



TASTING ROOM MANAGEMENT

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**NOT JUST
SELLING WINE,
SELLING
MEMORIES**

PHYSICAL APPEARANCE, INSIDE & OUT

- **Attractive, clean, inviting**
- **A place to spend time**

GREETING

- **Greet within 15-20 seconds**

TASTING ROOM

- **Dump buckets**
- **Glassware**
- **Product information**
- **Background music**
 - **Sell more with music**
- **No scented candles, popcorn**

USP – UNIQUE SELLING PROPOSITION (WHAT'S YOUR STORY?)

- **Written information**
- **Make sure staff tell it**
 - **Tasting room**
 - **Tours**

SIGNAGE & PRINTED MATERIAL

- **Up to date**
- **Attractive**
- **Easily readable**
- **Prices marked**

STAFFING

- **Written & verbal instructions**
- **On-going training**
- **Tastings**
- **Tourism information**
- **Help customers make choices**
- **Where to buy your wines outside winery**
- **Wine Club, email, special events**
- **Never criticize another winery, restaurant, or establishment**

TOURS

- **Customers learn to trust you**
- **End every tour with marketing information**

ITEMS YOU SELL

- **Wine centered**
 - Consider local artists
- **Logo-branded**
 - Apparel, glasses
- **Collectible**
- **Functional**
- **Statement of quality you represent**

ITEMS YOU SELL (cont.)

- **Consider food items**
- **Special buy of month
(tasting room only)**
- **Leverage what sells**
 - **80/20 rule**

SPECIAL EVENTS

- **Weddings**
- **Festivals**
- **Educational seminars**
- **Auxiliary counters, cash registers**
- **All routes end at the cash register**
- **Adequate staff**

COMMISSIONS & INCENTIVES

- **Daily incentives for sales goals**
- **Incentives for wine club sign-ups**

WINE CLUBS

- **People paying you to be reminded about you**
- **1-3% of customers sign up; stay 18-24 months**
- **Various types**
 - **Automatic club – send out wine at regular intervals**
 - **Offering club – mailing with discount**

FINAL RULE

- **Do what works for you.**
 - **Your winery is unique.**
 - **If it doesn't work, do something else.**