

Uncorking a Memorable Guest Experience



Is your Tasting Room producing the sales you expect? It's a fact a properly trained Tasting Room staff will sell more wine, open more wine club memberships, and create the memorable guest experience that sets you apart from your competition. Our training programs provide the tools and confidence for your staff to take service and sales at your winery to the next level.

THE CELLAR DOOR SERIES

THINK LIKE A SOMMELIER!

Program offers Tasting Room staff A-Z's of Wine Education and Service to increase confidence & sales

Vineyard & Vines: The Key to Wine

The Art of Winemaking

Wine Service & Presentation

TASTING ROOM NOTES 101

In-house presentation of wines and pairings and how this knowledge can be translated to increased sales

All About Wine Tasting

Wine & Food Pairing Essentials

Pairing Your Wines - The Total Experience



Hilarie Larson's life-long passion for wine became all consuming in 2003. She gained hands on experience in the vineyards, cellars and tasting rooms of British Columbia and Washington State and acquired her Certificate from the Court of Master Sommelier in 2004. Now settled in California, she offers comprehensive consulting services for tasting rooms & restaurants plus wine education for trade and private clients.

www.northwindwineconsulting.com

THE CONCIERGE SERIES

UNCORKING A MEMORABLE GUEST EXPERIENCE

Program offers successful guest rapport tools to create raving fans of your winery

Creating & Communicating the Company Brand

Guest Service Core Values & Service Standards

Embracing a Concierge Mindset

CULTIVATING SALES AND MEMBERSHIPS

Confidence building tools to increase sales and memberships

Influencing & Engaging Your Guest

Sharing Your Winery Story

Making & Closing the Sale



Jan M Smith Founder of Inland Management Group, a hospitality consulting firm specializing in training and startups, has facilitated projects with industry leaders including the Walt Disney Company, Caesars Entertainment, Mirage, Westin and Sheraton Resorts, Pechanga Resort and Casino, Callaway, Wilson Creek, and Europa Village wineries, and numerous restaurants, to help develop strong sustainable guest service, sales, and product knowledge programs.

www.inlandmgtgroup.com

All seminars can be tailored to your budget and time frame. We also offer a resource for conference keynotes and break-out sessions for management companies, brands and associations.

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