FIVE TIPS FOR A THRIVING WINE CATEGORY

GRAIN TO GRAPE

“

Thanks for downloading this playbook. Having a thriving wine category involves more than having a good wine list, that’s the first step. This guide will cover five pointers on how to have a successful wine category that can be actioned straight away, enjoy.”

Harry Crowther

Founder & Legend

GRAIN TO GRAPE

CHEERS@GRAINTOGRAPE.CO.UK

01

Know your audience

Whether you're an independent single-site operation, or a 20 site business that spans across multiple regions, it is so important that you know who is coming through your doors.

I recently tweaked a wine list for a client after learning that a specific region in the UK was over-indexing on unoaked Chardonnay VS the national average. So, we slipped in a Chablis-style Chardy' from Australia right next ot the 'house' wine. **Within a week, the average *by the glass* spend grew in these sites** as Chardonnay-loving guests opted for our new listing, taking the focus away from the 'house' wine.

Having this knowledge will help dictate not only large sections of your wine list but how you approach training your team to sell certain wines as well.

GRAIN TO GRAPE

Look beyond organic

02

For a long time now organic wine has been a useful tactic for premiumising wine spend, **drinkers are prepared to spend up to 20% more on organic wine**.

But sustainability covers more than just a green splodge on the wine list. Coming off the back of a pandemic, a sense of social and economic responsibility resonates with your customers as we/they look for a greater sense of community.

Whilst organic wines *are* better for the environment, consider what the producer also does for the community. Have they provided jobs? Do a % of the wine sales go to charitable causes?

There is nothing more powerful as a guest to know that by drinking that glass of Malbec, you are making the world a better place.

Pre-pandemic, only 7% of consumers looked to buy from companies that 'give back'. That number is now closer to 50%.

Look out for wines and producers with sustainable messaging that goes beyond the realms of a green-leafed logo on the back label. List them and shout about it. Your customers are looking for it. Make sure the team communicates the message.

GRAIN TO GRAPE

Tell a story

This works a charm! Nothing is more powerful than placing your guest slap-bang in the middle of the vineyard.

When I put wine list 'Cheat Sheets' together for clients, I always put a massive focus on what I call the *How To Sell* section. **Tasting notes *are* important, but in reality you can put these on your menu and the customer can read them**.

It doesn't have to be anything to do with the wine. It could be something about the region, the grape variety, or even a cool local tradition. The point is that you are taking your guest out of their seat, to a magical *winey* place.

Focus on a 'How to Sell' cool fact with your team. Pick a wine of the week, brief them on it, keep on top of them in service and see what happens.

03

GRAIN TO GRAPE

“confidence trumps knowledge”

04

Mix it up

The amount of wine lists out there that list their wines from top to bottom in order of price is insane!

It is so important that we mix things up a bit. Keep it fresh. A year of lockdowns has given way to a more savvy consumer, one that's more open to trying new things.

Consider listing your wines in the order that people might want to drink them in, instead of what they want to spend.

Take it a step further, why not list a wine from a more obscure, emerging region, stick it at the top of your list and see what happens. **Did you know wine imports from Romania are up 55% and over a third of your customers find wine from 'emerging' countries appealing?**

GRAIN TO GRAPE

Taste with your team

05

It is so much easier to sell something that you have tasted for yourself.

Times are tough, and comping a bottle probably sounds counter intuitive, but the reality is, if you make wine an integral part of your pre-shift briefing, your team will get behind it a lot more. And an £8-12 cost sacrifice will pay dividends.

If you *are* super against this, **get in touch with your supplier, see if they can support you** with some 'training stock', at the end of the day, your success is their business.

Don't taste too many wines, my advice is to just open one. Make sure its at least a mid-priced wine, make that the focus for the service and see how it goes.

Legend: ***"Why don't you try this wine? We tasted it as a group before you arrived and it's awesome. Also, this producer contributes to a project in Argentina that provides clean water to local schools"***

Guest: ***"SOLD"***

A cool story... see what I did there?

Also, "group" = herd mentality... this also works.

CREATING WINE LEGENDS

THE ALCHEMIST

"**Harry's** methods ensured that we saw **growth in average spend** in a declining market by leveraging the engagement of the people that really matter- the teams"

- Simon Potts, Managing Director, The Alchemist

TALK TO HARRY ABOUT MODERN PROFITABLE WINE TRAINING

+44 (0) 7986 851901

CHEERS@GRAINTOGRAPE.CO.UK

WWW.GRAINTOGRAPE.CO.UK

CREATING WINE LEGENDS

@GRAINTOGRAPE

GRAIN TO GRAPE

SOURCES: The Buyer: Top 5 Trends for 2021; CGA SAMPLE SIZE 4964; ONS; KANTAR JUNE 2020; PROOF; POURTRAITS CONSUMER SURVEY (285 GB CONSUMERS JUNE 2020)