

Creating a Wine Hand Book and Wine Training Programme for Hard Rock Café Helsinki

Christopher Ross

Nikita Vasilev

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Authors Christopher Ross Nikita Vasilev	
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<p>This product oriented thesis was commissioned by Hard Rock Café Helsinki. The aim was to develop a system to improve confidence for front of house staff when dealing with wine.</p> <p>The result was a wine training and tasting event as well as a small pocket-sized reference booklet, the 'HRC wine buddy pad' which can be used as a back up to training or a helpful reference guide prior to, or in the absence of training.</p> <p>The thesis is separated into two main sections. Firstly, the theoretical which explores various elements. In order to measure the validity of the topic it was necessary to look briefly into wine consumption in Finland. Thereafter, theory behind training and the benefits of training and increased knowledge from the perspective of the employer and employee are examined.</p> <p>The second section concentrates on a description of the products as well as the feedback that was received. The results were positive.</p> <p>The training sessions can certainly continue in Helsinki. The buddy pad has already been circulated and its use will be mandatory for bar staff and servers. There is a real potential for the buddy pad to be adopted into use by other restaurants in the organisation.</p>	
Keywords Hard Rock Café, Wine training, reference booklet, confidence with wine.	

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1 Introduction

The subject of this report, Hard Rock Café, was founded in London in 1971 by two Americans, Isaac Tigrett and Peter Morton, as a solution to a perceived lack of American style burgers in the area. From humble beginnings of a single outlet with an initial six-month lease agreement, and subsequent changes in ownership, the company is now a multinational concern owned by the Native American Seminole tribe. The company currently consists of 205 outlets which comprises of cafes, hotels and casinos and they are present in countries all around the world (Hardrock, the story).

The Helsinki outlet, which was established in October 2012, is a franchise of Hard Rock and along with branches in Stockholm, Oslo and Gothenburg, is run by The Nordic Franchise Group. Ryszard Janik, General Manager of Hard Rock Helsinki, commissioned the authors to develop a system to increase the competence of the front of house staff in respect to their wine knowledge. The hypothesis naturally being that better knowledge of wine would facilitate increased sales and therefore profitability.

The reason for choice of this topic, and accepting the challenge, are multi-fold. Both authors are currently professionally invested in the company in question and are indeed passionate about wine. During our education in Haaga Helia we have completed two wine courses based on WSET (Wine & Spirit Education Trust) programme courses level 2 and level 3 which we believe provides a good basis to undertake this product based thesis. Furthermore, we had the desire to work on something with a real-life application which could result in benefits for the commissioning party and, also, perhaps ourselves.

1.1 Thesis objective

To have success with sales of wines, staff would be advantaged by having a certain level of knowledge of the products. We feel that by having educated staff, the company stands to gain from an ongoing competitive advantage.

Our aim was to improve Hard Rock Café Helsinki staff wine knowledge by the dual means of education and the creation of personal reference booklets, the 'HRC wine buddy pad'. The pad includes basic information on the characteristics of a variety of wines as well as food pairing possibilities. The pad is effectively a pocket-sized booklet which should allow for ease of access for personnel, and could be used for reference whilst performing their working tasks. It is important to note that the pad is merely a guide and is not intended to

be an all-encompassing encyclopaedia of everything that is known about wine. The potential is for the guide to be employed beyond the Helsinki restaurant to others the Nordic Franchise Group and possibly other franchised establishments too.

The second part of the project was the development and implementation of a training programme. Just as the wine guide is not intended to be an encyclopaedia, the training session was only intended to impart some confidence in discussing wine with guests as opposed to being a springboard to a career as a sommelier. Training naturally necessitated having to include introducing staff to the techniques of wine tasting, evaluation of quality and the possibilities regarding food pairing. The challenge was to design training in such a way that it was as easily digestible and memorable as possible for the attendees. Once again, it may be possible to implement a training programme throughout the Nordic Franchise Group and beyond.

2 Theory behind the practise

In order to get a better insight in to this topic, and the possible benefits to the commissioner, it is crucial to explore various theoretical elements. This chapter will therefore examine the impact of wine knowledge in both service and selling situations and the aforementioned benefits to both the employer and employee. Thereafter, various aspects relating to education and the pedagogical elements of the wine course will be discussed. Finally, the factors that influenced the syllabus of the course will be explained.

2.1 Light wine consumption in Finland

Light wines, those generally with a maximum alcohol volume of 15%, are the area of concern for this project. This is not an in-depth study of wine trends per se, however it is appropriate to investigate briefly the growth in consumption, as that goes some way to showing the relevance of the topic, particularly as one might not immediately associate Hard Rock Café as a destination to enjoy a glass of wine.

We interviewed Niko Koskimies of Pernod Ricard Finland, a subsidiary of Pernod Ricard France, in regard to, amongst other things, the consumption trend in Finland. Mr Koskimies is the area sales manager responsible for HORECA (hotel, restaurant and café) sales in Helsinki and southern Finland. Although he was able to advise us that light wines are a vital part of Pernod Ricard's portfolio, and that sales are increasing year on year in his sector, he was unfortunately unable to provide figures and statistics for reasons of confidentiality.

That notwithstanding, the following figures are able to demonstrate the importance of wine in Finnish drinking culture. Figure 1 shows consumption of strong and light wines over a period of 20 years from 1995 – 2015 as a percentage of all alcoholic beverages sold in Finland. It is apparent to see that over the period light wine consumption has increased significantly, albeit that it plateaus somewhat from 2012 onward. Conversely consumption of strong wines declines significantly initially and thereafter continues to steadily decline.

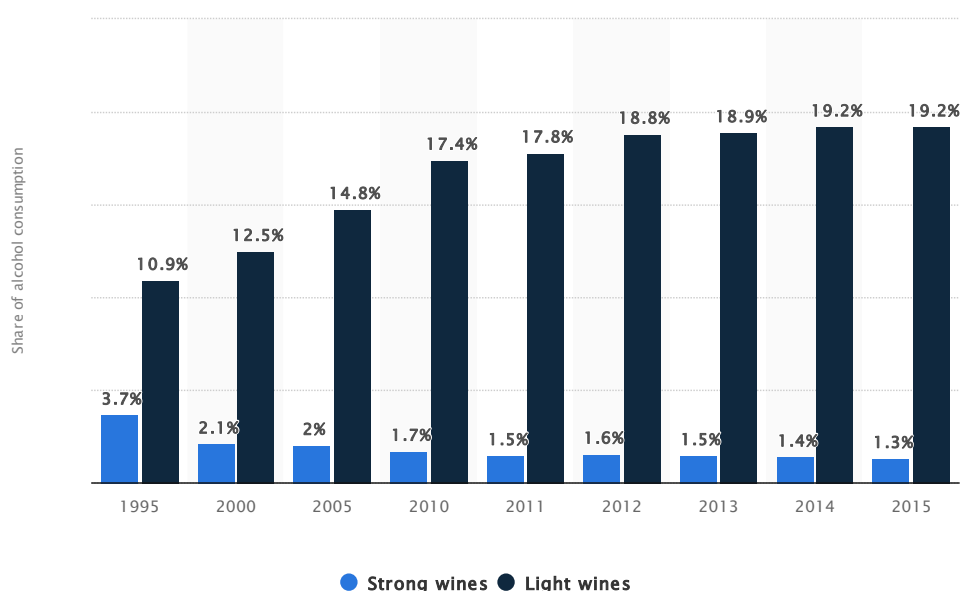


Figure 1. Wines as a percentage of all alcohol sold in Finland 1995 - 2015

Alko, the state-run monopoly for sales of alcohol of over 4.7% by volume, release annual reports. The following extract from their 2016 financial statement shows figures over too short a period to consider a trend but are valuable in order to demonstrate the significance of light wines in Finland. Albeit that there was a slight decline in sales of red wine between 2015 and 2016 it is clear to see that light wines considerably outsell all other products.

Product group	Sales in 2016, millions of litres	Sales in 2015, millions of litres	Year-on-year change, millions of litres	Year-on-year change, per cent
Vodkas and spirits	13.9	14.1	-0.2	-1.7
Other spirits	7.6	7.6	-0.0	-0.5
Fortified wines	3.0	3.1	-0.1	-4.0
Red wines	24.5	24.9	-0.4	-1.6
White wines	21.2	21.1	0.0	0.2
Sparkling wines	5.4	5.2	0.2	3.5
Rosé wines	1.0	0.9	0.1	16.0
Other mild wines	1.9	1.8	0.0	1.4
Ciders	0.7	0.7	-0.0	-2.5
Long Drinks	5.6	5.7	-0.1	-1.1
Beers	8.5	8.6	-0.1	-1.6
Alcohol-free beverages	0.5	0.4	0.1	26.9
Total	93.5	94.0	-0.5	-0.6
Total, converted to pure alcohol	15.7	15.8	-0.1	-0.8

Figure 2. Extract from Alko's 2016 financial report

More specifically to Hard Rock, we do have figures available, but once again, due to confidentiality, are unable to publish them. What we have been authorised to do however is to create a table, absent monetary figures, which should demonstrate the growth in sales over the last three years. Most of the elements are self-explanatory but for the sake of clarity, in the Hard Rock system cocktails include any liquor with a mixer, liquor is neat spirits and cider includes 'long drinks' such as lonkero for example.

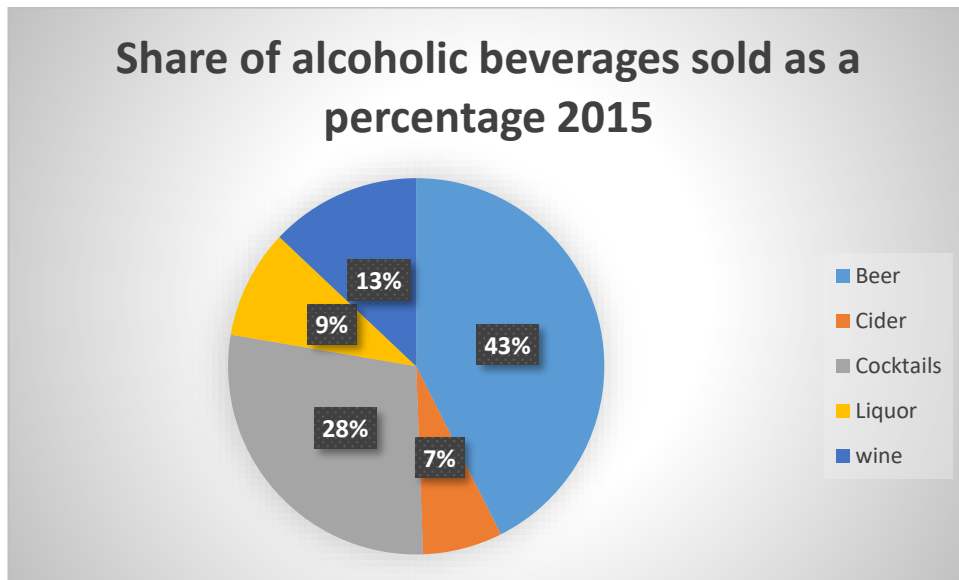


Figure 3. Hard Rock Helsinki's alcohol sales broken down in to percentages for 2015

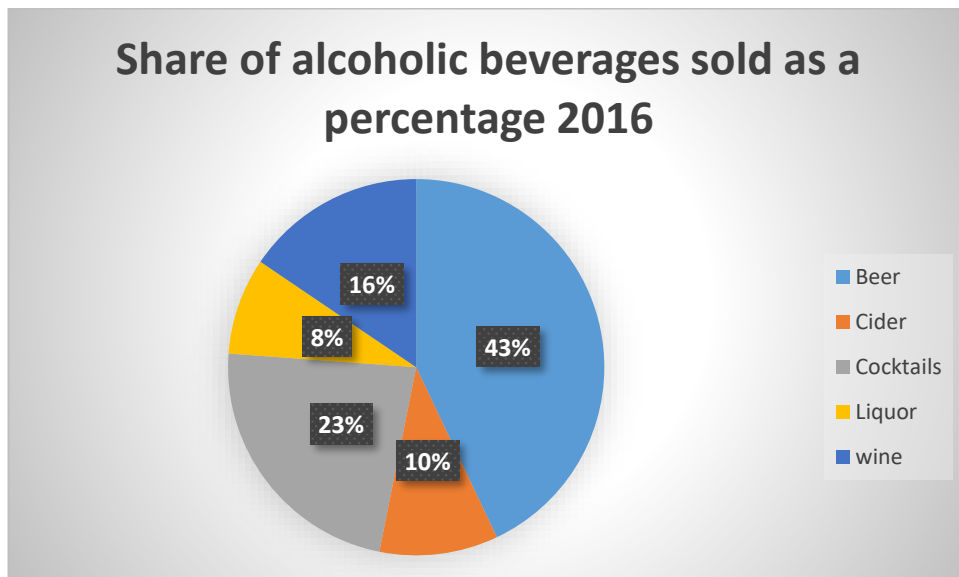


Figure 4. Hard Rock Helsinki's alcohol sales broken down in to percentages for 2016

Even a cursory glance at the figures above is enough to see that the most significant deviation was the reduction in the percentage of cocktail sales. Interestingly however from our point of interest is that along with cider, wine was the highest beneficiary with percentage of sales increasing from 13% of all alcohol sales in 2015 to 16% in 2016.

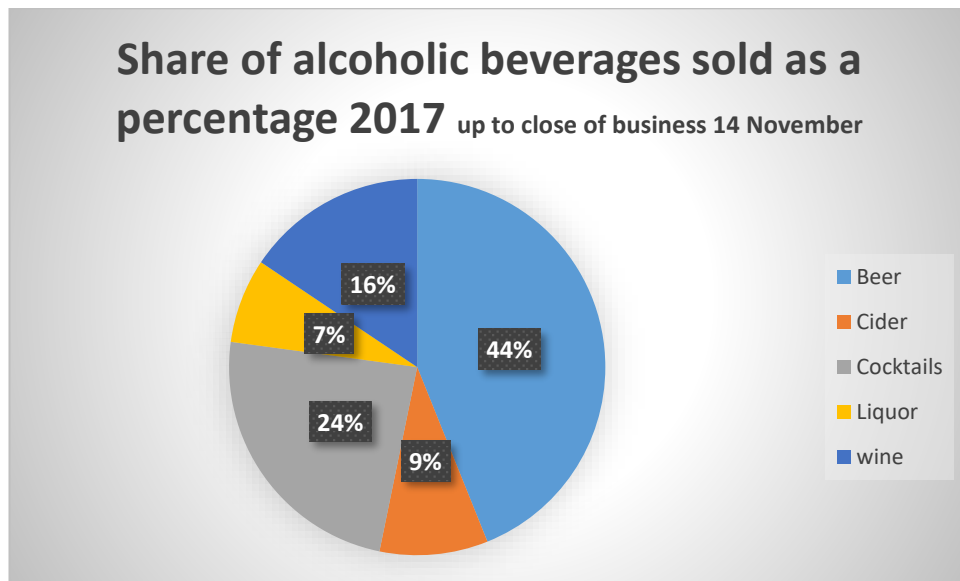


Figure 5. Hard Rock Helsinki's alcohol sales broken down in to percentages for 2017

A comparison of 2016 and 2017 shows that the situation remained relatively static with four of the five categories sales deviating by a single percentage point whereas up until close of business on November 14th wine sales remained at the same level. It should however be taken into account that the remaining period of the year Hard Rock will be a venue for festive parties and the up-coming independence day celebrations. There are a number of functions and buy-outs booked whereby wine is an important aspect of these events and this could have the potential to positively effect the percentage of wine sales as a total.

Clearly, demonstrating these percentages does not necessarily translate into proof of growth in sales. Albeit that we are unable to divulge figures, the following chart depicts accurately the increase in sales from 2015 to 2016.

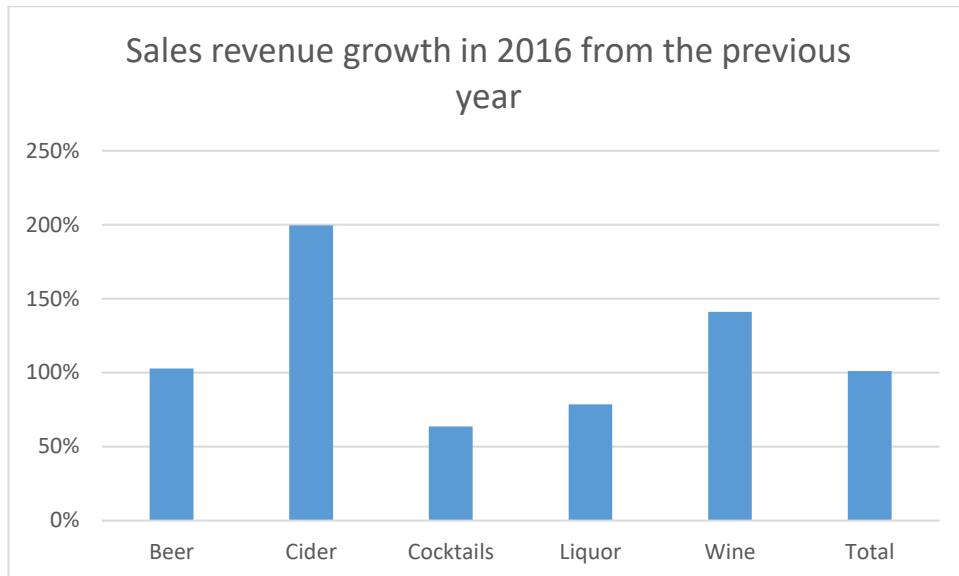


Figure 6. Increase in alcohol sales revenue from 2015 to 2016

There are certain factors that should be noted in relation to the above information. Firstly, the growth in a single year is rather dramatic and looks unrealistic. The significant increase can be at least partially explained by the fact that in 2016 the company had a summer terrace for the first time. It was maintained in 2017 and will be for several more years. Unfortunately, it is not possible to determine exactly the extent to which the terrace contributed toward the increase as sales figures are not separated between that area and the restaurant itself.

It is very clear to see that cider and long drinks had the largest increase by some margin, but from our point of interest it is also significant that wine sales increased by 141% which is some way ahead of beer sales at 103%. Finally, although it is not possible to be totally accurate with figures for 2017, based on sales up until close of business on 14th of November 2017, if the average daily sales of wine continued to the end of the year this would represent a 0.5% increase over 2016.

2.2 The impact of wine knowledge in service and selling situations

To the authors, it seems common sense that increased knowledge would be beneficial in both service and selling situations. It does not necessarily follow however, that the increased knowledge would be utilised in such a way that it translated into an advantage. It was therefore essential to explore previous situations whereby training has been implemented to discover any possible positive, or otherwise, impact.

Indeed, Granucci established a wine-service training programme as part of a study in 1989 in order to investigate the results of wine instruction against the amount of wine sold in a number of US restaurants. The attitude of attendees was also measured. That particular study did not show that wine instruction resulted in a significant increase in sales. It did show however, that the employees viewed the training favourably and that their knowledge of the topic increased by a significant margin.

According to Fattorini (1997), servers who have not undertaken wine-service training and those who have very limited knowledge on the subject are often worried whether they are acting in the correct manner or if they will somehow become embarrassed due to their lack of knowledge. For this reason, it is of vital importance that restaurants should implement a standard procedure for wine service. This includes such procedures as presenting a wine list, presenting and opening the bottle and decanting and serving the wine.

Fattorini also opines that there are two ways to learn about wines, either by tasting them or by reading and talking about them, although combining these two methods is firstly more effective, and secondly, more pleasurable. Combining these methods in the form of staff training will allow them to create their own impression of the wines which in turn will empower them to actually recommend them as opposed to simply regurgitating the names of the ones that they simply remember, or those that they have been told to push.

Fattorini goes on to describe the desired demeanour of those carrying out the wine service process. They should be relaxed and have the ability to talk fluently about the wines, possibly telling small anecdotes about particular wines. Moreover, being able to describe them well should facilitate a trust which will create the possibility of the customer becoming more adventurous than they may otherwise have been with the result that they may also spend more money.

As previously stated, staff with the desired knowledge and fluent serving skills inspire confidence in their guests and may therefore have the ability to encourage the guest to be more adventurous and experiment with more expensive wines. Conversely, those who are lacking in confidence tend to be more erratic, which serves to distract a table whilst their wine is being served.

(Dodd, Gultek & Guydosch 2006, 437.) surmise that consumers can be intimidated or concerned when ordering wine in a restaurant due to the awareness that the price may be higher than elsewhere. The level of concern may also be raised when the circumstance is

important to the guest. Examples given were first date, business meeting or an anniversary perhaps, any of which may be conducted in a restaurant whereby wine and the consumption thereof are a particularly valuable aspect of the experience. They go on to state that typically wine service training programmes will focus on tastes but also explore the possibilities when it comes to pairing wines with food. The trained server with the possession of such knowledge has the ability to make such recommendations and this instills confidence in the guest whilst making their selection.

2.3 Benefits for the employer

It stands to reason that a company's performance can only be a reflection of the performance of the employees. Equally the performance of the employees is dependent on the resources invested in them. When workers underperform it reflects negatively on the business and has the potential to affect the overall profitability of the business. When there are numerous instances involving lack of knowledge or the same mistakes being made, then perhaps it is time to focus on the training provided, or the lack thereof, rather than focusing on the employees themselves (Gutierrez, 2016.)

A correct and proper training regime will increase the capability of workers as they carry out their tasks and will aid in the reduction of time necessary in searching for information whilst they are working. In addition, when staff are equipped with the necessary tools to carry out their duties in an effective manner first time round, costs in terms of time and money for the rectification of errors are significantly reduced (Gutierrez.)

Productivity is also increased because effective training not only empowers employees but results in them feeling valued. In turn loyalty and engagement with the employer is increased and productivity also increases. The New York Times reported on a study by The Census Bureau for the Federal Department of Education which supports this with its finding that a 10% increase in educational development produced an 8.6% gain in productivity. These findings were based on interviews with owners and managers of approximately 3000 US businesses (Applebom 1995.)

With regard to alcoholic beverages specifically, rather than in general terms, The Wine and Spirit Education Trust, reporting on a recent study they carried out in collaboration with Living Ventures and William Grant & Sons which revealed that effective spirits training increases upselling to premium spirits by +16.9%.

Commenting on the findings of the study, Graham Cox the WSET UK Business Development Director, says:

“Commercial training for staff working in the on-trade drinks sector is becoming increasingly important, particularly as it is a sector that needs to work very hard to maintain competitive advantage and to increase profits year on year. Many think training is an expensive cost and they won’t see the benefits of it in their business, but the more staff understand a business’ products the better they will perform.

“We are very grateful to the teams at both William Grant and Living Ventures for collaborating with us on this project. With student numbers worldwide growing by +19% overall last academic year (+14% in the UK), we know we have a great suite of qualifications, but our challenge is being able to demonstrate tangible commercial return on investment – this study shows a significant increase in premium spirits sold resulting in enhanced revenue and profit.”

2.4 Benefits for the employee

Wine service training can be viewed as part of a career development effort and although it can be the difference between success and failure, career development is a concept barely recognised by some companies. Dodd et al. reference Macaulay and Harding who suggest that loyalty to a company will not necessarily translate into security or promotion therefore employees should take the necessary steps to ensure they remain employable.

Aside from wine as the main focus, training in general stands to benefit employees in various aspects. Bashir & Jehanzeb (2013, 246.) focus on career competencies and employee satisfaction. Competencies clearly means that they learn the skills required to perform their duties, and for new employees, allows them to fit into their new surroundings more easily by reducing the stress and anxiety associated with a new job. And with added competencies and skills, employees realise the possibility of promotion and perhaps higher remuneration.

Employee satisfaction stems from the realization that the company is prepared to invest in individuals in terms of money and time. If employees feel that the company does not care for their interests, they are unlikely to have positive feelings toward the organization in which they work. Alternatively, value is given to work done by those in receipt of training and the realization that their future is being invested in is appreciated. The result is that confidence, self-esteem and job satisfaction are all increased for the employee.

2.5 The role of education in HR

The manager of the human resources department is responsible for ensuring that department employees are well-versed in their areas of expertise (Mayhew.) which amongst other duties would necessarily include the provision of education in the form of training and development programmes.

Business writer Shelly Frost looks at the benefits of this education in the form of training for both parties. Prior to the benefits, it may be prudent to mention that training does have some potential drawbacks to which Frost refers. Training courses or the development of such courses may be expensive. Employees may also be absent work whilst undertaking training courses which might make the workplace temporarily less efficient or have the effect of delaying certain projects for example.

However, looking at the bigger picture, training is the ideal vehicle to increase the skill levels or the knowledge base of the entirety of the workforce and the benefits to both parties outweigh the aforementioned possible negatives.

Nobody is infallible so it is safe to assume that the majority of employees have some deficiencies in the workplace. A training programme allows for the strengthening of skills that require improvement. A development programme is slightly different in that it raises all employees to a higher level with the result that everyone is in possession of similar skills and / or knowledge. The desired consequence is a reduction of any weak links who are overly reliant on others to complete the necessary tasks.

Suitable and relevant training creates a staff with a good knowledge base who are able to be interchangeable in a variety of tasks and have the capability to work on an independent basis and not require constant help or advice. Furthermore, continuous training will ensure that employees remain at the forefront in respect to developments in the industry. The combination assists the ability of the company to hold a strong position within an industry.

2.6 Training development plan

Clearly training should not be carried out simply for training's sake. The process should follow a certain path which begins with an assessment stage to discover whether training is in fact required. Upon deciding that it is necessary, the next step is to decide on the particular competencies that need to be addressed and the appropriate method of training to address the identified deficiencies.

The next stage is the development of the content of the course and the necessary training materials. This could include elements such as the environment in which the training would be held, the various tools that may be required and also what type of activities such as games, case studies or in what types of interactions the attendees will be required to partake.

A vitally important part of the process is the delivery. The delivery would be determined by a variety of factors such as the personality of the trainer, the purpose of the training or perhaps the demographic of the attendees. In any case it should ideally remain relevant and as interesting as possible to the participants for maximum impact.

The final stage in the process is evaluation. It is a measure of the effectiveness of the training and albeit that there are various ways in which this can be done, ultimately the success or otherwise can be measured in the increase in such things as knowledge, competency or the skills of the participants (Management Study Guide.)

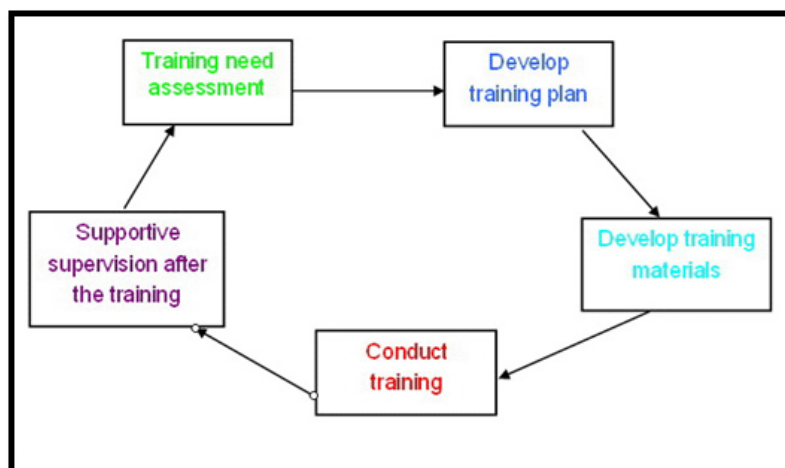


Figure 7. The training plan. Assessment, development, execution, evaluation

2.7 The pedagogical aspect of the wine course

It is not necessary to be a 'Master of Wine' in order to instruct the correct tasting techniques or to be able to teach the characteristics of grape varieties. What is necessary is that as a trainer you have the expertise at an appropriate level for the course you want to teach. Moreover, being well prepared in the designed curriculum facilitates a comfortable flow for the lecture as well as allowing for student engagement (Wong, 2016.)

Sybille Troubleyn, Managing Director of WineWise in Antwerp, Belgium which is a WSET course provider lists the following as essential for wine educators:

- They should be good listeners as well as good communicators
- Teach at the right level without being condescending
- Be inclusive so that no one is left out and the class progress together
- Not be arrogant.

Rhys Pender, Master of Wine and founder of his own wine school in British Columbia, Canada add to this by stating, “humility is the catch-all trait most frequently cited by educators as being essential to success.”

Wine education is clearly adult education and therefore, by developing a style best suited to teaching adults how to learn the content, and by employing different teaching methods in order to do so, the result is a far more effective educator (Wong, 2016.)

In a collective works by Peter Woods, Robert A Stebbings put forward a theory that he terms ‘social comic relief’. His theory is that it “offers a momentary respite from the seriousness of lengthy concentration on a collective task, a respite that facilitates the completion of the task by refreshing the participants. Those involved also feel compelled to stay at the task”. For this reason, it was decided to inject humour in to the presentation where possible.

In 1968 Malcolm Knowles developed a theory of adult learning known as andragogy. This was based on the fact that he recognised differences in the learning processes of children as opposed to adults. He identified the following assumptions that should be made in regard to adult learners.

- Self-Concept – With maturity, the idea of self-concept is more fully developed in adults than it is with children, enabling them to take part in orchestrating their own learning.
- Past Learning Experience – Adults have previous life experiences to relate to as they learn, whereby children are in the process of accumulating them.
- Readiness to Learn – Many adults have reached a stage in their life in which they appreciate value of learning and are ready to do so willingly and with focus.

- Practical Reasons to Learn – Adults seek a return to education or continued education for practical reasons such as learning a new skill or occupation.
- Driven by Internal Motivation – Adults are self-motivated as opposed to children who may be motivated by fear of punishment or the gaining of rewards for their performance.

Based on these assumption, he postulated that the following principles should be considered by educators,

- Adults should have an input into the content and process of their learning.
- Adults learning should focus on adding to what they have learned previously
- Adults seek practical learning, content should therefore relate to their working or personal life.
- Additionally, learning should be problem solving centric as opposed to memorizing by rote.

There have been critics of this model and Knowles himself did subsequently recognise that there was some cross-over as the principles did not necessarily apply to all adults and that some of his assertions could apply equally to some children. That notwithstanding, a wine course attended by willing participants would benefit from many of the elements listed above as opposed to a more traditional pedagogical approach traditionally directed at children.

2.8 The motivation for the syllabus of the wine course

The syllabus clearly had to be designed to appeal to, and to be of benefit to the intended participants. A second major influence centred around various resources which were available.

The course was held in the bar area of Hard Rock Café as all of the necessary facilities were available. It is large enough to accommodate a number of people and is equipped

with a large screen which could be utilised for a PowerPoint presentation. Time was a restricting factor as the only reasonable possibility was to hold the presentation prior to opening time which is 11:00 am.

As previously stated, Sybille Troubleyn views one of the essential elements for wine educators is to teach at the right level. Given that the course being designed was intended to provide the employees with some basic knowledge, enabling them to feel more comfortable when discussing wine with guest, it seemed prudent to start with the assumption that the attendees' previous knowledge on wine is minimal at best. For this reason, the educational aspect was based the WSET 'confidence for front line staff' level one training course.

To demonstrate the validity of that choice, it is worthwhile outlining, in brief, the history and purpose of WSET. It was founded in the UK in 1969 to facilitate educational advancement in the UK wine and spirits industry. Initially they offered three qualifications dedicated to those working in the industry. In 2001 they became an accredited awarding body which resulted in their awards being officially recognised by the UK government. From three awards in 1969 all delivered from offices in London to industry professionals, they now offer nine qualifications which can be studied in over seventy countries around the world and are available to anyone.

The WSET website sums up the level 1 award as being an introduction to those either pursuing an interest, or beginning a career which might involve wine. It promises an exploration of the main types of wines through sight, smell and taste, therefore imparting the basic knowledge to describe wines with accuracy and to be able to make wine and food pairings. These are the skills that we wish to deliver to our 'students', and given that we have both taken courses based on WSET levels 2 and 3, we feel more than equipped to offer productive teaching at this basic level.

3 The products

This thesis resulted in two separate products. Both are of equal value in that they could benefit the users as stand-alone products although the intention ultimately is that they are used to complement one another.

A training and tasting session supported by a PowerPoint presentation was one of the products and the other is a small pocket-sized reference booklet that we named the 'HRC buddy pad'. Both products were designed simultaneously and contain largely, although not exclusively, the same information. The reason for this will be explained in the subsequent sub-chapters.

3.1 Product 1. The HRC wine buddy pad

As stated, the HRC wine buddy pad is a small pocket-sized booklet. It contains much of the information that was on the PowerPoint slides albeit in an abridged format due to obvious size constrictions. The intention is that it can be used as a back-up to reinforce knowledge gained in the training session, alternatively it could be a valuable reference tool prior too, or in the absence of training.

The idea stems from the fact that the physical format is already familiar to Hard Rock employees as there currently exists a buddy pad for menu items and cocktails. The biggest differentiation between the existing format and the wine buddy pad is that the traditional version is intended to advise what ingredients are in a menu item or cocktail, whereby the wine buddy pad is designed to impart or reinforce a somewhat deeper knowledge and wider understanding of the product.

Contents of the pad and the training presentation where adapted from a number of sources. WSET Level 1 "Confidence for the front line staff", WSET level 2 "Looking Behind The Label", Managing Wine and Wine Sales by J.E. Fattorini and Sales & Service for the Wine Professional by Brian K. Julyan. In addition, we used our own ideas and experiences largely based on the education we have received at Haaga-Helia under the tutelage of lecturer Jouko Mykkänen.

The figure below represents the final content of the pad. The left hand column 'name of chapter' explains the basic content of each section, the right hand column tells a little more of what is included under each particular heading.

Name of chapter	Content of chapter
Types of wines	Definitions of light wines, sparkling wines and fortified wines.
Styles of wine	Definitions of red wine, white wine and rose wine.
Sweetness of wine	Explanation of dry, medium and sweet wine.
Body	Explanation of perception of body in light, medium and full-bodied wines.
Other factors affecting style of wine	Explanation of oak, tannin and acidity in wine.
What makes wines of same grape variety taste different?	Explanation how weather and climate, water, nutrients, viticulture and winemaking processes affecting the wine.
Wine making process	Illustrated scheme of a wine making process. Courtesy of Sula Vineyards Pvt. Ltd.
Principles of food and wine pairing	Explanation on how bitterness, acidity, saltiness, sweetness, umami and chili heat of food interacts with wine and a chart explaining how to apply the principles of food and wine pairing.
Serving wine	Description of the process of serving wine to the customers.
Dealing with wine accidents	Description of possible service related wine accidents and suggestions on how to deal with them.
Positive selling	Suggestions on how to apply principles of positive selling in regard to wine sales in a restaurant.
Opening bottle	Instructions on how to open sparkling and light wine bottles.
Principle white grape varieties	Description and explanation of styles of white wines produced from the following grape varieties: Chardonnay, Sauvignon Blanc, Riesling, Pinot Gris/Pinot Grigio
Principle black grape varieties	Description and explanation of styles of red wines produced from the following

	grape varieties: Cabernet Sauvignon, Merlot, Pinot Noir, Shiraz/Shirah.
Principle named wines	Description and explanation of styles of following named wines: Chablis, Rioja, Chianti.
Sparkling wine	Explanation of traditional and tank sparkling wine production methods and description and explanation of style of Champagne and Prosecco.
How to taste wine	Introduction to approach of tasting and assessing the quality and style of wine based on wine's appearance, nose and palate.
Tasting notes	10 filled in tasting notes of wines from Hard Rock Café's selection.
Blank tasting notes	10 blank tasting notes for new wines that can be filled in by the FOH employees in the future.
If you still want to learn more about wine, we recommend the following sources	List of online sources for wine enthusiasts.
References used in preparation of this guide	List of references used for designing the wine buddy pad.

Figure 8. Description of the content of the HRC wine buddy pad

3.2 Product 2. Training and tasting

The timing for the training and tasting session had necessarily to be dictated for various different reasons, initially the time of year. Hard Rock Café is extremely busy in the summer months due to the influx of cruise liners and tourists. For this reason the training session had to be held out of peak season and Monday 20th November was the selected date. Physical timing is also an issue as the session was held in the bar area of the restaurant. The restaurant opens at 11:00 therefore the session had to be completed and the various items required for the training had to be cleared prior to that time.

The training was effectively a proof of concept therefore it wasn't necessary to have a large number of participants. As assistant general manager and training manager, Tilda

Kuisma was in attendance and thereafter we invited a select group of bartenders and servers who are certified staff trainers.

A brief explanation of what a staff trainer is may be appropriate at this juncture to show the purpose of that decision. In order to become a trainer, an employee must be employed by the company for a minimum of one year. Moreover, they must have an overall good performance and display a positive attitude. Once these criteria are met, the employee may be a suitable candidate. One participant fell out of the realms of this category. A recently employed bartender requested to attend due to a high level of personal interest in the subject.

As stated, the training was due to begin at 09:00 on Monday 20th of November. Naturally we arrived early to make all of the necessary arrangements, arranging the tables, setting up glassware, water jugs and spittoons. We had selected the bar area of the restaurant as there is a large screen via which we were able to display our PowerPoint slides.

It was unfortunate but one of the participants informed us that he would be arriving a little late so we took the decision to postpone the start until his arrival at 09:15.

Thereafter a brief introduction was made concerning our thesis and what the participants could expect. The order of the presentation largely followed the order of the information previously outlined in the buddy pad, slides of which can be viewed in the appendices. The obvious differences were that given the larger space the slides had more information than the pages of the buddy pad. That notwithstanding, the text was largely used as a guide and we used it to prompt deeper discussion rather than simply reading from the screen.

The other major between the buddy pad and the training presentation is that we were able to include short videos that largely took the place of text. One was concerning the wine making process which we have covered by the use of a graphic in the buddy pad, the other two demonstrated the correct way to open wine bottles. One video for still wines and one for sparkling.

As the session was a training and tasting event, we thought it wise to include an activity we discovered from the WSET level I course book and had experimented with to assess its effectiveness. The participants were provided with black grapes, invited to peel them and then try first the flesh so that they would experience acidity, and thereafter to chew the skins to grasp the concept of tannins.

The final step prior to tasting was to introduce the attendees to the systematic approach to tasting which was implemented subsequently. The wines tasted were exclusively from a selection available at Hard Rock Café and which was implemented in the following order.

Sparkling wines: Champagne – Prosecco

White wines: Chardonnay – Sauvignon Blanc – Off dry Riesling

Red wines: Pinot Noir – Merlot – Cabernet Sauvignon/Merlot – Shiraz – Rioja Reserva

The rationale of this order was to progress from lighter toward fuller bodied wine and in the case of whites and sparkling wines, from dryer to sweeter.

We felt that generally the event went well, there was a good deal of interaction between the attendees and ourselves throughout the session. And as will be demonstrated from the feedback received, those participating seemed pleased with the result.

The slight downside was that we had been planning to present the buddy pad at some point of the morning but due to an 'issue' with the printing company they arrived the following day.

3.3 Implementation of research

In order to evaluate the participants opinion of the quality and expertise and relevance of the training and also the opinion of the content, usefulness and appearance of the buddy pad, two separate feedback forms were created. They are both largely quantitative in form although an area was made available at the end of the questionnaires for additional feedback. In both cases the identity of the respondent has not been requested in the hope of an honest opinion.

3.3.1 Training and tasting feedback

The feedback form for the training and tasting was handed out at the end of the session and was filled in by all of the attendees. The statements for consideration were as follow:

- Training was applicable to my job
- The materials provided were helpful
- The length of training was sufficient

- Content was well organised
- Content was clear and understandable
- The training met my expectations
- The presentation was effective
- Trainers were knowledgeable of the topic
- I will feel more confident discussing wine in the future
- I would be interested to attend a more advanced follow up programme

The options for assessing above statements were: Strongly agree, Agree, Disagree, Strongly Disagree. The final question was an open ended 'any other comments?' We also included an option for overall rating of the training on the scale from 1-5 with 5 being excellent and 1 being poor.

The results in percentage terms are depicted in the following figures.

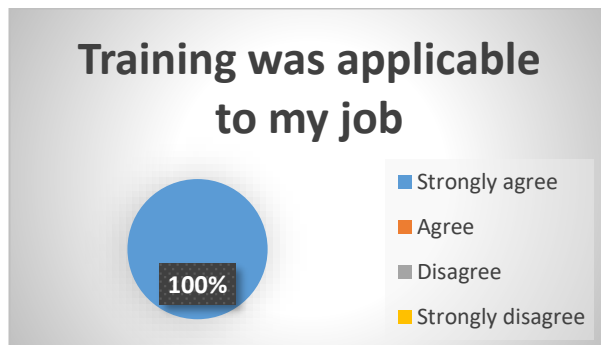


Figure 9. Response to statement 1

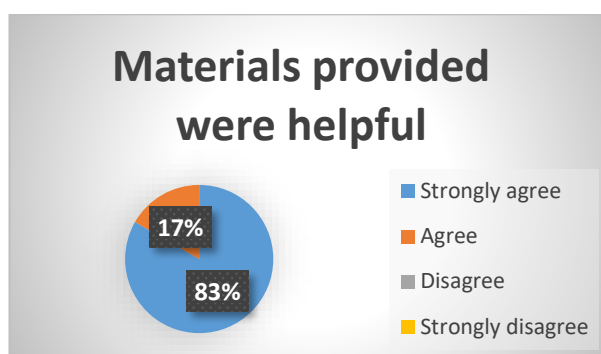


Figure 10. Response to statement 2

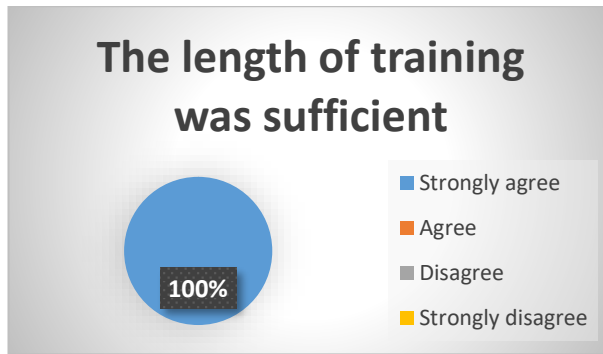


Figure 11. Response to statement 3

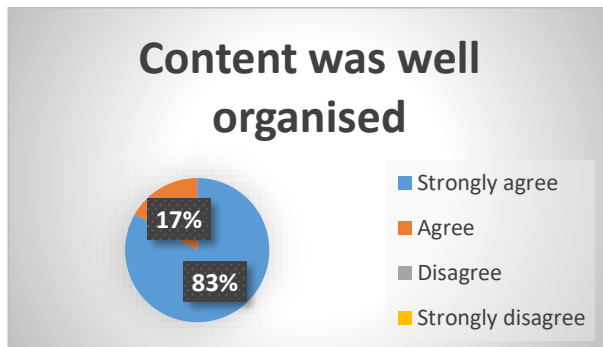


Figure 12. Response to statement 4

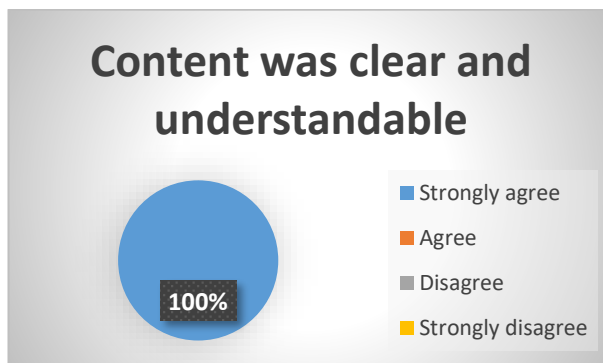


Figure 13. Response to statement 5

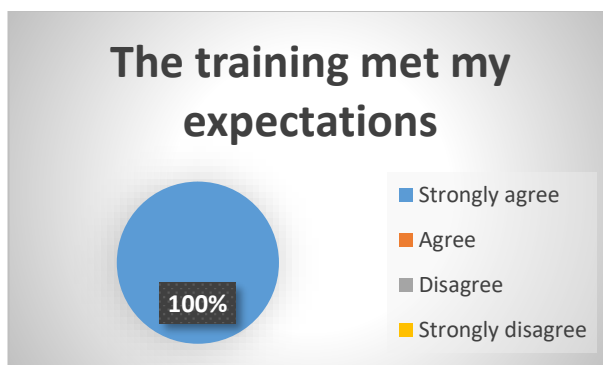


Figure 14. Response to statement 6



Figure 15. Response to statement 7

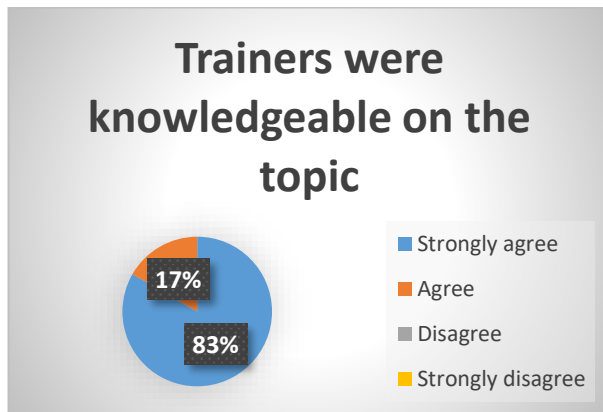


Figure 16. Response to statement 8



Figure 17. Response to statement 9

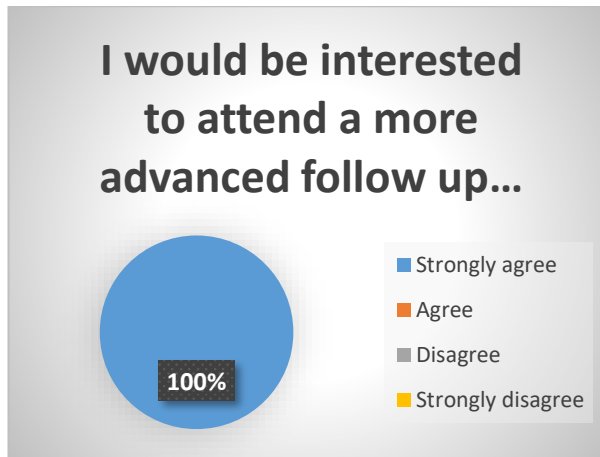


Figure 18. Response to statement 10

Individual additional comments will be addressed in the subsequent discussion. In respect of the above results however it can be seen that there were no responses on the negative side of the scale which was very pleasing. In fact the response to 7 of the 10 questions elicited 100% fully positive answers. The most positive aspect was the 100% strong agreement that the participant would feel more confident whilst discussing wine in the future as that is indeed the ultimate aim. One could also infer that the satisfaction level was very high and interest in the topic piqued as all respondent strongly agreed that they would be interested in a further, more advanced training session.

The final figure for consideration was the overall rating for the training. With 5 being excellent and 1 being poor, the final score was 4.83 with two participants awarding 4.5 and the remainder awarding 5s.

3.3.2 Buddy pad feedback

Some of the statements for the buddy pad feedback were adapted from those from the training session. Others clearly had to be formulated specifically with the format of the pad in mind. The following statements were made for the respondents to evaluate.

- The pad is clear and easy to understand
- It has a good and useful information
- The information is presented in the logical order
- It is easy to refer to whilst doing my work
- The content of the pad is applicable to my job
- It will help me to be more confident working with wine
- I will fill in the blank tasting notes to update information for my own use

- The look and feeling of the pad is appealing (use of colour-logos)
- I would recommend the pad to my colleagues
- I would use the recommended sources for self-education

Measurement was made in the same way as the training session with the options of Strongly agree, Agree, Disagree, Strongly Disagree. Once again, the overall rating from 1 to 5 was requested (5 being excellent and 1 being poor) and there was space made available for individual comments.

At the time of collating the information, approximately 15 buddy pads had been distributed for use, yet due to individuals' work shifts we had received 8 responses. Names are not included on feedback forms however the demographic is that 3 respondents are males and 5 females, the age range is between 19 to 29 and industry experience was between 2 months and 6 years. The final consideration is that they are all front of house employees and represent exactly the target market at which the buddy pad is aimed.

Results in terms of percentages to the statements on the feedback form are as follow:

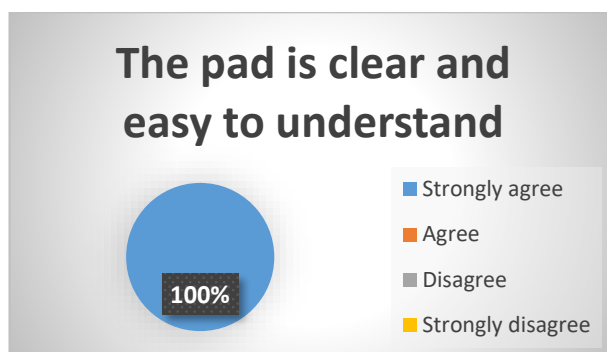


Figure 19. Response to statement 1

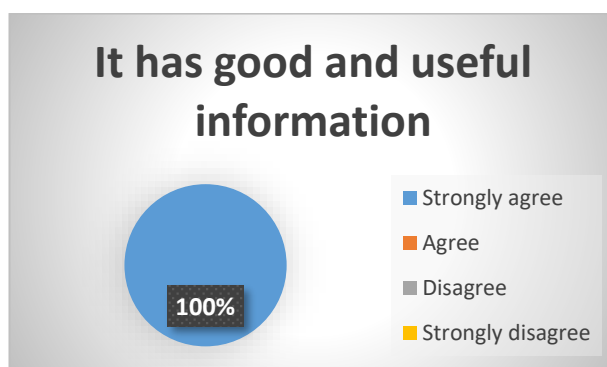


Figure 20. Response to statement 2

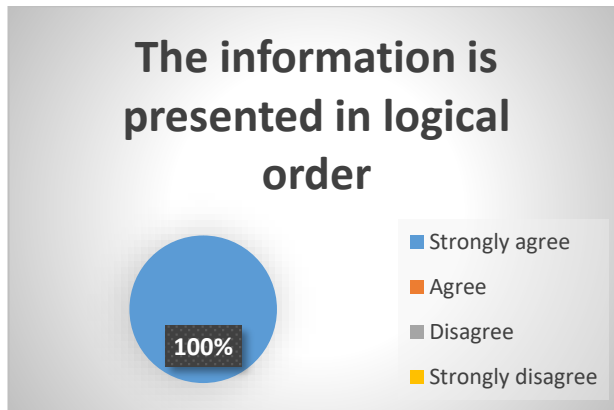


Figure 21. Response to statement 3

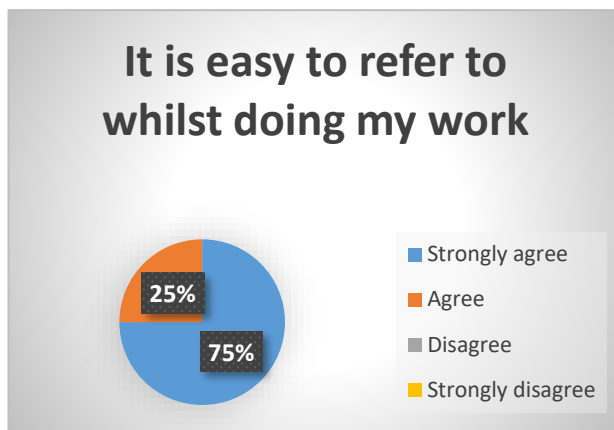


Figure 22. Response to statement 4

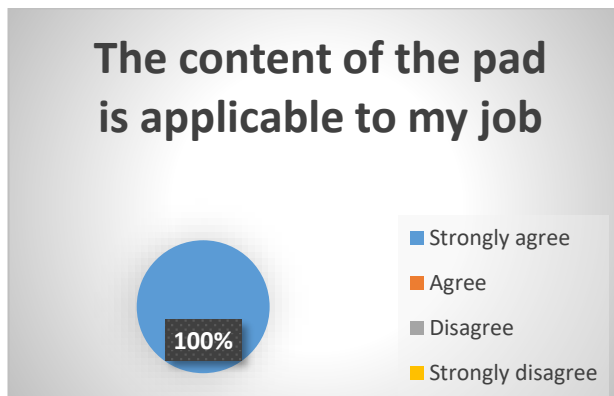


Figure 23. Response to statement 5



Figure 24. Response to statement 6

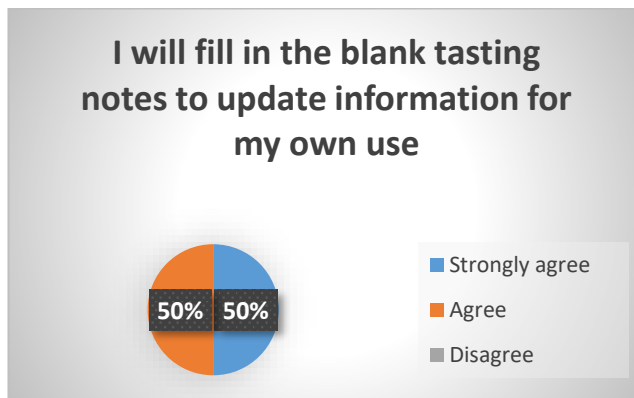


Figure 25. Response to statement 7

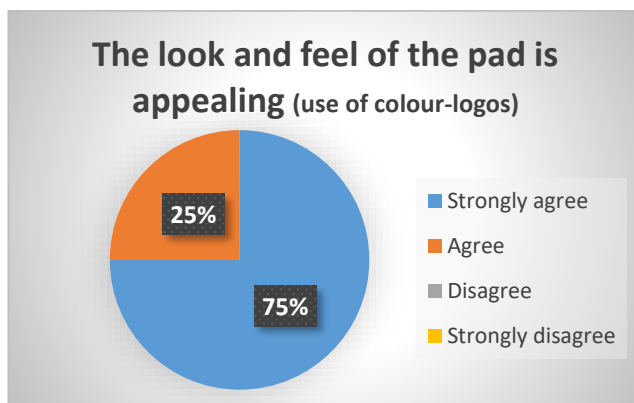


Figure 26. Response to statement 8



Figure 27. Response to statement 9

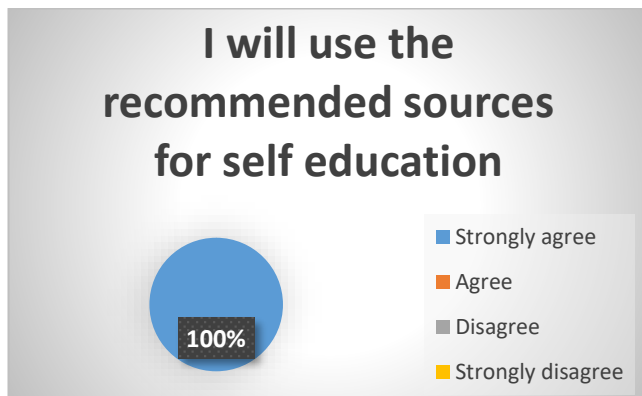


Figure 28. Response to statement 10

Once again it was pleasing to see that there were no negative responses in terms of either the disagree or strongly disagree sections being selected. The most pleasing aspect is once again that there was an 100% agreement that the users would be more confident in working with wine with the assistance of the buddy pad. We are also pleased to see the largely positive response regarding ease of use whilst working, although as this was one of the main aims it is slightly disappointing that 25% of respondents only 'agreed' with that assertion rather than 'strongly agreeing'. The finding that surprised at least one of the authors was that 100% of respondents strongly agreed that they would use recommended online sources for their own self education, yet only 50% strongly agreed that they would fill in blank tasting note pages for their future reference.

On the issue of overall satisfaction, only 7 of the 8 respondents filled that section in which represents a score of 4 out of 5 (5 being excellent). The one respondent who neglected to complete that section strongly agreed with all of the statements however. Therefore, although it is not possible to be absolutely certain, if one could assume that the score would have been 5, then the overall satisfaction rating would increase from 4/5 to 4.13/5.

4 Discussion

As has been demonstrated, feedback from those attending the training session and from those in receipt of the buddy pad has been extremely positive. There were only a few additions whereby people offered additional feedback on the allotted space but they might also warrant comment.

On the buddy pad. 'Beautiful and very interesting. For sure this will make it easier to recommend wines for customers.' 'I'm studying wines at school, but reading this makes it easier to understand.'

Both valued and appreciated sentiments. The most negative comment was, 'There could be some more colours used'.

On the training. 'The level of information was at the right level, not too complicated but still very informative.' It seems we reached our goal there. The single piece of negative comment received was that (it was a) 'bit too fast for tasting.' Actually we are in full agreement with the respondent. The problem arose as we had to start at 09:15 as opposed to our prescribed time of 09:00 and we were under pressure of time due to the restaurant opening hours. There were occasions whereby not everybody had their wine sample prior to the tasting commencing. It was regrettable and would be considered strongly if the exercise is to be repeated.

In terms of the company's satisfaction, we have also received some very welcome feedback. On completion of the buddy pad (in PDF form) it was sent to our commissioner Ryszard Janik. He viewed it in an extremely positive light and was extremely complimentary about it. Thereafter he approved the publishing of 40 pads for use by front of house staff at the company's expense.

Mr Janik also indicated that he saw potential for the pad to be used across more of the Hard Rock organization and to that end forwarded the PDF version to Hard Rock Café Franchise Area Manager, Jordi Espasa. The job title might indicate his position but just to be clear, all franchised Hard Rock Cafes in Europe are answerable to him. Mr Espasa's feedback was also positive. He found the pad interesting enough that he has suggested that the pad is presented to share as a 'best practice' on an upcoming regional conference call. These calls usually include all restaurant managers and other senior people at different levels. They happen roughly on a bi-monthly basis and the main focus of attention might generally centre around operational issues, new trends or new activities for example.

The current situation with the pad is that it will become mandatory for front of house staff in Helsinki to carry on their person and also that staff will be tested on its content. And as can be seen, it does have potential to be used elsewhere.

Unfortunately the pad is not perfect in its first physical format. We noted some errors after printing. An example here would be in the food and wine pairing section whereby we recommend acidic food with acidic wine but neglected to indicate that acidic wine pairs well with fatty food for example. These are however small issues as they could easily be corrected on subsequent printing runs.

We feel that the aim that we set for ourselves has been reached but it has taken a long time. Notionally we began this process at the beginning of summer 2016. We knew roughly what we wanted to achieve but due to conflicting work schedules, holiday and the rigours of life in general, we made extremely slow progress.

It is fair to say that we effectively started from scratch at the start of summer 2017 but noted that the same situation had began to occur. Ultimately we had to request the same days off work, sometimes for extended periods in order to really focus and complete this process. That in itself has been difficult as the hours we take off we have to make up for in a very short period of time. It has been hard work, tiring work, yet rewarding work and we do feel that we have achieved something worthwhile.

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STYLES OF WINE

COLOUR IS DETERMINED BY THE TYPE OF THE GRAPES USED AND/OR THE WAY WINE IS MADE

RED

Black grapes are used for the production, the colour however, comes from the grape skins as the juice is fermented in contact with them.

WHITE

White wine is usually made from the juice of white grapes, but because all of the colour in black grapes is in the skin, it is possible to make white wine from black grapes if skins are removed before fermentation.

ROSÉ

These wines are made from black grapes where the wine has had less contact with the skins. Rosé wines are usually not as full as red wines but offer more body than white. Rosé tends to be a very seasonal drink, selling mostly in summer.



SWEETNESS

- Grape juice is naturally sweet but as yeast feeds on the grape sugars during fermentation it becomes less sweet. The yeast dies when the alcohol reaches 15% or when all the sugars have been used. Once the yeast is dead, any sugar remaining in the wine determines how sweet a wine will be.

DRY

The majority of wine is dry as the yeast turns sugar into alcohol and carbon dioxide gas. Most red wines, and the majority of white are dry, although some are dryer than others.

MEDIUM

To make a medium wine the winemaker either removes the yeast from the juice before all the sugar has been consumed or adds unfermented, sweet grape juice to dry wine.

SWEET

The amount of sugar in sweet wines makes them feel thicker and richer. Sweet wines can be made from grapes so rich in sugar that the yeast dies before all the sugar is consumed. Alternatively the yeast can die through the addition of extra alcohol.

The background of the slide features a collection of wine glasses filled with various colored wines (red, pink, white) arranged in a row. In the bottom right corner, there is a 'Wine Tasting Notes' sheet with a pen resting on it. The title 'BODY' is centered at the top.

BODY

BODY IS THE GENERAL FEEL OF THE WINE IN THE MOUTH

LIGHT BODIED

Wines light in body are usually refreshing and easy to drink.

MEDIUM BODIED

The wine will feel richer and more substantial. This may be because of the grapes used or because the wine may have been aged in oak barrels giving an extra texture to the wine.

FULL BODIED

The wine is powerful and will seem more concentrated and heavy. This is usually due to the ripeness of the grape, and for some wines the use of oak.

The background of the slide features a collection of wine glasses filled with various colored wines (red, pink, white) arranged in a row. In the bottom right corner, there is a 'Wine Tasting Notes' sheet with a pen resting on it. The title 'OTHER FACTORS' is centered at the top.

OTHER FACTORS

OAK

If wine has been fermented or matured in oak it gains flavours, tannin and texture from contact with the wood. White wines can become buttery and gain vanilla flavours. Red wines can become smoother with added spicy notes.

TANNIN

Tannin is a substance found in black grape skins. Tannin is felt on the teeth, gums and tongue and makes the mouth feel dry. Tannin can give structure and complexity to a wine, as well as helping it to mature.

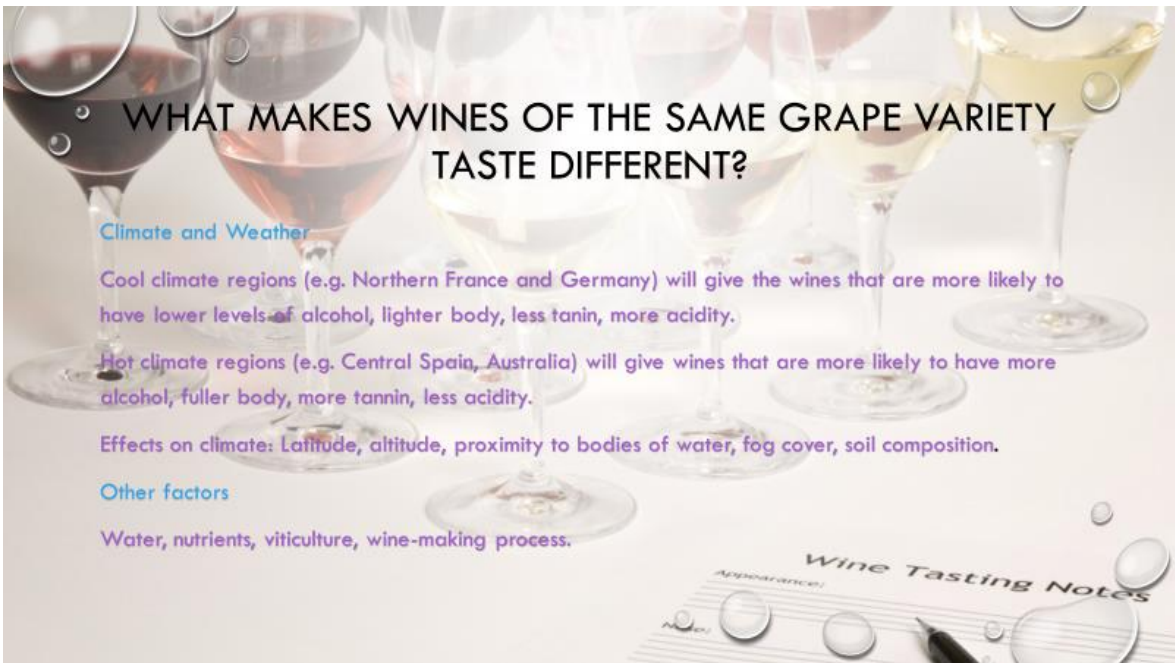
ACIDITY

Acidity comes from grape juice and is very important to wine. Too much acidity can make the wine tart. With too little, the wine will be flabby and seem flat. Acidity can help wine mature. It can also stop sweet wines from being cloying and sickly by cleansing the palate and giving balance.

A background image showing several wine glasses filled with different colored wines (red, pink, white) arranged on a surface. In the bottom right corner, there is a 'Wine Tasting Notes' sheet with a pen and some water droplets.

HOW WINE IS MADE

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=X1KD6-IZWTY&T=2S](https://www.youtube.com/watch?v=X1KD6-IZWTY&T=2S)

A background image showing several wine glasses filled with different colored wines (red, pink, white) arranged on a surface. In the bottom right corner, there is a 'Wine Tasting Notes' sheet with a pen and some water droplets.

WHAT MAKES WINES OF THE SAME GRAPE VARIETY TASTE DIFFERENT?

Climate and Weather

Cool climate regions (e.g. Northern France and Germany) will give the wines that are more likely to have lower levels of alcohol, lighter body, less tannin, more acidity.

Hot climate regions (e.g. Central Spain, Australia) will give wines that are more likely to have more alcohol, fuller body, more tannin, less acidity.

Effects on climate: Latitude, altitude, proximity to bodies of water, fog cover, soil composition.

Other factors

Water, nutrients, viticulture, wine-making process.



PRINCIPLES OF WINE AND FOOD PAIRING

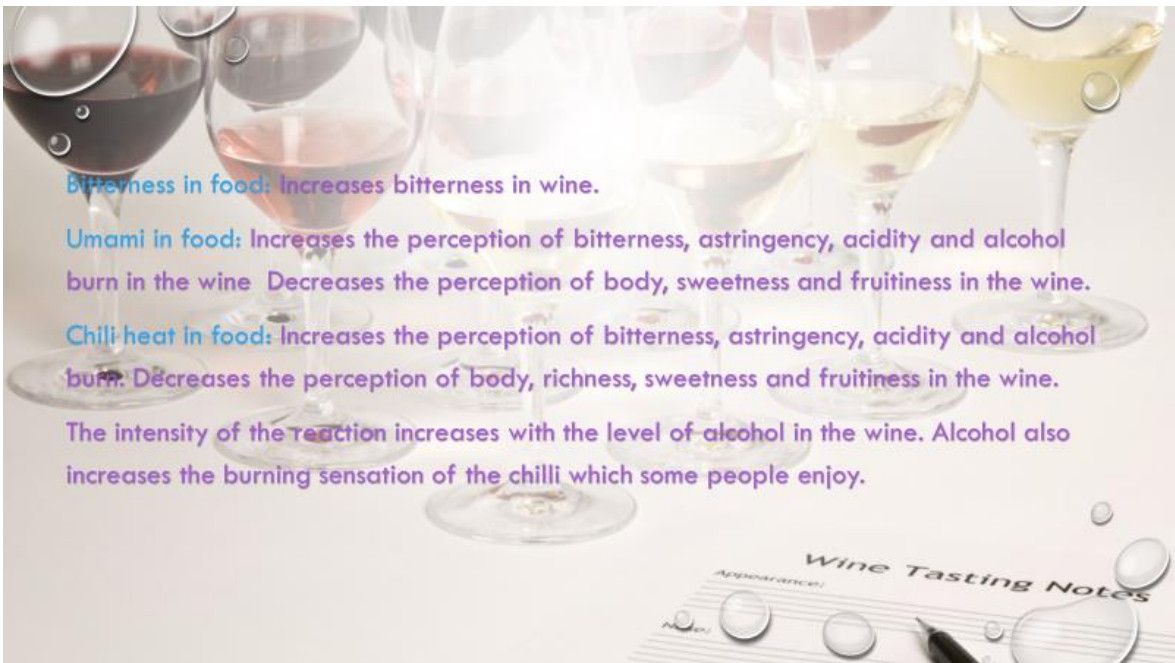
Sweetness in food: Increases the perception of bitterness, astringency, acidity and the burning effect of the alcohol in the wine. Decreases the perception of body, sweetness and fruitiness of the wine.

Therefore, sweetness in a dish can cause a dry wine to seemingly lack in fruitiness and become unpleasantly acidic.

Acidity in food: Increases the perception of body, sweetness and fruitiness in the wine. Decreases the perception of acidity in the wine.

Therefore a highly acidic wine can be brought into balance and the fruitiness enhanced when paired with acidic food.

Salt in food: Increases the perception of body in the wine. Decreases the perception of astringency, bitterness and acidity in the wine.



Bitterness in food: Increases bitterness in wine.

Umami in food: Increases the perception of bitterness, astringency, acidity and alcohol burn in the wine. Decreases the perception of body, sweetness and fruitiness in the wine.

Chili heat in food: Increases the perception of bitterness, astringency, acidity and alcohol burn. Decreases the perception of body, richness, sweetness and fruitiness in the wine.

The intensity of the reaction increases with the level of alcohol in the wine. Alcohol also increases the burning sensation of the chilli which some people enjoy.

The background of the slide features a collection of wine glasses filled with various colored wines (red, pink, white) arranged in a row. In the bottom right corner, there is a 'Wine Tasting Notes' sheet with a pen resting on it. The title 'APPLYING THE PRINCIPLES' is centered at the top in a bold, black, sans-serif font.

APPLYING THE PRINCIPLES

Sweet dishes – Pair with an equally sweet wine

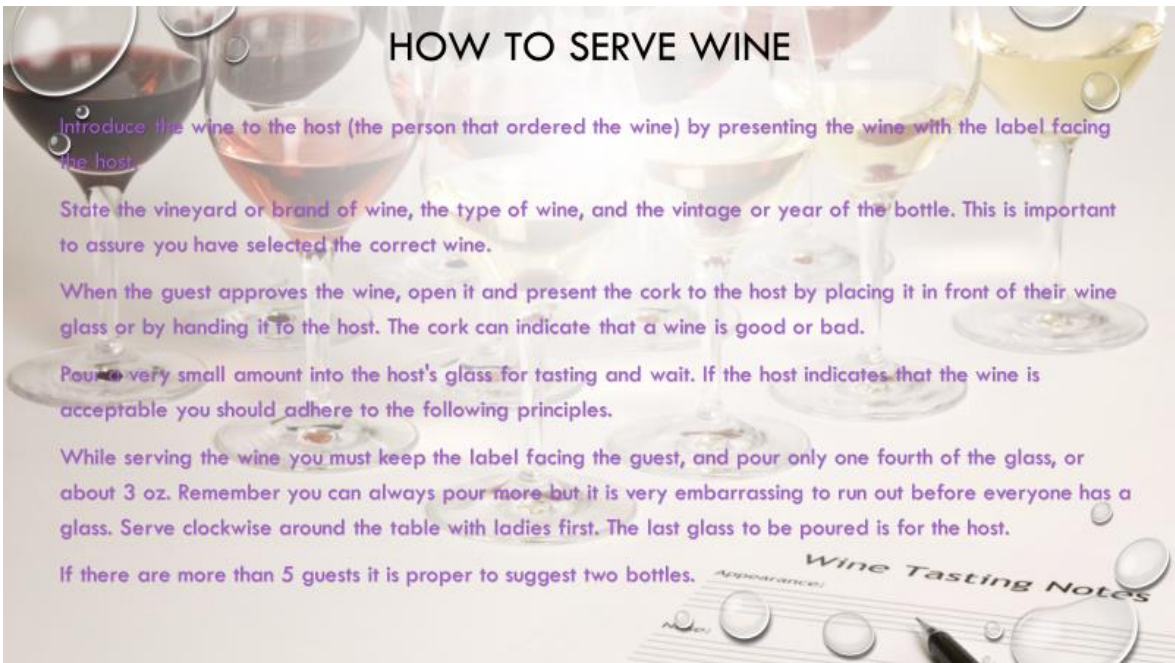
Umami flavors – Pair with fruity as opposed to tannic wines

Bitterness – Pair with white or low tannic red wines

Chili heat – White wines or low tannic reds. Both with low alcohol levels

Highly acidic foods – Pair with acidic wine

Salty food – Softens the effect of tannins

The background of the slide is identical to the one above, showing wine glasses and a 'Wine Tasting Notes' sheet. The title 'HOW TO SERVE WINE' is centered at the top in a bold, black, sans-serif font.

HOW TO SERVE WINE

Introduce the wine to the host (the person that ordered the wine) by presenting the wine with the label facing the host.


State the vineyard or brand of wine, the type of wine, and the vintage or year of the bottle. This is important to assure you have selected the correct wine.

When the guest approves the wine, open it and present the cork to the host by placing it in front of their wine glass or by handing it to the host. The cork can indicate that a wine is good or bad.

Pour a very small amount into the host's glass for tasting and wait. If the host indicates that the wine is acceptable you should adhere to the following principles.

While serving the wine you must keep the label facing the guest, and pour only one fourth of the glass, or about 3 oz. Remember you can always pour more but it is very embarrassing to run out before everyone has a glass. Serve clockwise around the table with ladies first. The last glass to be poured is for the host.

If there are more than 5 guests it is proper to suggest two bottles.



OPENING THE BOTTLE OF WINE

Remove the top of the capsule by cutting round below the lip of the bottle. This can be done either with a capsule remover or knife.

Wipe the neck of the bottle with a clean cloth.

Draw the cork as gently and cleanly as possible using your selected corkscrew.

Give the neck of the bottle a final clean inside and out.

- <https://www.youtube.com/watch?v=IV56O-NGBGg>



OPENING A BOTTLE OF SPARKLING WINE

Remove the foil and loosen the wire cage. Do not remove the wire cage.

The cork must be kept securely in place from the moment the wire cage is loosened.

Tilt the bottle at an angle of about 30 degrees, gripping the cork, and use the other hand to grip the base of the bottle. Turn the bottle, not the cork.

Hold the cork steady, resisting its tendency to fly out, and ease it slowly out of the bottle.

- <https://www.youtube.com/watch?v=QRXV5BA9AP8>

HOW TO TASTE WINE

Appearance

Intensity: pale-medium-deep.

Colour: White: lemon-gold-amber. Rosé: pink-orange. Red: purple-ruby-garnet-tawny.

Nose

Condition: clean-unclean. Intensity: light-medium-pronounced. Aroma: fruit-floral-spice-vegetal-oak etc

Palate

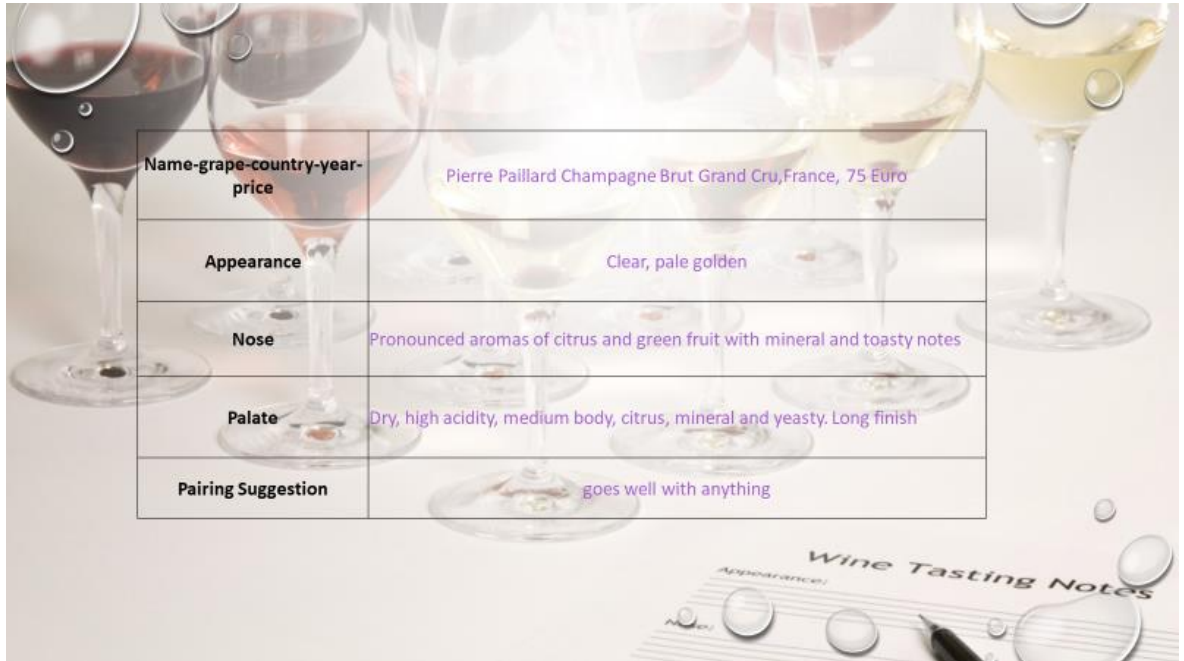
Sweetness: dry off-dry medium sweet. Acidity: low-medium-high. Tannin: low-medium-high. Body: light-medium-full. Flavour: fruit-floral-spice-vegetal-oak-other. Finish: short-long-medium

SPARKLING WINE


Traditional Method (Champagne, Cava) is the most appreciated method of sparkling wine production in terms of quality and is also the most expensive in terms of production. transformation from a still to a sparkling wine happens entirely inside the bottle.

Champagne All champagne is a sparkling wine but not all sparkling wine is champagne. Can be produced only in the Champagne region of France and with the permitted grape varieties of: Chardonnay, Pinot Noir and Pinot Meunier.

Typically has high acidity with floral, mineral, green fruit and citrus flavours with toasty and yeasty hints.



Name-grape-country-year-price	Pierre Paillard Champagne Brut Grand Cru, France, 75 Euro
Appearance	Clear, pale golden
Nose	Pronounced aromas of citrus and green fruit with mineral and toasty notes
Palate	Dry, high acidity, medium body, citrus, mineral and yeasty. Long finish
Pairing Suggestion	goes well with anything



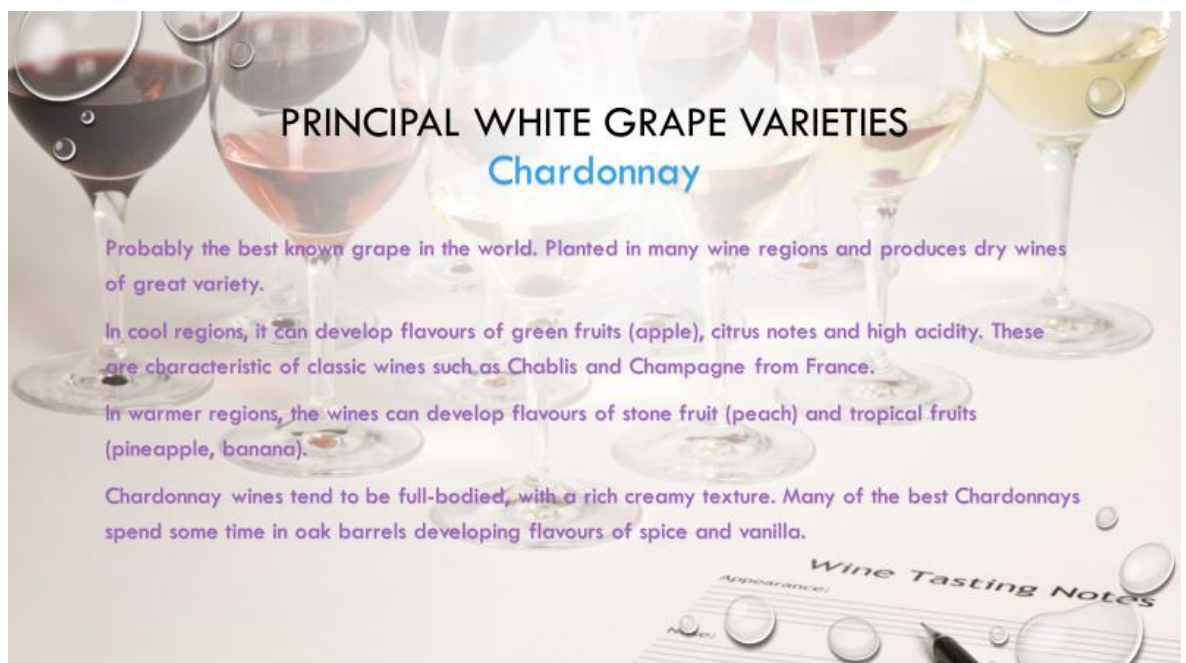
Tank Method (Prosecco) still wines are added together with the sugar and yeast mixture into a large tank where fermentation takes place. This method is more affordable but is still used for fine sparkling winemaking.

Prosecco produced in Italy out of Glera grapes. Mostly dry but due to the grapes' fruity flavors of green apple, honeydew melon, pear and honeysuckle, it usually seems sweeter than it is.



Name-grape-country-year-price	Zonin Prosecco, Italy, 10 Euros
Appearance	Clear, pale yellow with subtle green hues
Nose	Medium intensity, citrus and floral aromas
Palate	Dry(off dry), high acidity, lemon, almonds and floral flavours
Pairing Suggestion	Can go with anything

Wine Tasting Notes



PRINCIPAL WHITE GRAPE VARIETIES

Chardonnay

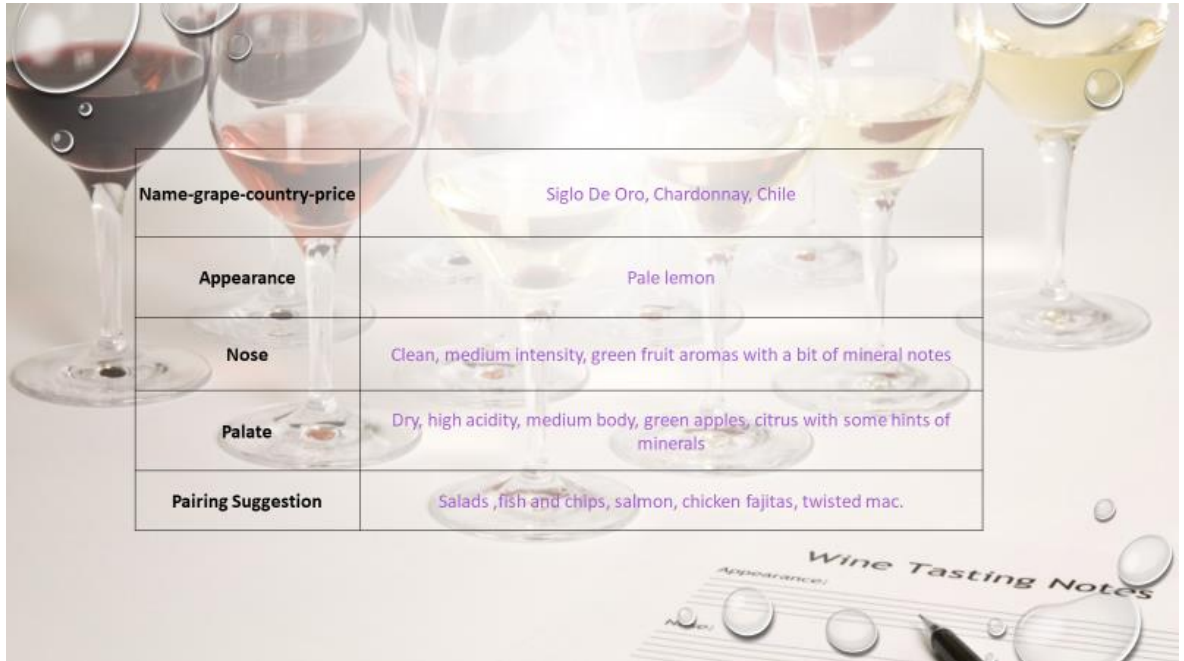
Probably the best known grape in the world. Planted in many wine regions and produces dry wines of great variety.

In cool regions, it can develop flavours of green fruits (apple), citrus notes and high acidity. These are characteristic of classic wines such as Chablis and Champagne from France.

In warmer regions, the wines can develop flavours of stone fruit (peach) and tropical fruits (pineapple, banana).

Chardonnay wines tend to be full-bodied, with a rich creamy texture. Many of the best Chardonnays spend some time in oak barrels developing flavours of spice and vanilla.

Wine Tasting Notes

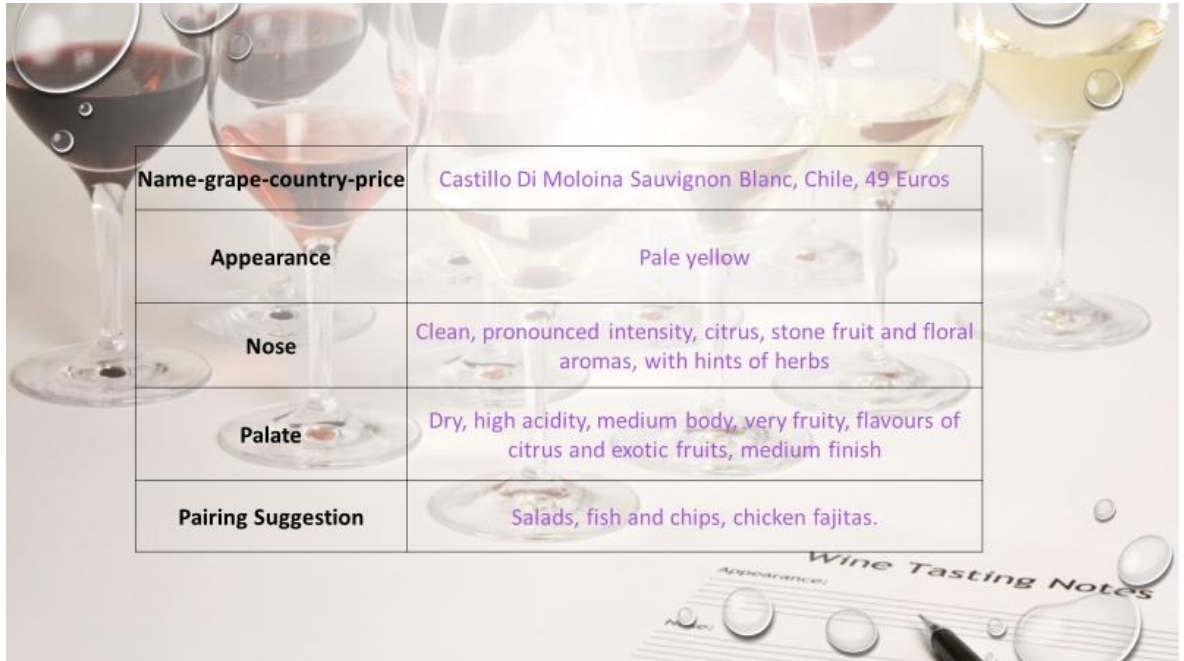


Name-grape-country-price	Siglo De Oro, Chardonnay, Chile
Appearance	Pale lemon
Nose	Clean, medium intensity, green fruit aromas with a bit of mineral notes
Palate	Dry, high acidity, medium body, green apples, citrus with some hints of minerals
Pairing Suggestion	Salads, fish and chips, salmon, chicken fajitas, twisted mac.



SAUVIGNON BLANC

Sauvignon Blanc produces wines that are intensely fruity and light to medium-bodied with refreshingly high acidity. They are almost always dry. They can have strong aromas of green fruit, citrus (grapefruit, lime) and herbaceous notes (cut grass, green bell pepper, asparagus).



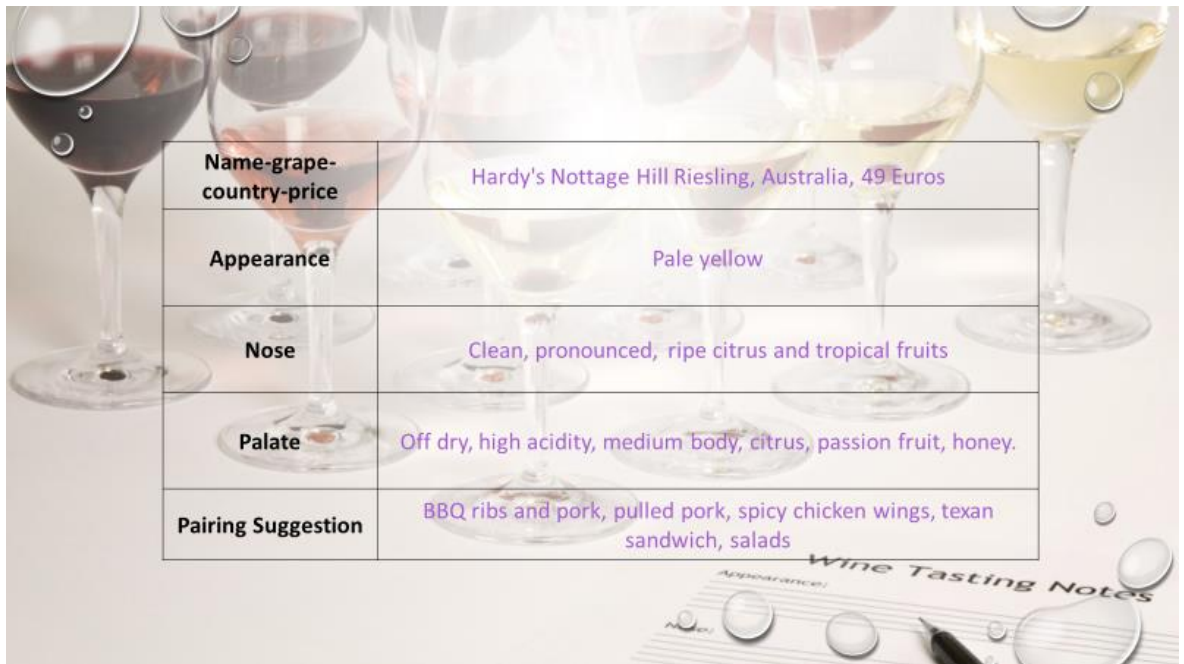
Name-grape-country-price	Castillo Di Moloina Sauvignon Blanc, Chile, 49 Euros
Appearance	Pale yellow
Nose	Clean, pronounced intensity, citrus, stone fruit and floral aromas, with hints of herbs
Palate	Dry, high acidity, medium body, very fruity, flavours of citrus and exotic fruits, medium finish
Pairing Suggestion	Salads, fish and chips, chicken fajitas.



RIESLING

Riesling wines can range from dry to sweet, and from light to medium-bodied. Generally they are intensely fruity with high levels of acidity. They can range in flavour from stone fruits (peach, apricot), to citrus (lime) with floral notes. They can age well, developing aromas of petrol and dried apricot.

HRC pairing suggestions: BBQ ribs and pork, pulled pork, spicy chicken wings, texan sandwich, salads.



Name-grape-country-price	Hardy's Nottage Hill Riesling, Australia, 49 Euros
Appearance	Pale yellow
Nose	Clean, pronounced, ripe citrus and tropical fruits
Palate	Off dry, high acidity, medium body, citrus, passion fruit, honey.
Pairing Suggestion	BBQ ribs and pork, pulled pork, spicy chicken wings, texan sandwich, salads



PRINCIPAL GRAPE VARIETIES
BLACK GRAPES
PINOT NOIR

Pinot Noir tends to be lighter in colour and body with low to medium tannins and high acidity. It typically has flavours of red berries (strawberry, raspberry, red cherry). It is widely used in the making of Champagne.



Name-grape-country-price	Castillo Di Molina Pinot Noir, Chile, 55 Euros
Appearance	Pale ruby
Nose	Clean, medium intensity, small red fruits with touch of oak
Palate	Dry, medium acidity, light body, low tannin, cherries, vanilla, oak, medium finish
Pairing Suggestion	Pulled pork dishes, grilled salmon, twisted mac, vegan and vegetarian burgers, club sandwich.

Wine Tasting Notes



MERLOT

Merlot is generally full or medium bodied with low to medium tannins. Merlot has intense fruit flavours, ranging from red berries (strawberry, plum) to black berries (blackberry, black cherry). Merlot can gain added richness from maturing in oak, giving extra aromas of spice and vanilla.

HRC pairing suggestions: burgers, BBQ pork dishes, blackened chicken pasta, beef fajitas.

Wine Tasting Notes



Name-grape-country-price	Castillo Di Molina Merlot, Chile, 49 Euros
Appearance	Deep ruby
Nose	Clean, pronounced intensity, red fruits, hints of chocolate
Palate	Dry, medium acidity, high tannin, red cassis, ripe strawberries, chocolate, oak, long finish
Pairing Suggestion	Burgers, steaks, blackened chicken pasta, beef fajitas



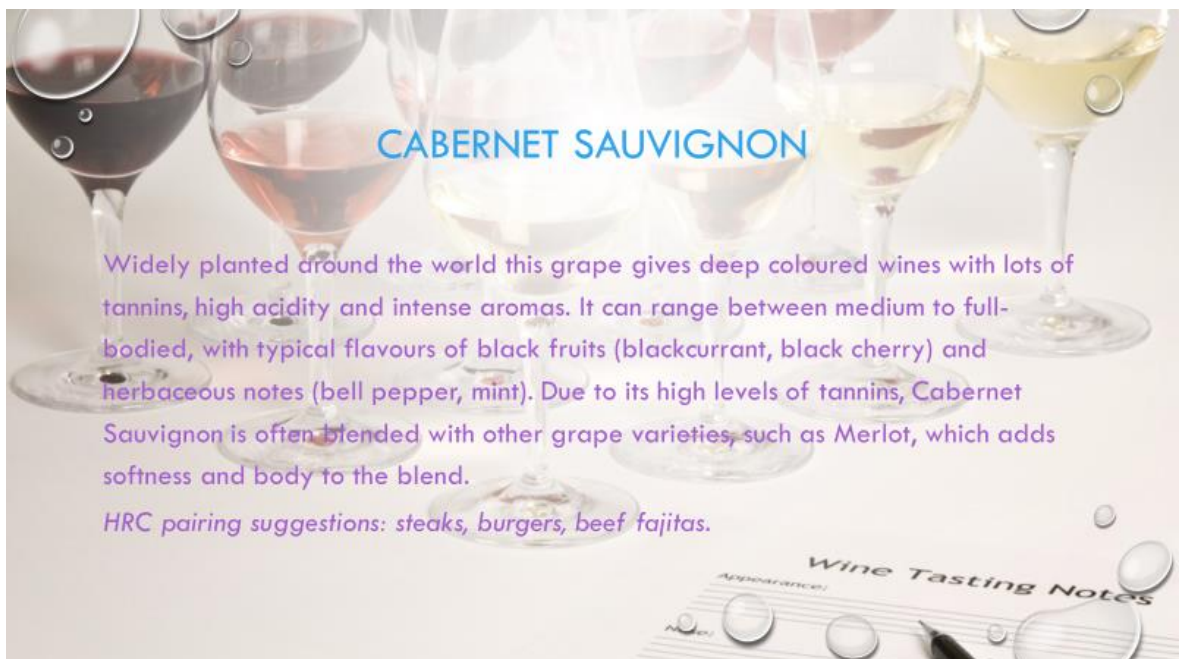
SHIRAZ/SHIRAH

Is a rich, powerful, peppery and deeply coloured wine that is usually full-bodied, with medium to high tannins. Typical flavours are black fruits (cherry, blackberry), with spice (black pepper, cloves) and herbaceous notes (mint). When aged in oak it gains flavours of vanilla and spice.

HRC pairing suggestions: steaks, burgers, beef fajitas.



Name-grape-country-price	Motorhead Shiraz , Australia, 59 Euros
Appearance	Deep ruby
Nose	Clean, medium intensity, dark fruits, spices
Palate	Dry, medium body, medium tannin, ripe plums, dark cherries, black pepper, vanilla, medium finish
Pairing Suggestion	Steaks, burgers, beef fajitas.



CABERNET SAUVIGNON

Widely planted around the world this grape gives deep coloured wines with lots of tannins, high acidity and intense aromas. It can range between medium to full-bodied, with typical flavours of black fruits (blackcurrant, black cherry) and herbaceous notes (bell pepper, mint). Due to its high levels of tannins, Cabernet Sauvignon is often blended with other grape varieties, such as Merlot, which adds softness and body to the blend.

HRC pairing suggestions: steaks, burgers, beef fajitas.



Name-grape-country-price	35 South Organic Cabernet Sauvignon Carmenere Merlot, Chile, 57 Euros
Appearance	Deep ruby
Nose	Clean, medium intensity, dark red and black fruits, with hints of oak
Palate	Dry, medium tannin, medium acidity, full body, dark plum and black currant, hints of smoke and spice, medium finish
Pairing Suggestion	Burgers, steaks, pastas and beef fajitas




OTHER POPULAR NAMED WINES

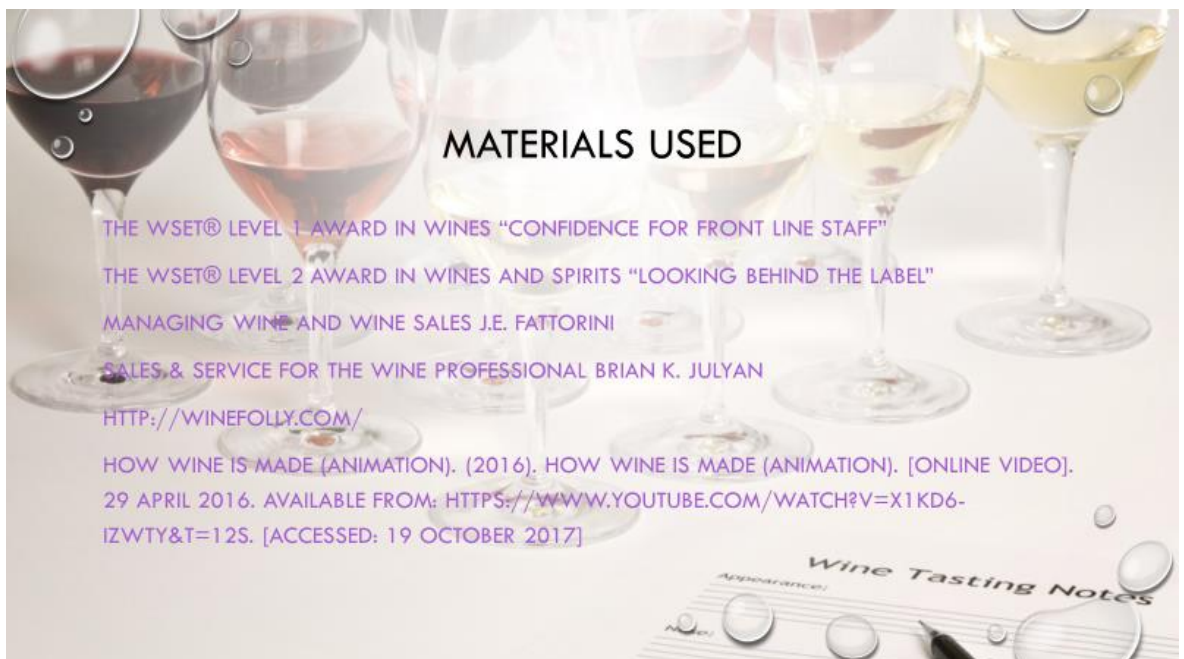
Chablis is a light-bodied French dry wine made from Chardonnay. It is unoaked with high acidity, green fruit (apple) and citrus flavours.

Rioja from Spain is a medium to full-bodied red wine that often has red fruit and spicy oak flavours that is made from Tempranillo.

Chianti from Italy is a medium-bodied red wine, with high tannin and acidity. Typically flavours of red fruits and tar. It is made from with Sangiovese grapes.



Name-grape-country-price	Campo Viejo Rioja Reserva, Tempranillo, Spain, 69
Appearance	Deep ruby with garnet rim
Nose	Clean, pronounced and complex aromas of dark fruit and wood
Palate	Dry, medium acidity, full body, high tannin, dark plum, blackberry, coconut, tobacco. Very long finish.
Pairing Suggestion	Steaks, burgers, blackened chicken pasta, beef fajitas



MATERIALS USED

THE WSET® LEVEL 1 AWARD IN WINES "CONFIDENCE FOR FRONT LINE STAFF"

THE WSET® LEVEL 2 AWARD IN WINES AND SPIRITS "LOOKING BEHIND THE LABEL"

MANAGING WINE AND WINE SALES J.E. FATTORINI

SALES & SERVICE FOR THE WINE PROFESSIONAL BRIAN K. JULYAN

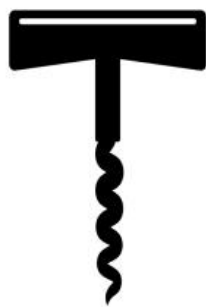
[HTTP://WINEFOLLY.COM/](http://winefolly.com/)

HOW WINE IS MADE (ANIMATION). (2016). HOW WINE IS MADE (ANIMATION). [ONLINE VIDEO]. 29 APRIL 2016. AVAILABLE FROM: [HTTPS://WWW.YOUTUBE.COM/WATCH?V=X1KD6-IZWTY&t=125](https://www.youtube.com/watch?v=X1KD6-IZWTY&t=125). [ACCESSED: 19 OCTOBER 2017]



Appendix 2. HRC wine buddy pad

Wine Buddy Pad



Wine types

Light wines

The majority of wines fall into this category. They are still and contain 8-15% alcohol. Many are named after the region in which they are produced. Examples of this are Bordeaux, Burgundy, Rioja and Chianti.

Sparkling wines

These are wines where bubbles of carbon dioxide have been trapped inside. Often seen as a wine for celebrations. They are produced all over the world. The most widely known example is Champagne from France.

Fortified wines

These wines have had extra alcohol added to them and therefore have higher alcohol levels of 15–22%. Examples of fortified wines include Sherry from Spain and Port from Portugal.

Styles of wine

Red

Black grapes are used to produce red wine. The colour however, comes from the grape skins as the juice is fermented in contact with them.

White

White wine is usually made from the juice of white grapes, but because all of the colour in black grapes is from the skin, it is possible to make white wine from black grapes if the skins are removed before fermentation.

Rosé

These wines are made from black grapes where the wine has had less contact with the skins. Rosé wines are usually not as full as red wines but offer more body than white. Rosé tends to be a very seasonal drink, selling mostly in summer.

Sweetness

Dry

The majority of wine is dry as the yeast turns sugar into alcohol and carbon dioxide gas. Most red wines, and the majority of white are dry, although some are drier than others.

Medium

To make a medium wine the winemaker either removes the yeast from the juice before all the sugar has been consumed or adds unfermented, sweet grape juice to dry wine.

Sweet

The amount of sugar in sweet wines makes them feel thicker and richer. Sweet wines can be made from grapes so rich in sugar that the yeast dies before all of the sugar is consumed. Alternatively the yeast can die through the addition of extra alcohol.

Body and other factors

Body is the general feel of the wine in the mouth.

Light bodied

Wines light in body are usually refreshing and easy to drink.

Medium bodied

The wine will feel richer and more substantial. This may be because of the grapes used or because the wine may have been aged in oak barrels, giving an extra texture to the wine.

Full bodied

The wine is powerful and will seem more concentrated and heavy. This is usually due to the ripeness of the grape, and for some wines, the use of oak.

Oak

If wine has been fermented or matured in oak it gains flavours, tannins and texture from contact with the wood. White wines can become buttery and gain a vanilla flavour. Red wines can become smoother, with added spicy notes.

Tannin

Tannins are found in black grape skins. It is felt on the teeth, gums and tongue and makes the mouth feel dry. Tannins can give structure and complexity to a wine, as well as helping it to mature.

Acidity

Acidity comes from grape juice and is very important to wine. Too much acidity can make the wine tart. With too little, the wine will be flabby and seem flat. Acidity can help wine mature. It can also stop sweet wines from being cloying and sickly by cleansing the palate and giving balance.

What makes wines of the same grape variety taste different?

Climate and Weather

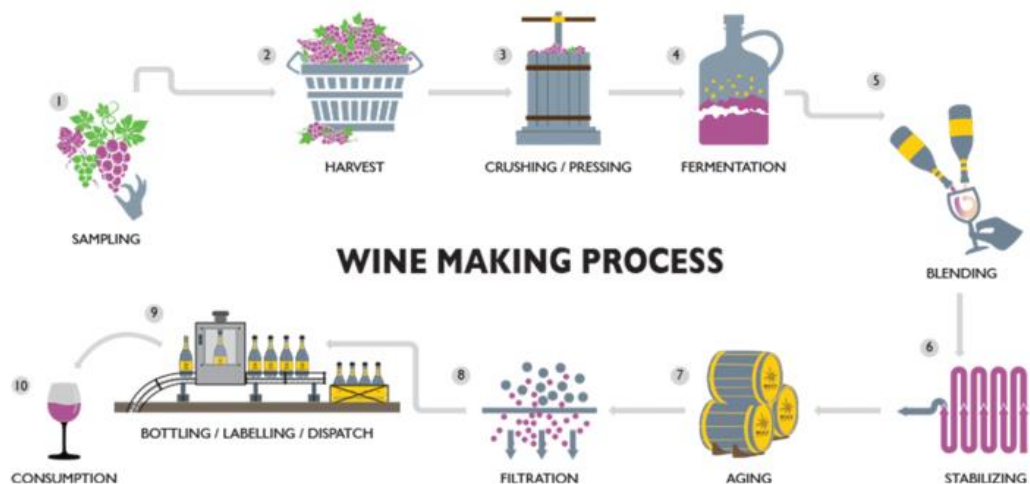
Cool climate regions (e.g. Northern France and Germany) will provide wines that are more likely to have lower alcohol levels, lighter body, less tannin, higher acidity.

Hot climate regions (e.g. Central Spain, Australia) will give wines that are more likely to have a higher alcohol percentage, fuller body, more tannin, less acidity.

Effects on climate: Latitude, altitude, proximity to bodies of water, fog cover, soil composition.

Other factors:

Water, nutrients, viticulture, winemaking processes.



Principles of wine and food pairing

Sweetness in food: Increases the perception of bitterness, astringency, acidity and the burning effect of the alcohol in the wine. Decreases the perception of body, sweetness and fruitiness of the wine. Therefore, sweetness in a dish can cause a dry wine to seemingly lack in fruitiness and become unpleasantly acidic.

Acidity in food: Increases the perception of body, sweetness and fruitiness in the wine. Decreases the perception of acidity in the wine. Therefore a highly acidic wine can be brought into balance and the fruitiness enhanced when paired with acidic food.

Salt in food: Increases the perception of body in the wine. Decreases the perception of astringency, bitterness and acidity.

Bitterness in food: Increases bitterness in wine.

Umami in food: Increases the perception of bitterness, astringency, acidity and alcohol burn in the wine. Decreases the perception of body, sweetness and fruitiness.

Chili heat in food: Increases the perception of bitterness, astringency, acidity and alcohol burn. Decreases the perception of body, richness, sweetness and fruitiness. The intensity of the reaction increases with the level of alcohol in the wine. Alcohol also increases the burning sensation of the chili which some people enjoy.

Sweet dishes – Pair with an equally sweet wine.
Umami flavors – Pair with fruity as opposed to tannic wines.
Bitterness – Pair with white or low tannic red wines.
Chili heat – White wines or low tannic reds. Both with low alcohol levels.
Highly acidic foods – Pair with acidic wine.
Salty food – Softens the effect of tannins.

Serving wine

1. Introduce the wine to the host (the person that ordered the wine) by presenting the wine with the label facing the host.
 2. State the vineyard or brand, the type of wine and the vintage or year of the bottle. This is important to assure that you have selected the correct wine.
 3. When the guest approves the wine, open it and present the cork to the host by placing it in front of their wine glass or by handing it to the host. The cork can indicate that a wine is good or bad.
 4. Pour a very small amount into the host's glass for tasting and wait. If the host indicates that the wine is acceptable you should adhere to the following principles.
 5. While serving the wine you must keep the label facing the guest and pour only one fourth of the glass, or about 3 oz. Remember you can always pour more but it is very embarrassing to run out before everyone has a glass. Serve clockwise around the table with ladies first. The last glass to be poured is that of the host.
- If there are more than 5 guests it is proper to suggest two bottles.

Dealing with wine accidents

Don't panic - Easier said than done 😊

Apologise - A prompt apology can often defuse a situation before it gets out of hand

Don't do anything that might make matters worse

Ask the MOD to help

Work out how the accident happened - This may help avoid accidents in the future

Positive selling

Assume that the guest has already brought wine and the only decision to be made is which one to order.

Guests arriving for a meal should be asked WHAT they would like to drink rather than IF they would like a drink. This approach doesn't give the guest the option to say NO as easily.

Prior to serving coffee, offer port, sherry, cognac or liquers.

"Pre-sell" bottles of wine when guests call to make reservations for celebrations.

Use the good mood of the guests, especially during holiday seasons and celebrations.

Always point out how certain wines can compliment certain food items.

Always offer the guest a choice when suggesting wine.

Opening wine

Light wine

Remove the top of the capsule by cutting round below the lip of the bottle. This can be done either with a capsule remover or knife.

Wipe the neck of the bottle with a clean cloth.

Draw the cork as gently and cleanly as possible using your selected corkscrew.

Give the neck of the bottle a final clean inside and out.

Sparkling wine

Remove the foil and the loosen the wire cage. Do not remove the wire cage.

The cork must be kept securely in place from the moment the wire cage is loosened.

Tilt the bottle at an angle of about 30 degrees, gripping the cork, and use the other hand to grip the base of the bottle.

Turn the bottle, not the cork.

Hold the cork steady, resisting its tendency to fly out, and ease it slowly out of the bottle.

Principal white grape varieties

Chardonnay

One of the most well-known grape varieties. It is planted in many wine regions and produces dry wines of great variety. In cool regions it can develop flavours of green fruits (apple, pear) with citrus notes and can be high in acidity. In warmer regions it can develop flavours of stone fruit (peach, apricot) and tropical fruits (pineapple, banana). Chardonnay wines tend to be full-bodied, with a rich creamy texture. Many of the best Chardonnays spend some time aging in oak barrels developing flavours of spice and vanilla.

Sauvignon Blanc

Sauvignon Blanc produces wines that are intensely fruity and light to medium-bodied with refreshingly high acidity. They are almost always dry. They can have strong aromas of green fruit, citrus (grapefruit, lime) and herbaceous notes (cut grass, green bell pepper, asparagus).

Riesling

Riesling wines can range from dry to sweet, and from light to medium-bodied.

Generally they are intensely fruity with high levels of acidity. They can range in flavour from stone fruits (peach, apricot), to citrus (lime) with floral notes. They can age well, developing aromas of petrol and dried apricot.

HRC pairing suggestions: BBQ ribs and pork, pulled pork, spicy chicken wings, texan sandwich, salads.

Pinot Gris or Pinot Grigio

Tend to have moderate acidity and an oily texture. The flavours may range from tropical ripe fruits to lime and pear.

HRC pairing suggestions: Spicy wings, salads.

Principal black grape varieties

Cabernet Sauvignon

Widely planted around the world, this grape gives deep coloured wines with lots of tannins, high acidity and intense aromas. It can range between medium to full-bodied, with typical flavours of black fruits (blackcurrant, black cherry) and herbaceous notes (bell pepper, mint). Due to its high levels of tannins, Cabernet Sauvignon is often blended with other grape varieties, such as Merlot, which adds softness and body to the blend.

Merlot

Merlot is generally full or medium bodied with low to medium tannins. Merlot has intense fruit flavours, ranging from red berries (strawberry, plum) to black berries (blackberry, black cherry). Merlot can gain an added richness from maturing in oak, giving extra aromas of spice and vanilla.

Pinot Noir

Pinot Noir tends to be lighter in colour and body with low to medium tannins and high in acidity. It typically has flavours of red berries (strawberry, raspberry, red cherry).

Syrah also known as **Shiraz**

Is a rich, powerful, peppery and deeply coloured wine that is usually full-bodied, with medium to high tannins. Typical flavours are black fruits (cherry, blackberry), with spice (black pepper, cloves) and herbaceous notes (mint). When aged in oak it gains flavours of vanilla and spice.

Zinfandel also known as **Primitivo**

Light to medium body with flavours and aromas like jam, blueberry, black pepper, cherry, plum and liquorice. They often have a tobacco-like smoky finish.

Principal named wines

Chablis

Chablis is a light-bodied French dry wine made from Chardonnay. It is unoaked with high acidity and typically tastes of green fruit (apple) and citrus.

Rioja

Rioja from Spain is a medium to full-bodied red wine made from Tempranillo that often has red fruit and spicy oak flavours.

Chianti

Chianti is a medium to full-bodied Italian red wine, with high tannin and acidity levels, made from Sangiovese grapes. Typical flavours are of red fruits and tar.

Sparkling wine

Traditional Method (Champagne, Cava) is the most appreciated method of sparkling wine production in terms of quality and is also the most expensive in terms of production. transformation from a still to a sparkling wine happens entirely inside the bottle.

Champagne - All champagne is a sparkling wine but not all sparkling wine is champagne. It can only be produced in the Champagne region of France and with the permitted grape varieties of Chardonnay, Pinot Noir and Pinot Meunier.

It typically has high acidity with floral, mineral, green fruit and citrus flavours with toasty and yeasty hints

Tank Method (Prosecco) still wines are added together with the sugar and yeast mixture in to a large tank where fermentation takes place. This method is more affordable but is still used for fine sparkling winemaking.

Prosecco produced in Italy out of Glera grapes. Mostly dry but due to the grapes' fruity flavours of green apple, honeydew melon, pear and honeysuckle, it usually seems sweeter than it is.

How to taste wine

Appearance (look)

Condition: clear-hazy.

Intensity: pale-medium-deep.

Colour: White: lemon-gold-amber. Rosé: pink-orange. Red: purple-ruby-garnet-tawny.

Nose (smell)

Condition: clean-unclean.

Intensity: light-medium-pronounced.

Aroma: fruit-floral-spice-vegetal-oak-etc.

Palate (taste)

Sweetness: dry-off dry-medium-sweet.

Acidity: low-medium-high.

Tannin: low-medium-high.

Body: light-medium-full.

Flavour: fruit-floral-spice-vegetal-oak-other.

Finish: short-long-medium.

Name-grape-country-year-price	Pierre Paillard Champagne Brut Grand Cru, France, 80 Euros
Appearance	Clear, pale golden
Nose	Pronounced aromas of citrus and green fruit with mineral and toasty notes
Palate	Dry, high acidity, medium body, citrus, mineral and yeasty. Long finish
Pairing Suggestion	Goes well with everything

Name-grape-country-year-price	Zonin Prosecco, Italy, 10 Euros
Appearance	Clear, pale yellow with subtle green hues
Nose	Medium intensity, citrus and floral aromas
Palate	Dry, high acidity, lemon, almonds and floral flavours
Pairing Suggestion	Can go with everything

Name-grape-country-price	Siglo De Oro, Chardonnay, Chile, 49 Euros
Appearance	Pale, green lemon
Nose	Clean, medium intensity, green fruit aromas with a bit of mineral notes
Palate	Dry, high acidity, medium body, green apples, citrus with some hints of minerals
Pairing Suggestion	Salads ,fish and chips, salmon, chicken fajitas.

Name-grape-country-price	Castillo Di Moloina Sauvignon Blanc, Chile, 49 Euros
Appearance	Pale yellow
Nose	Clean, pronounced intensity, citrus, stone fruit and floral aromas ,with hints of herbs
Palate	Dry, high acidity, medium body, very fruity, flavours of citrus and exotic fruits, medium finish
Pairing Suggestion	Salads, fish and chips, chicken fajitas.

Name-grape-country-price	Hardy's Nottage Hill Riesling, Australia, 49 Euros
Appearance	Pale yellow
Nose	Clean, pronounced, ripe citrus and tropical fruits
Palate	Off dry, high acidity, medium body, citrus, passion fruit, honey.
Pairing Suggestion	BBQ ribs and pork, pulled pork, spicy chicken wings, texan sandwich, salads

Name-grape-country-price	Castillo Di Molina Pinot Noir, Chile, 55 Euros
Appearance	Pale ruby,
Nose	Clean, medium intensity, small red fruits with touch of oak
Palate	Dry, medium acidity, light body, low tannin, cherries, vanilla, oak, medium finish
Pairing Suggestion	Pulled pork dishes, grilled salmon, twisted mac, vegan and vegetarian burgers, club sandwich.

Name-grape-country-price	Castillo Di Molina Merlot, Chile, 49 Euros
Appearance	Deep ruby
Nose	Clean, pronounced intensity, red fruits, hints of chocolate
Palate	Dry, medium acidity, high tannin, red casis, ripe strawberries, chocolate, oak, long finish
Pairing Suggestion	Burgers ,steaks, blackened chicken pasta, beef fajitas

Name-grape-country-price	Motorhead Shiraz , Australia, 59 Euros
Appearance	Deep ruby
Nose	Clean, medium intensity, dark fruits, spices
Palate	Dry, medium body, medium tannin, ripe plums, dark cherries, black pepper, vanilla, medium finish
Pairing Suggestion	Steaks, burgers, beef fajitas.

Name-grape-country-price	35 South Organic Cabernet Sauvignon Carmenere Merlot, Chile, 57 Euros
Appearance	Deep ruby
Nose	Clean, medium intensity, ripe red and black fruits, with hints of oak
Palate	Dry, medium tannin, medium acidity, full body, dark plum and blackcurrant, hints of smoke and spice, medium finish
Pairing Suggestion	Burgers, steaks, pastas and beef fajitas

Name-grape-country-price	Campo Viejo Rioja Reserva, Tempranillo, Spain, 69
Appearance	Deep ruby with garnet rim
Nose	Clean, pronounced and complex aromas of dark fruit and wood
Palate	Dry, medium acidity, full body, high tannin, dark plum, blackberry, coconut, tobacco. Very long finish.
Pairing Suggestion	Steaks, burgers, blackened chicken pasta, beef fajitas

Name-grape-country-price	
Appearance	
Nose	
Palate	
Pairing Suggestion	

Name-grape-country-price	
Appearance	
Nose	
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Palate	
Pairing Suggestion	

Name-grape-country-price	
Appearance	
Nose	
Palate	
Pairing Suggestion	

If you still want to learn more about wine we recommend the following sources

<http://winefolly.com/>

<https://winefornormalpeople.com/blog/>

<http://www.decanter.com/>

<http://www.winespectator.com/>

References used in preparation of this guide:

The WSET® Level 1 Award in Wines 'Confidence for front line staff'

The WSET® Level 2 Award in Wines and Spirits 'Looking behind the label'

Managing Wine and Wine Sales. J.E. Fattorini

Sales & Service for the Wine Professional. Brian K. Julyan

Sula Vineyards Pvt. Ltd.

<http://winefolly.com/>

Appendix 3 HRC Wine Buddy Pad Evaluation Form

HRC Wine Buddy Pad Evaluation Form

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
The pad is clear and easy to understand	✓			
It has good and useful information	✓			
The information is presented in a logical order	✓			
It is easy to refer to whilst doing my work	✓			
The content of the pad is applicable to my job	✓✓✓			
It will help me to be more confident working with wine	✓			
I will fill in the blank tasting notes to update information for my own use		✓		
The look and feeling of the pad is appealing (use of colour – logos)	✓			
I would recommend the pad to my colleagues	✓			
I will use the recommended sources for self education	✓			

Overall how would you rate the pad from 1 – 5? 5 being excellent. 1 being poor.

5

Any other comments?

HRC Wine Buddy Pad Evaluation Form

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
The pad is clear and easy to understand	✓			
It has good and useful information	✓			
The information is presented in a logical order	✓			
It is easy to refer to whilst doing my work		✓		
The content of the pad is applicable to my job	✓			
It will help me to be more confident working with wine		✓		
I will fill in the blank tasting notes to update information for my own use		✓		
The look and feeling of the pad is appealing (use of colour – logos)		✓		
I would recommend the pad to my colleagues	✓			
I will use the recommended sources for self education	✓			

Overall how would you rate the pad from 1 – 5? 5 being excellent. 1 being poor.

4

Any other comments?

There could be some more colours used.

HRC Wine Buddy Pad Evaluation Form

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
The pad is clear and easy to understand	✓			
It has good and useful information	✓			
The information is presented in a logical order	✓			
It is easy to refer to whilst doing my work	✓			
The content of the pad is applicable to my job	✓			
It will help me to be more confident working with wine	✓			
I will fill in the blank tasting notes to update information for my own use	✓			
The look and feeling of the pad is appealing (use of colour – logos)	✓			
I would recommend the pad to my colleagues	✓			
I will use the recommended sources for self education	✓			

Overall how would you rate the pad from 1 – 5? 5 being excellent. 1 being poor.

Any other comments?



HRC Wine Buddy Pad Evaluation Form

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
The pad is clear and easy to understand	✓			
It has good and useful information	✓			
The information is presented in a logical order	✓			
It is easy to refer to whilst doing my work	✓			
The content of the pad is applicable to my job	✓			
It will help me to be more confident working with wine	✓			
I will fill in the blank tasting notes to update information for my own use	✓			
The look and feeling of the pad is appealing (use of colour – logos)		✓		
I would recommend the pad to my colleagues	✓			
I will use the recommended sources for self education	✓			

Overall how would you rate the pad from 1 – 5? 5 being excellent. 1 being poor.

4

Any other comments?

I really liked the visual of
the wine making process



HRC Wine Buddy Pad Evaluation Form

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
The pad is clear and easy to understand	✓			
It has good and useful information	✓			
The information is presented in a logical order	✓			
It is easy to refer to whilst doing my work	✓			
The content of the pad is applicable to my job	✓			
It will help me to be more confident working with wine	✓			
I will fill in the blank tasting notes to update information for my own use	✓			
The look and feeling of the pad is appealing (use of colour – logos)	✓			
I would recommend the pad to my colleagues	✓			
I will use the recommended sources for self education	✓			

Overall how would you rate the pad from 1 – 5? 5 being excellent. 1 being poor.

5

Any other comments?

Beautiful and very interesting.
For sure this will make it easier
to recommend wines for customers.

HRC Wine Buddy Pad Evaluation Form

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
The pad is clear and easy to understand	✓			
It has good and useful information	✓			
The information is presented in a logical order	✓			
It is easy to refer to whilst doing my work	✓			
The content of the pad is applicable to my job	✓			
It will help me to be more confident working with wine	✓			
I will fill in the blank tasting notes to update information for my own use		✓		
The look and feeling of the pad is appealing (use of colour – logos)	✓			
I would recommend the pad to my colleagues	✓			
I will use the recommended sources for self education	✓			

Overall how would you rate the pad from 1 – 5? 5 being excellent. 1 being poor.

5

Any other comments?



HRC Wine Buddy Pad Evaluation Form

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
The pad is clear and easy to understand	✓			
It has good and useful information	✓			
The information is presented in a logical order	✓			
It is easy to refer to whilst doing my work	✓			
The content of the pad is applicable to my job	✓			
It will help me to be more confident working with wine	✓			
I will fill in the blank tasting notes to update information for my own use	✓			
The look and feeling of the pad is appealing (use of colour – logos)	✓			
I would recommend the pad to my colleagues	✓			
I will use the recommended sources for self education	✓			

Overall how would you rate the pad from 1 – 5? 5 being excellent. 1 being poor.



Any other comments?

All good



HRC Wine Buddy Pad Evaluation Form

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
The pad is clear and easy to understand	✓			
It has good and useful information	✓			
The information is presented in a logical order	✓			
It is easy to refer to whilst doing my work		✓		
The content of the pad is applicable to my job	✓			
It will help me to be more confident working with wine	✓			
I will fill in the blank tasting notes to update information for my own use		✓		
The look and feeling of the pad is appealing (use of colour – logos)	✓			
I would recommend the pad to my colleagues	✓			
I will use the recommended sources for self education	✓			

Overall how would you rate the pad from 1 – 5? 5 being excellent. 1 being poor.

5

Any other comments?

I'm studying wine's at school, but
reading that makes it easier to
understand.



Abstract 4 Training Evaluation Form

Training Evaluation Form

Topic: HRC wine training.

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
Training was applicable to my job	✓			
The materials provided were helpful	✓			
The length of training was sufficient	✓			
Content was well organized	✓			
Content was clear and understandable	✓			
The training met my expectations	✓			
The presentation was effective	✓			
Trainers were knowledgeable on the topic	✓			
I will feel more confident discussing wine in the future	✓			
I would be interested to attend a more advanced follow up programme	✓			

Overall how would you rate the training from 1 – 5? 5 being excellent. 1 being poor.

5

Any other comments?

Training Evaluation Form

Topic: HRC wine training.

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
Training was applicable to my job	✓			✗ oops
The materials provided were helpful	✓			✗
The length of training was sufficient	✓			✗
Content was well organized	✓			
Content was clear and understandable	✓			
The training met my expectations	✓			
The presentation was effective	✓			
Trainers were knowledgeable on the topic	✓			
I will feel more confident discussing wine in the future	✓			
I would be interested to attend a more advanced follow up programme	✓			

Overall how would you rate the training from 1 – 5? 5 being excellent. 1 being poor. 4.4

Any other comments?

Great job!

Training Evaluation Form

Topic: HRC wine training.

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
Training was applicable to my job	✓			
The materials provided were helpful	✓			
The length of training was sufficient	✓			
Content was well organized	✓			
Content was clear and understandable	✓			
The training met my expectations	✓			
The presentation was effective	✓			
Trainers were knowledgeable on the topic	✓			
I will feel more confident discussing wine in the future	✓			
I would be interested to attend a more advanced follow up programme	✓			

Overall how would you rate the training from 1 – 5? 5 being excellent. 1 being poor.

5

Any other comments?

<i>Knowledgeable hosts!</i>



Training Evaluation Form

Topic: HRC wine training.

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
Training was applicable to my job	✓			
The materials provided were helpful	✓			
The length of training was sufficient	✓			
Content was well organized	✓			
Content was clear and understandable	✓			
The training met my expectations	✓			
The presentation was effective	✓			
Trainers were knowledgeable on the topic	✓			
I will feel more confident discussing wine in the future	✓			
I would be interested to attend a more advanced follow up programme	✓			

Overall how would you rate the training from 1 – 5? 5 being excellent. 1 being poor.

5

Any other comments?

Training Evaluation Form

Topic: HRC wine training.

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
Training was applicable to my job	✓			
The materials provided were helpful		✓		
The length of training was sufficient	✓			
Content was well organized	✓			
Content was clear and understandable	✓			
The training met my expectations	✓			
The presentation was effective	✓			
Trainers were knowledgeable on the topic	✓			
I will feel more confident discussing wine in the future	✓			
I would be interested to attend a more advanced follow up programme	✓			

Overall how would you rate the training from 1 – 5? 5 being excellent. 1 being poor.

5

Any other comments?

The level of information was at the right level,
not too complicated but still very informative.

Training Evaluation Form

Topic: HRC wine training.

Criteria	Strongly agree	Agree	Disagree	Strongly disagree
Training was applicable to my job	x			
The materials provided were helpful	x			
The length of training was sufficient	x			
Content was well organized		x		
Content was clear and understandable	x			
The training met my expectations	x			
The presentation was effective	x			
Trainers were knowledgeable on the topic		x		
I will feel more confident discussing wine in the future	x			
I would be interested to attend a more advanced follow up programme	x			

Overall how would you rate the training from 1 – 5? 5 being excellent. 1 being poor. 4.5

Any other comments?

bit too fast for a taffing