

Enhancing Wine Knowledge & Customer Service Skills



Name: _____

Date: _____

Dear Morgans Hotel Staff!

Welcome to your personal workbook especially designed to help you deepen your knowledge and prepare you for the fantastic event ahead- **Beaujolais Day** and future wine related experiences! This workbook will guide you through everything you need to know to ensure the guest will have a remarkable and unforgettable time every time they encounter your service and hospitality.

Inside, you find knowledge check activities, and other useful tools to boost your confidence help you analyse your performance and grow in your role. This workbook also facilitates useful sources that you can read in your leisure time to immerse yourselves in the captivating world of wine.

I hope you will enjoy making your way through it as much as I enjoyed creating this helping tool for you. After spending time with you I truly believe that each of you is unique, and everyone has a rich variety of skills to serve excellence in Hospitality. I wish you all the best in your preparation and I look forward to seeing your incredible performance.

~ People will forget what you said. They will forget what you did. But they will never forget how you made them feel. ~

-Maya Angelou



By Paulina Anna Skoczek

Beaujolais Day Knowledge Check

Activity: Fill in the blank spaces.

1. Beaujolais Day is celebrated every_____

2. The name of the wine served on Beaujolais day is_____

3.The Beaujolais region is located in?

4. What is the grape variety used to produce the wine?

5.Why is the wine considered special when compared to other red

wines? _____

6. By law, what is the legal release time of the wine?

1. **Activity:** List the characteristics of the wine served on Beaujolais Day.

Hint: *Grape, Sweetness, Acidity, Tannin, Body, Aromas and Flavours, Temperature.*



3. Wine Service Etiquette

Activity: Below you can find steps to correctly serve wine to guests. But they are not

in the right order! Test your understanding of wine etiquette based on WSET standards and arrange the steps by placing numbers from 1-12 in the correct sequence.

Pour a sample of wine for the host to assess the wine.

Present the bottle with the label facing the guest for approval.

Introduce the wine to the host, include the name, vintage and producer.

Wipe the neck and top of the bottle with a napkin or clean service cloth.

Once approved by the guest, hold the bottle by the base, keep the label facing upwards and serve the wine clockwise starting with ladies first, then gentlemen and lastly the host. Use your cloth or napkin as a support to catch the drips.

Once approved, lever the cork out from the bottle with a waiter's friend. Place it in front of the guest on a napkin. Wipe around the inside with a napkin or clean service cloth.

When the host is ready take the order.

In order to avoid mistakes, repeat the order back to the guest.

Select the correct glasses. Place it on the table in the correct position.

In the cellar, select the wine.

Place the bottle on a table preferably on a wine coaster.

Use your judgments to assess when guests need top-ups.

Attention! Useful Source of Information.

- ★ When serving wine always make sure that the glasses you use are appropriate for the wine you sell (red,white,sparkling) and are correctly cleaned and polished.



- ★ When pouring wine, only fill the glass to its widest point and never touch the rim of the glass with the neck of a bottle.
- ★ If the wine is sold or requested by the glass, use a service tray to carry glasses to guests.
- ★ Place the glasses on the table by holding onto the stem of the glass, not the bowl, to avoid spoiling the temperature of the wine and leaving finger marks.

4. This section of the workbook is designed to help you learn essential wine upselling terms, which aim to build a better value for your customers and elevate their experience in The Morgans. Feel free to use the list below to inspire yourself and practice the flow.

Here is the unrevealed: Confidence is the key! The more you believe in yourself, your guest will feel that energy and trust you. So, you can also get creative and think about your own personalised phrases. Use the knowledge you have gained during the training seminar to expand the horizons of your wine communication!

Wine upselling terms:



→ **Create a warm welcome:**

Welcome to The Morgans Hotel. May I interest you in having a look at our wine list? We have some fantastic options to recommend.

→ **Create a Value:**

Our award-winning Sauvignon Blanc has beautiful fresh herbaceous notes, blended with zesty passionfruit!

Investing in an elegant and subtle wine is a wonderful way to make your evening special here at Morgans Hotel.

For an extra touch of luxury, let me introduce you to our best **[choose a premium wine from wine list]**. It is a pure extravagance to savor. Why not luxuriate in a bottle? It is a perfect idea to share and create memories!

→ **Handling Doubt:**

I understand it may be difficult for you to decide, how about if I bring you a small tasting sample?

What type of wine do you usually enjoy?

While our **[name of the wine]** is delightful, our **[different wine]** offers even more refined taste.

Would you like to experience it here at Morgans Hotel?

→ **Checking In:**

How is the flavour treating you? Would you like to top up, or perhaps try a different choice from our wine list?

→ **Closing the service and expressing gratitude:**

Thank you for enjoying our wine selection! It was a pleasure serving you and we hope everything

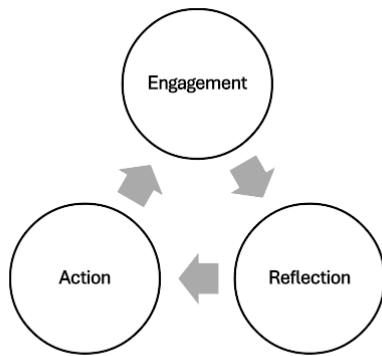
was to your satisfaction. Please don't hesitate to return for another visit. I can't wait to introduce you to some of our other best wine examples.

→ **Ask for review in a non-intrusive way:**

If you have a moment, we would love to hear your thoughts online.

5. Learning Through Experience

This section of your workbook is designed to encourage you to document your experiences related to upselling wines at The Morgans Hotel. Take time with your favourite notebook to reflect on your performance. Let your thoughts flow openly and honestly. Every so often, the most valuable solutions often emerge when you let your mind wander! Use the **journal template below** to guide you through this journey.



JOURNAL TEMPLATE:

Shift details:

e.g. date, any special event? level of customer influx.

Experience:

Describe your experience related to wine upselling during your shift.

Reflective Observations:

What went well? What did you enjoy the most? How did the guest respond to your value creation? What challenges did you face? What emotions did you experience? Did anything surprise you about guest preferences or reactions?

Connect your experiences to a broader view:

What insights did you get? Why did it work? (or not?)

Identify goals for your next shift:

What will you do differently and why? What new techniques will you apply and how? Are there any specific areas you want to focus on?

6. The rainbow mind!

Just as rainbow brings the spectrum of colours to create something magnificent, the last section of the workbook was designed to support you reframing negative mindset into positive. As we all know, motivation is not always consistent. There are times where it feels unbreakable and other times when it feels numb, especially when challenges seem infinite.

Therefore, the purpose of this tool is to allow you to explore multiple pathways to reach your goals identified in **Section (5)**. This way you can prepare yourself for the unexpected and adopt to obstacles as they arise. Remember, the most certain way to achieve, is to have the courage to make just one more attempt. Each time you fail you just simply find another approach that will not work, bringing you closer to alternative way that will.

Section **“Stay Motivated”** encourages you to think deeply about what drives you, factors that sustain your energy and focus.

Section **“Rewards”** prompts you to appreciate yourself for hard work and celebrate all wins no matter of their characteristics.

Use the example below to create your own **Hope at Work** in your notebook.

The Hope At Work Tool

Pathways strategies to achieve the goal.

Example: I will ask my manager to observe my performance and give a real-time feedback.

Alternative Pathways when setbacks.

Example: Feeling stressed and upset when receiving poor feedback of low sales report.

Focus on what you can control? Ask yourself: What is in my control that I can improve? Identify root causes.

Stay Motivated

Example: I will collaborate with my team to compare useful tips and strategies related to wine upselling to inspire me to progress for better results.

Reward

Example: When I achieve the set goal, I will treat myself to a favourite

....

I will share my achievements on a [shout out chat!](#)

As you close this workbook - take a deep breath, close your eyes and imagine that now, you are creating a future of Hospitality where your passion, excellence and dedication shape not only your success but also the experiences and perspectives of those around you.

Make a difference. This journey is yours.

Useful Links:

[Beaujolais wines, the official website](#)

https://www.vivino.com/GB/en/?srsltid=AfmBOop-tVOM7vUvkgpb_92lxJsxrcb0RKwquppsDrdxyy0aUK013wYF

[Wine Folly | Learn about Wine](#)

[Webinars Archives - The Somm Journal](#)

<https://www.wsetglobal.com/>