

HOW TO SELL MORE WINE BEER, AND SPECIALTY DRINKS

1

Never ask “Do you want anything to drink?”
Ask instead: “Would you prefer a red or white wine?”

2

Put the wine/beer tent card right into the hands of your guests.
Mention your best wines, beers and specialty drinks.

3

Use keywords like “my favourite”, “our featured wine” or “our most popular”.

4

Upsell! When a table orders two glasses of wine, encourage a full bottle. Don't forget to suggest non-alcoholic beverages to non-drinkers.

5

Offer your guests a choice of at least two wines or champagnes with appropriate food pairings. Recommend alternative wines to guest expressing interest in a specific style or varietal.

6

Don't forget to mention the craft beers, micro beers and specialty beers.

7

Always suggest an after-dinner liquor or a glass of champagne.

8

Selling wine/beer/specialty cocktails will DOUBLE your tips!

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