch of oak making this rich with ripe apricot, orange and hints of raisin, spice and floral notes. Superb with our garlic prawns.		Australia, Clare Valley Australian Shiraz at its best. This has a palate of bright ripe raspberry fruit flavours intertwined with dark chocolate and subtle spasmint freshness.	
		Chimney Rock Elvage Blanc	59.00	Château Lyonnais, Lussac-Saint-Émilion	36.00
		USA, Napa Valley Sauvignon Blanc is given a twist with the addition of oak, which punctuates the citrus and orchard fruit notes with light caramel and a slight nutty aroma.		France, Bordeaux The savants of Saint-Émilion mimics the classic style of soft plums and brambly cassis flavours with a hint of cedar. The flavours compliment our chateaubriand.	
		Mourasut, Louis Jadot	48.00	The Federalist Zinfandel	45.00
		Burgundian Chardonnay at its best, layers of pineapple and citrus fruit tumble with rich toasted nuttiness.		USA, Dry Creek Valley Zinfandel is dangerously tasty. This is fruit-forward with blackberry and black cherry aromas and hints of spice, with a long, lingering, silky finish.	
		OUR FAVOURITE Gevvey-Chambertin, Louis Jadot	63.00	Gevvey-Chambertin, Louis Jadot	63.00
		France, Burgundy Simply classic, Pinot Noir at its best. This has a rich structure with intense red berry vibrancy and a mellow long lasting character.		France, Burgundy Simply classic, Pinot Noir at its best. This has a rich structure with intense red berry vibrancy and a mellow long lasting character.	

2. Use boxed sections to draw the customer's eye to a key wine whether due to good margin or it being a key food match.

4. Remove pound signs from your prices. It psychologically helps to dissociate the customers choice from the price as consumers view it as a figure rather than a price.

*Based on data collected comparing 2 weeks of sales when a MC engineered list was used vs the previous 2 weeks when a non-engineered list was used.

OUR TOP TIPS FOR UP-SELLING YOUR WINES

Up-selling is simply providing your customer with the opportunity to choose something that provides them with a better experience and you with a higher margin. Here are some simple tips from our team to make it easier and more beneficial:



of consumers enjoy trying new and different styles of wine on a regular basis.



Make a recommendation

Always look to find out what the customers is looking for and recommend a relevant wine. Focus on the benefit to the customer, why should they spend more? For a customer that enjoys a dry white you may say something like, Would you like to try the Albarino, it will go great with your fish?



Try before you buy

Offer customers a 25ml red or white sample either when seated for food or looking at the wine list at the bar.

Inform them that it's new in or a wine for the season and follow it up with What do you think? Shall I get you a glass?



Food and wine

Having wine pairings on hand for your menu not only enhances both the food and the wine, satisfying customers and winning return visits, but it can make the decision of the customer easier and moves them away from a typical choice at bottom end of a wine list.



Question

The easiest upsell opportunities come from simple questioning, for example, staff should always be asking is that a large? and using bolt-ons to generate incremental purchases, for example, would you like some olives with your sherry?



Like that? Try this?

As we mention under 'getting the right range' there are a number of wines made with interesting grape varieties that consumers of single international varietal wines can be convinced to try. So if a customer asked for a Shiraz try asking have you ever had a Monastell? I think you'd like it.

WHY WINE BY THE GLASS?

- 1. It reduces perceived risk.** Many consumers worry about trying new wines in the On-Trade due to the risk that they will be stuck with a bottle they don't like. This risk is greatly reduced with the cost of a glass thus allowing them to venture further up the wine list.
- 2. It improves rate of sale.** Although a customer may end up spending more in total, the outlay per transaction is lower leaving them more likely to return to the bar.
- 3. It allows you to move slow moving stock.** When selling solely by the bottle you can find many wines further up your list will move through slowly, leaving you with some stock that lacks liquidity. By the glass as mentioned lowers transaction cost and perceived risk promoting more sales.
 - Keep your slower moving wines fresh by using a Coravin system.
- 4. It makes you more money.** The simple economics of by the glass is one it's most appealing quantities:



'Wine by the glass' presents a huge opportunity as customers continue to spend more money on quality and new experiences. Savvy operators are offering more wines by the glass, making aspirational wines more accessible. To ensure every glass is just as fresh as the last, preservation systems such

as Le Verre de Vin and the Coravin system are of great help. Having a preservation system installed will see a significant growth in premium wines and fizz sold by the glass, providing you with greater profits, on average 29% more!

 **By the glass can improve profits by up to 29%.***



Speak to your Account Manager about offering wines by the glass, we can help you with a preservation system such as Le Verre de Vin or Coravin and a range of POS to help you showcase your buy the glass wines.

FOOD & WINE MATCHING

Food and wine matching is an important tool in guiding diners away from the bottom end of the wine list and towards bottles that make you more money and give them a better experience.

Take a look at our separate Food and wine matching guide for an in-depth look at getting your matches right or take a look at our quick guide to Christmas favourites (right).

Effectively communicating food and wine pairings often leads to guests spending more money on higher quality wines, and opting for that second bottle. Not every restaurant, bar or pub is fortunate enough to benefit from sommeliers. However, it is possible to develop staff skills and to guide customers towards great food and wine partnerships through menu design, point of sale and promotions.

Make your menu work harder

Highlighting the pairings with a sentence or so accompanying each dish recommending the best wine to enjoy it with can have an instant impact.

Let customers know

Beyond your menu you can further maximise food and wine matches using a range of printed items. Boards and displays attract eyes and are a great place to make recommendations on food and drink, so too are tent cards and menu hangers. You could also use bottle tags or hangers on your back bar display to promote matches.

“Highlighting great pairings offer a greater experience to customers and guide them to products more profitable to you.”

Dish	Wine
Smoked Salmon	St Hallett Riesling, Eden Valley (35059)
Prawn Cocktail	Drassanes Bobal Rosado, Utiel-Requena (33971)
Duck Liver Paté	Bonnezeaux, Chateau de Fesles, Loire Valley (29243)
Tomato Soup	Fantinel Borgo Tesis (33841)
Roast Turkey	Flor de Campo Pinot Noir, Santa Barbara County (25535)
Roast Beef	Dr. Konstantin Frank Cab. Franc, Finger Lakes (50008)
Nut Roast	Veramonte Merlot, Casablanca Valley (22651)
Christmas Pudding	Noe, Gonzalez Byass (22066)
Trifle	Gonzalez Byass Matusalem, Oloroso Dulce Muy Viejo (22065)
Chocolate Yule Log	Dow's LBV Port (27135)
Mince Pie	Graham's 10 Year Old Tawny Port (28253)

Drive demand

Whether it's an evening with an invited winemaker or a member of our wine development team running an evening of education or a set menu with a different wine with every course, the most important thing is that your customers will leave feeling more comfortable about taking recommendations in future, moving away from the risk-free.

Training for confidence

The most important element of maximising food and wine pairing is ensuring that staff are confident and prepared to make recommendations around your menu. Having confident and knowledgeable staff will undoubtedly help when it comes to increasing your sales. Pocket guides which cover food matches are handy to have close by as something for staff to lean on.

SERVICE

Customer service in the hospitality industry is everything. It goes without saying. The On-Trade needs to keep guests engaged in order for the business and industry to prosper. Practicing and perfecting wine service instils confidence in customers and keeps them coming back.

- ✓ **Present the wine list with the menu** – ask about a wine order shortly after, this will maximise your sales.
- ✓ **Don't make your customers wait;** get the wine to the table at the earliest opportunity – better before the food arrives than much later after.
- ✓ **Serve whites at 7-10°C and reds at around 13-17°C (sparkling wine at 5°C).**
- ✓ **Show the customer who ordered the wine, the label before opening** – gaining confirmation that this is the bottle they were expecting.
- ✓ When using a waiter's friend, **ease the cork out;** avoid bending it which could cause it to break.

- ✓ **Pour a small sample for this customer** to taste or nose, to check it's in top condition, before pouring around the table and returning to complete filling the glass from which the wine was sampled.
- ✓ **Twist the bottle at the end to prevent drips** – practice makes perfect.
- ✓ **Don't overfill a glass;** ideally a glass should not be filled beyond its widest point – leaving space for the wine's aromas to collect.
- ✓ Unless you have dedicated staff pouring policy, **leave the bottle with the person who ordered it** to re-fill glasses.
- ✓ **When opening sparkling wine;** point the bottle away from people, at a 45° angle; twist the bottle not the cork, hold both tightly; ideally the bottle will open with a soft fizz/pop; fill glasses in two stages to prevent bubbling over.
- ✓ **Present your desert wine menu,** if applicable after diners finish with their main course.

Our Wine Development Specialist team are based throughout the country and can offer expert training. From initiatives to sell wine, to offering advice on food and wine matching to suit your menu, our upselling workshops.

Providing both better service for guests and will increase cash profits. Wine training and practicing the service of wine will help increase staff confidence when handling wine. Consumers will notice this competency and be confident with staff recommendations.

“Putting our staff through the WSET Level 1 course has tangibly raised the confidence of our staff regarding wine. This, coupled with specific face-to-face training provided by Matthew Clark has resulted in an increase in the volume of sales and also, more importantly, a real shift upwards in the quality of wine that we sell.”

Richard Pryor, Operations Manager –
Balls Brothers of London

“The quality of the service will be remembered long after the price is forgotten.”

If your staff are weary about wine or sheepish about selling, we can craft bespoke training that fits your needs.

Speak to your Account Manager for more information.

GET MORE FROM

Matthew Clark

Learn more about wine with our dedicated wine training guide.

Find out more about food and wine matching with our dedicated guide.

Discover our range of other guides, including spirit and beer training.

We never forget you have a choice. That's why we all go the extra mile in all that we do. If you want to find out more click the link to arrange a meeting.

Matthew Clark Live allows our customers to browse our products and services, placing orders online, hassle free at a time that suits you.

Keep in touch

0344 822 3910 or visit