

# Strategic Wine Programs

*Enhance your guests experience and generate repeat business and invaluable word-of-mouth advertising.*

*Build product knowledge and confidence among your staff to increase sales.*

*Improve pricing and inventory management to maximize profitability.*

## A Grape Affair *for the love of wine*

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- Guidance on Inventory Management
  - Consultation on Seasonal Selections
  - A Complete Wine List Diagnosis
  - Ensure Your Wine and Food Compatibility
  - Satisfy Your Guests with Your Wine Selection
  - Improve Your Wine List Format
  - Make Maximum Profit From Your Wine List
  - Price Strategies to Maximize Profit, based on Distributor Relations and Appropriate Retail Range
  - Server Education and Sales Techniques
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*"The impact of a beverage program on a guest's experience and a restaurant's bottom line depends on the skill with which the staff attends to guest needs. To build staff knowledge and improve the standards of wine service, A Grape Affair will provide classes tailored to specific restaurants' needs, based on the wine list and servers' current level of expertise."*

*Carla Snow, CSW*

*Making the world of wine a less intimidating place.*

[www.agrapeaffair.com](http://www.agrapeaffair.com)

*I have worked with Carla for almost a year now and I can't say enough about her and her company. Her passion for her work shows in everything she does. Her product knowledge is second to none and her drive for customer satisfaction is the best I've ever seen.*

*When it came time to execute our new wine list, Carla came in and did a wine tasting with my entire staff. She explained the products to my staff in a way that they could understand. This has helped them be able to sell the wines to our guests.*

*Tracy Mills, Director of Food and Beverage, Hilton Garden Inn-Portsmouth Downtown*