

# HOSPITALITY WORKSHOPS 2018

WINE SALES  
& MARKETING

EXCELLENCE IN  
WINE & CLIENT  
SERVICE

HOW TO  
PRESENT A WINE  
TASTING

WINE  
& FOOD PAIRINGS

A Series Of **Workshops** For Tasting Room Staff,  
Wine Advisors, Marketers, Brand Ambassadors &  
Public Relations Staff

*WTSA is a **Non-Profit organisation** that offers an extensive training programme to cellar staff in the South African Wine Industry since 1987*

For more info on our courses or to book, contact us today

[www.winetrainingsa.co.za](http://www.winetrainingsa.co.za)  
[admin@winetrainingsa.co.za](mailto:admin@winetrainingsa.co.za)

021 300 0117

# HOSPITALITY WORKSHOPS 2018

## TASTING ROOM PROGRAMMES

Customers respond to pleasant surroundings, a relaxed non-rushed atmosphere and ambience, complimented by service driven staff.

The level of customer satisfaction as well as winery staff who are passionate and knowledgeable about the entire winemaking process – from the soil to the senses – influence the decision to buy, the amount spend and the number of bottles purchased in a Tasting Room.

It is critical to train staff in customer service, product knowledge, wine tasting and how to present a wine tasting as well as marketing and sales. (Although tasting room staff may be friendly and knowledgeable, they may not 'ask' for a sale and 'hope' that customers will buy just because they had a nice experience).

Training in all aspects of tasting room operations, products and services available as well as local tourism and destination attractions will also contribute towards the tasting room experience.

PLEASE SEE THE CONTENTS OF THE WORKSHOPS, ON THE NEXT PAGE



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# HOSPITALITY WORKSHOPS 2018

**WINES SALES & MARKETING**  
**JORDAN WINERY - 29 JUNE 2018**  
**OVERHEX BISTRO - 28 JUNE 2018**  
**WORKSHOP COST: R1250 + VAT**

- Strategies and ways to increase direct sales (for example in a tasting room)
- The Don'ts of Direct Sales
- Analyse client needs
- Encourage and motivate employees / part time employees to deliver excellent service and sell more wine
- Sales process, buy signals and overcoming objections
- Closing – How to ask for, and get the sale
- Investigate Wine Clubs and Mailing lists
- Investigate ways to create relationships and long term relationships with potential clients and how to strengthen relationships with current clients
- How to “ASK” for a sale
- Practical Hints i.e. How to handle big groups and rowdy crowds; Dress sense in this day and age; Selling “the self” and it's limits; The “I know wine better than you” group and tour guide!; Knowledge on Winery, neighbours, restaurants, Exports – which countries, have a list of importers and contact details available etc.
- Case Study



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# HOSPITALITY WORKSHOPS 2018

HOW TO  
PRESENT A  
WINE TASTING

HOW TO PRESENT A WINE TASTING  
JORDAN WINERY - 27 JULY 2018  
OVERHEX BISTRO - 26 JULY 2018  
WORKSHOP COST: R1250 + VAT

*(The Why, the Who & the How)*

- Who needs to taste?
- “I don’t know how to taste”
- Points to take into consideration beforehand
- 5 Basic senses of sweetness, acidity, astringency (bitterness), saltiness, Umami and possibly a sixth, fat
- Criteria for Scoring and Two ways of scoring
- How to taste
- Pointers to identify ‘nose’
- Classification according to sugar levels
- Wine styles and different bottle shapes
- What do you need to conduct a wine tasting?
- Practical demonstration of how to taste wine



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# HOSPITALITY WORKSHOPS 2018

WINE & FOOD PAIRING  
JORDAN WINERY - 28 SEPTEMBER 2018  
OVERHEX BISTRO - 27 SEPTEMBER 2018  
WORKSHOP COST: R1800 + VAT

*(This programme has to be presented in co-operation with a restaurant or caterer.)*

'Food and Wine pairing can be like sex and pizza; even when it's bad, it can still be pretty good' – Mark Oldman.

Knowledge on Wine and Food is utterly important for Tasting Room Staff and Wine Marketers to advise clients on Food and Wine Pairing. Winemakers who present Wine and Food Events will benefit from this Workshop.

## Content of the Workshop :

Not a new concept – discussing the history and background South African cuisine – time line

Focus on pairing is about balance

The Pyramid approach

Basic rules of thumb

Basic flavours found in food are also found in liquid food/wine

Bridge Ingredients

Weight and acidity – pillars of pairing

Practical exercise pairing ingredients relating to the five dominant taste profiles – sweet, sour, salty, bitter and fat – with 4 basic wine styles.

Concluding that .....the best combination is food and wines that one loves individually – if they happen to compliment one another, it's a bonus!

\*Programmes can be offered 'on-site' on request



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# HOSPITALITY WORKSHOPS 2018

EXCELLENCE IN WINE & CLIENT SERVICE  
JORDAN WINERY - 24 AUGUST 2018  
OVERHEX BISTRO - 23 AUGUST 2018  
WORKSHOP COST: R1250 + VAT

- Wine Service :  
The Wine Law, Bottles and Glasses, Temperature, Opening and Pouring , Wine etiquette and much much more
- 5 Star Client Service

A NEW HOSPITALITY PROGRAMME WILL BE LAUNCHED EARLY IN 2018



# HOSPITALITY WORKSHOPS 2018

WTSA WAITER 101 PROGRAMME  
JORDAN WINERY - 25/26 OCTOBER 2018  
OVERHEX BISTRO - 18/19 OCTOBER 2018  
WORKSHOP COST: R2100+ VAT

## INTRODUCTION

Many guests rely on waiters to suggest and serve the perfect wine for their tastes, making it crucial for waiters to know the pertinent facts on each wine and how to serve it accordingly.

Wine presentation etiquette is crucial to serve wine and an outstanding experience can generate return business and improve tips.

The biggest profits in a restaurant stems from beverages and not food.

Continue to Next page for course details





# HOSPITALITY WORKSHOPS 2018

WTSA WAITER 101 PROGRAMME  
JORDAN WINERY - 25/26 OCTOBER 2018  
OVERHEX BISTRO - 18/19 OCTOBER 2018  
WORKSHOP COST: R2100+ VAT

*(Continued)*

## Ways to Improve Customer Service

Etiquette – how to meet and greet customers  
Who do you serve first  
How do you serve  
Speed of service  
Problem solving  
Tips to deal with difficult customers  
How to take orders  
Timing of orders  
Approaching the table  
The waiter as a salesperson  
Drinks orders  
Explaining the menu  
Taking the food order  
Making suggestions  
Substitutions  
Buffet Service  
Carrying trays  
Delivering the food  
Checking back on the guests  
Removing plates/dishes  
Desserts?  
Post meal service  
Presenting the check  
Personal hygiene and appearance  
Attitude to work  
100 things waiters should never do – Bruce Bushel



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WORKSHOP COST: R2100 + VAT

*(Continued)*

## Wine Service

What is wine service

The order

Bringing wine and glasses

Uncorking the wine

Different wine pouring styles

How to serve a single glass of wine

Top 5 mistakes when serving wine

Core things to know about beverages

Opportunities to train staff to improve their wine and beverage knowledge

*\*Programme can be offered on-site on request*

*More information available from [emma@winetrainingsa.co.za](mailto:emma@winetrainingsa.co.za)*



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