

WINECOLOGY RESTAURANT SERVICES

Maximize profits, stimulate sales, and enhance overall restaurant image with this comprehensive and proven three-tiered strategy designed to exploit the current explosion of consumer interest in fine wine.

1. LIST: Creation and Management

- Adjudicate and choose list selections to fit restaurant's unique demographic, style, and cuisine
- Set up all new wine distribution accounts for property and negotiate 30-day credit, instead of industry standard automatic COD
- Leverage distributor relationships to negotiate and secure lowest possible pricing on all acquisitions
- Establish pricing structure to optimize cost-to-profit ratio
- Procure allocations of rare and difficult to acquire wines
- Evaluate existing stock for sales fluidity
- Advise on menu graphic design including arrangement of list sections, headers, and wines to maximize customer ease of use

2. INVENTORY: Systems Implementation and On-Going Maintenance

- Maximize on-premise wine storage including total stock arrangement, temperature stability, and security
- Oversee layout of back-of-house storage areas to minimize labor of inventory upkeep
- Supervise organization of computer systems to support quick, intuitive, and accurate ringing of list selections
- Administrate all ordering, stock upkeep, and purchasing with strict adherence to combined discounts, ordering cut-offs, and case minimums for each individual purveyor
- Monitor and control the purchasing budget % at a level well below the industry standard while successfully meeting high volume consumption demands and guest expectations
- Position wine additions and replacements as depleted list items become unavailable
- Tag selections for list removal and expedite sell-offs of remaining product
- Continually calibrate list pricing to maximize overall profitability

3. SERVICE: Education and Elevation

- Custom tailor wine service procedures for the unique style and feel of the establishment, from menu presentation and order solicitation to decanting, proper red, white, and sparkling procedures, and table maintenance
- Lead comprehensive on-going staff education program focusing on wine structure, viticulture and vinification, and specific list selections to increase sales volume, guest satisfaction, and return patronage
- Implement advanced sales techniques training with an emphasis on engaging guests with proper wine vernacular, guiding patrons to appropriate food and wine matches, and up-selling gracefully
- Advise in the acquisition, proper use, and maintenance of all fine wine service hardware including varietally correct wine crystal and decanters

All of Wineocology's programs are customized to meet the needs of each unique client. Please contact us for a full consultation and quote.

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