

## Growing Your Wine Sales- Key Points

*Brought to you by: CAT Restaurant and Marketing Specialists*



- In 2010, sales of wines priced at \$9 to \$12 per bottle rose 12 percent, showing faster growth than any other price segment.
- Be sure to consider when buying wine for your list, the body, texture and spice of the food coming out of your kitchen.
- Don't worry about matching the wine to the customer, instead match the wine to the cuisine.
- Number-one rule for pairing: the body of the wine should match the body of the food.
- The more fat in the food, the fuller the body of the wine.
- Offer regional wines or special wines by the glass. This helps your customer try different wines and can often lead to them ordering another glass.
- Keep your stock of wine to a reasonable amount. Look at wine selections on a month to month basis. This helps your staff understand and be able to upsell wines easier.
- Describe on your menu a wine's sweetness with descriptions that make sense to your customers. Instead of fruity try "A hint of sweetness" or "medium sweet" these types of descriptions seem to work better than "fruity".
- Satisfy all of your customers by offering at least one moderately-priced wine and a more expensive choice in each category (reds, whites, bubbly)—and position the value-priced wine in the middle of the list, this is where most readers' eyes are drawn.
- Offer house wines which can be an affordable option for you and your customers. We suggest offering one of each white, rose and red.
- Try to list at least one domestic and one imported wine in each category, so that even if your wine list is small, several different countries will be represented. If you're not familiar with wines, contact your local wine distributor for help.
- Work with your wait staff on wine tableside service. If your staff is educated on your monthly wines, can open and pour wine and champagne properly, this will help

increase your wine sales. If you serve screw top wines make sure the tops are taken off prior to serving or you don't serve screw tops tableside.

- If you have "Cork & Carry" in your state where a customer can buy a bottle with dinner and take home with them if they don't finish make sure you state that on your menu. You can buy special bags promoting both your restaurant & wines they can take home with them for their bottle of wine.
- Remember to offer the old basics such as Chablis or Merlot by the glass. This allows the customer a sense of the old standards mixed in with the new types of wines.

