

Here are my 3 Truths for
Selling More Wine
in any HORECA venue

1. Set your targets

Who are your customers and how do they use the venue? What do they order and when do they order it? Where are the opportunities in your service sequence? Focus on impacting the bottom line and on improving the guest experience. Provide a great product at a reasonable price.

2. Bring your team along

Product knowledge has nothing to do with theory. It's all about doing the right thing, at the right time, and in the right way. Training and coaching are different. You must do both. Share your passion. Win their buy-in. It is a noble cause to increase profit. And your guests will be much happier.

3. Execute strategy

Curate your selections according to the guest experience. Your wine list sets a tone. Make sure it's appropriate. Plan seasonally. Turnover ratio and cashflow are key buying considerations. It's not a museum. It's not a trophy cabinet. Have good supplier relations and negotiate only when and where it matters

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