



Annual Conference 2020

*Beyond Training:
Learning & Development:*






Let's Take A Smile Break!



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breathing mystery



The blue dots are now
moving crazily back and forth.
Take **SLOW** breaths in and out and,
after some time,
the dots will follow your breathing !
They will move one way
when you breathe in slowly,
and move the other way when you
breathe out slowly !

CLIMBING ONTO THE VINE

"Wine for beginners" implies that there is only a long road ahead in a journey that has no clear end. But as you all know, you don't have to know everything at once, even if you want to.

Wine knowledge should be a learning process, not the feeling of cramming for an exam. The only exam here is your own experience and pleasure.

Learning about wine should be a journey; a lifelong experience, just like learning about living. Hopefully we have something to learn until our last days we are on Planet earth, so relax and embrace the process of wine education for you and your team members.

Just as **musicians, composers, lawyers, winemakers and sommeliers benefit from structured studies and practice until perfect, so too does a wine educator at any level.**



IT'S FRUITFUL TO COMMIT TO EDUCATION

"An investment in knowledge always pays the best interest." - Benjamin Franklin



- Increased job satisfaction and morale among team
- Increased motivation to be one's best example
- Increased efficiencies in processes, resulting in financial gain (yay)
- Increased capacity to adopt new technologies and methods
- Reduced employee turnover
- Enhanced company image



TRAINING & DEVELOPMENT

A JOB FOR EVERYONE

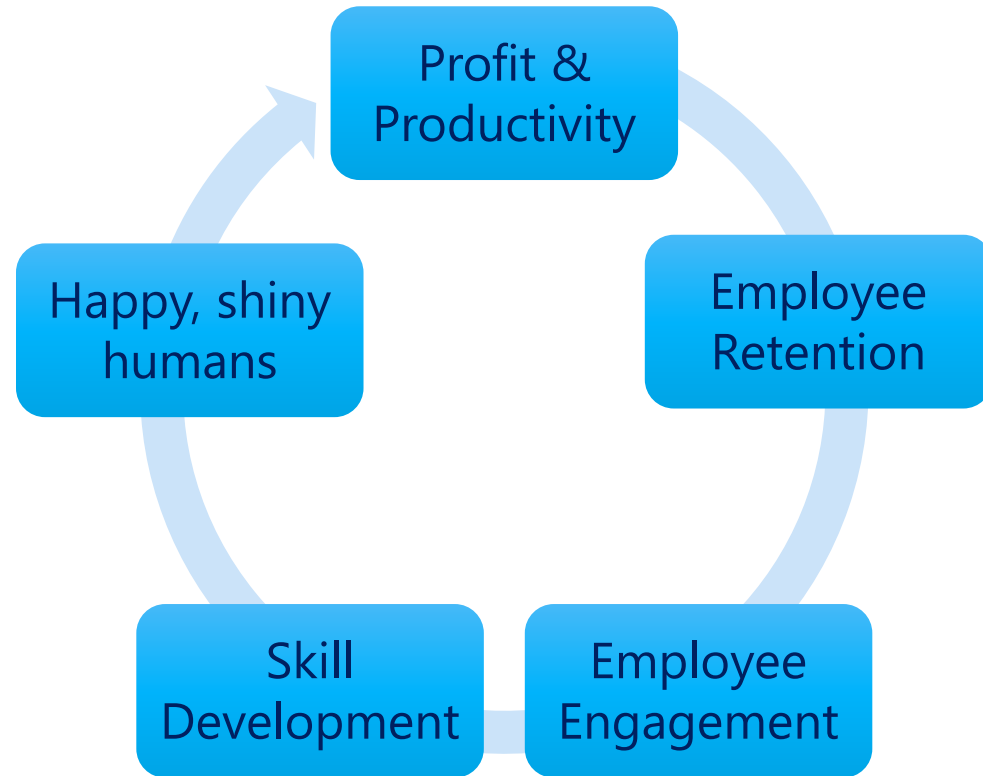
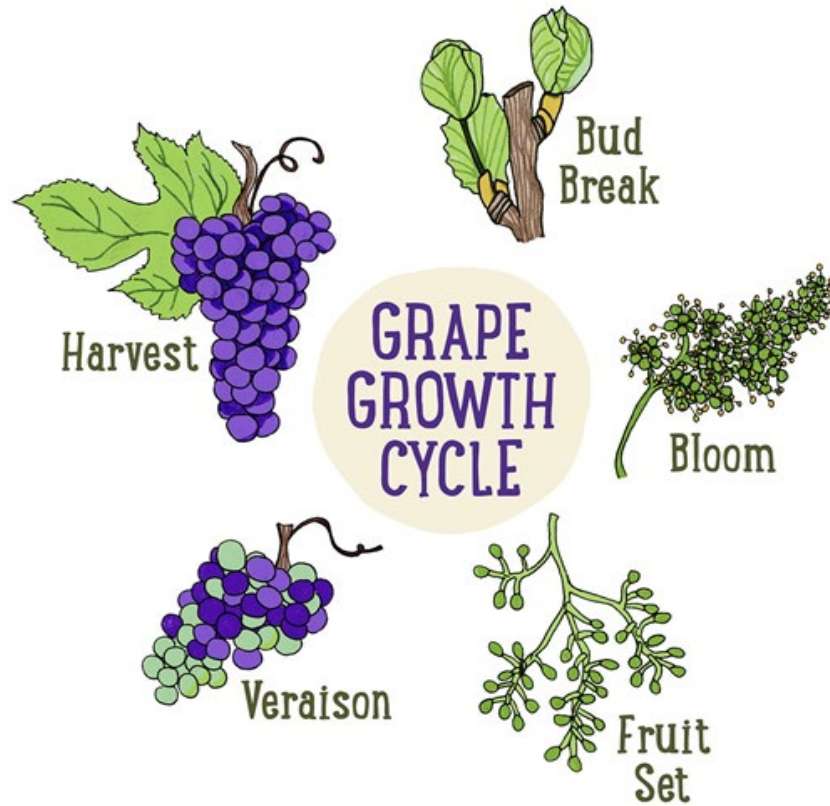


Training focuses in the acquisition of new skills while development is the improvement or extension of existing skills. Both rely on any kind of work or responsibilities relevant of the individual and their role that can be delivered by any appropriate method.

- On-the-job learning - enhance their skills
- Blended learning - find your lead
- Mentoring schedule
- Individual study *



According to the Association for Talent Development (ATD) companies that offer comprehensive training programs have access to a 24% higher profit margin than those who spend less on training.



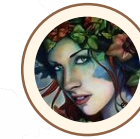
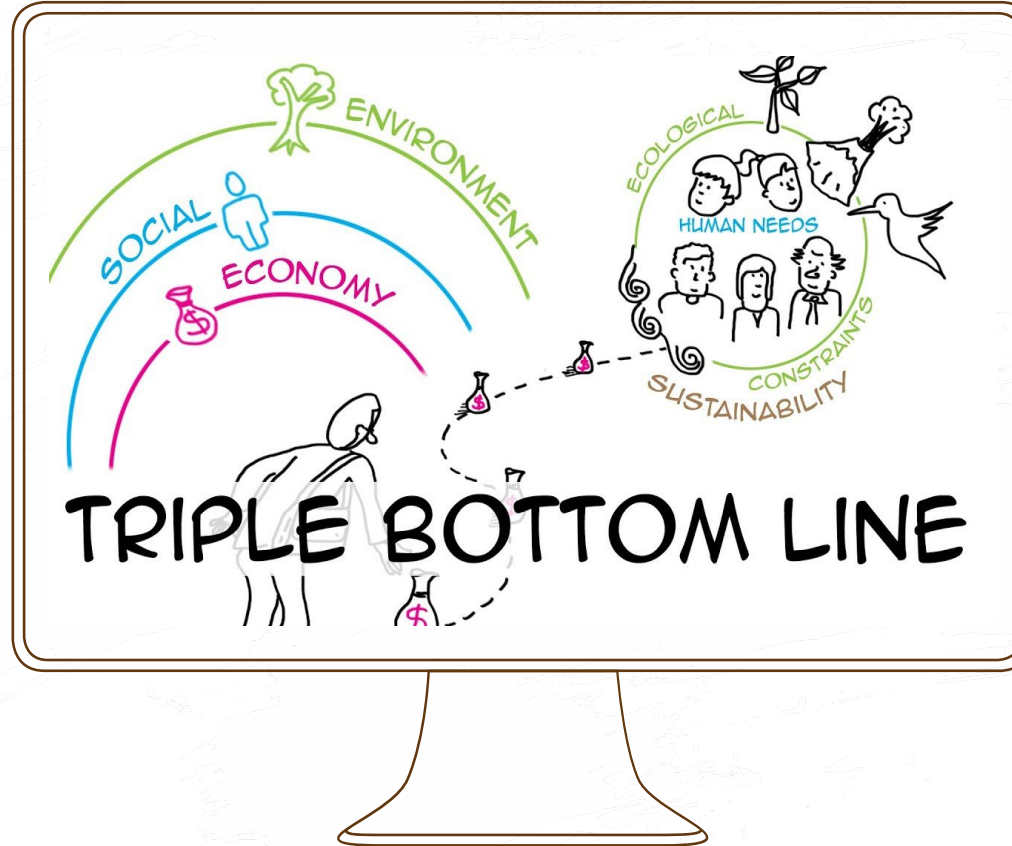
Some Stats



EMPLOYEES WANT MORE TRAINING

A long-term research project by Middlesex University surveyed 4,300 employees and 74% felt they weren't achieving full potential at work due to lack of development opportunities.

Source: [Article by The Learning Wave](#) – a New Zealand leadership development organisation providing management education and training.



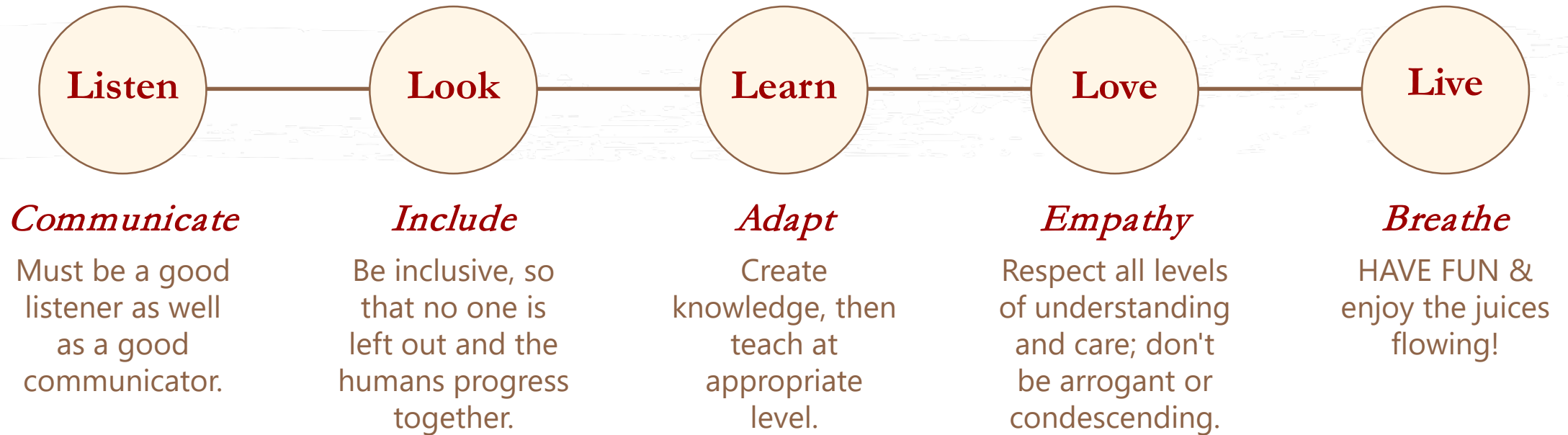
MAKE RETAINING YOUR EMPLOYEES A PRIORITY

7 out of 10 respondents in a 2015 survey said that job-related training and development opportunities directly influence in their decision to stay with a company.

Source: [CED Magazine](#)

EDUCATION TIMELINE

Beyond SME (subject matter expertise)



FERRYWOMAN ENCOURAGEMENTS

TASTE EVERYTHING

- Encourage your team to enjoy the depth and breadth of their study and tell them to taste *absolutely* everything they can get their hands on.
- Supplement curiosity with tastes of wines and foods from the surrounding areas and plan R&D outings.

CONTINUED EDUCATION

- Encourage team members to learn continuously and to improve one's own knowledge.
- Visiting other wineries and regions.
- Online free studies.
- Certifications.
- Mentorship.

PERSONAL DEVELOPMENT

- Encourage your team to keep their product knowledge fresh and relevant.
- Stay connected with peers in industry.
- Access team members strengths and address weaknesses



NURTURE YOUR VINES & HUMANS

I. Wine Tastings

Host regular tastings with your team on-site and encourage them to taste off-site

- I. Consider having each team member fill out a tasting sheet while tasting the wine on-site. (template pg. 16)

II. Food and Wine Pairings

An important skill your team needs to be on point with is wine pairing with local and international foods.

- I. Consider holding wine and food pairing training sessions the same day of the wine tasting. Explain not only what pairs with each dish, but why.
- II. Having descriptions and/or tasting notes available for wines and foods on your menu can make it easy for your team, or guests, to learn with ease and feel empowered to make a choice of what they feel is the "perfect" selection for the occasion.

III. Give Adequate On-site Training And Development For Advancement

This is the primary means by which employers can build a highly competent veteran workforce.

- Specific
- Measurable
- Achievable
- Relevant
- Time-Oriented



How I Nurture

Regional Focus Calendar – Tasting Workshops

Winemaking grapes are quite unique fruits because they are grown not to be immediately consumed, but to make wine with them.

March

- 2 Whites/2 Reds
- Clearing Your Mind To Cleanse Your Palate
 - Styles of wine quickie review – sparkling, still, sweet, fortified (10mins)
 - Let's taste through our eyes – visual “blinds” (10mins)
 - Can we serve this wine - is the wine clean? (5 mins)
 - Palate pleasure time – take 5 mins to go through 2 whites filling the grid provided
 -

April

- 2 Whites/2 Reds – comparison tasting
- Finding your own words – creating our “grid”
 - Writing our tasting grid together (20mins)
 - Developing the proper verbiage for describing your wines
 - What is your guest *really* asking for – finding comparisons on your own grid
 - Tasting through 4 wines with our homemade grids (30mins)
 - Sauvignon Blanc NZ vs Loire Valley
 - Burgundy vs Russian River or Willamette Valley



How Do I Sell Wine I've Never Tasted?

Warm vs Cool Climates





The Fun Part: Tasting Wine

- Tasting is the sensory examination and evaluation of wine. Professional wine tasters use specialized terminology to describe the range of perceived flavors, aromas and general characteristics of a wine.
- Formal tasting follows a specific sequence, made of the following three steps:
 - Look – as the first step the wine's appearance will be evaluated
 - Smell – the wine's aromas are evaluated and potential faults detected
 - Taste – the wine is sipped with a distinct slurping noise to draw air in the mouth: this helps to release flavors and aromas; the identified flavors can derive from the primary fruit character of the grapes used, as well as flavors resulting from different winemaking methods and maturation
- A systematic tasting method ensures that we gather sufficient and focused sensory information to draw a conclusion on the character and quality of the wine.

Wine #:

Date:

| COLOR | | Core | -----> | Rim |
|--------|--------------------------|------|--------|-----|
| Straw | <input type="checkbox"/> | | | |
| Yellow | <input type="checkbox"/> | | | |
| Gold | <input type="checkbox"/> | | | |



| FRUIT | Yes | No | Name 2 of each type you selected yes for! |
|----------|--------------------------|--------------------------|---|
| Orchard | <input type="checkbox"/> | <input type="checkbox"/> | |
| Stone | <input type="checkbox"/> | <input type="checkbox"/> | |
| Citrus | <input type="checkbox"/> | <input type="checkbox"/> | |
| Tropical | <input type="checkbox"/> | <input type="checkbox"/> | |



| Fruit Condition | Tart | Ripe | Overripe/Jammy | Baked/Dried |
|-----------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Nose | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Palate | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| NON-FRUIT | CHECK IF THERE | Describe it! (Example, Dairy: Butter, Cream, Yogurt, etc.) |
|--------------|--------------------------|--|
| Flowers | <input type="checkbox"/> | |
| Dairy/Honey | <input type="checkbox"/> | |
| Herbs/Spices | <input type="checkbox"/> | |
| Other | <input type="checkbox"/> | |



| STRUCTURE | | SPAAB |
|----------------------|--|---|
| Sweetness | Bone Dry <input type="checkbox"/> Dry <input type="checkbox"/> | Med-Dry <input type="checkbox"/> Off-Dry <input type="checkbox"/> |
| Phenolics/Bitterness | Low <input type="checkbox"/> | Medium <input type="checkbox"/> High <input type="checkbox"/> |
| Alcohol | Low <input type="checkbox"/> | Medium <input type="checkbox"/> High <input type="checkbox"/> |
| Acid | Low <input type="checkbox"/> | Medium <input type="checkbox"/> High <input type="checkbox"/> |
| Body | Light <input type="checkbox"/> | Full <input type="checkbox"/> |

| What is the wine? | | | |
|-------------------|-------|-------|--|
| Climate | World | Grape | What would you pair this with on our menu? |
| | | | |

Wine #:

Date:

| COLOR | | Core | -----> | Rim |
|--------|--------------------------|------|--------|-----|
| Garnet | <input type="checkbox"/> | | | |
| Ruby | <input type="checkbox"/> | | | |
| Purple | <input type="checkbox"/> | | | |



| FRUIT | Yes | No | Name 2 of each type you selected yes for! |
|-------|--------------------------|--------------------------|---|
| Red | <input type="checkbox"/> | <input type="checkbox"/> | |
| Black | <input type="checkbox"/> | <input type="checkbox"/> | |
| Blue | <input type="checkbox"/> | <input type="checkbox"/> | |



| Fruit Condition | Tart | Ripe | Overripe/Jammy | Baked/Dried |
|-----------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Nose | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Palate | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

| NON-FRUIT | CHECK IF THERE | Describe it! (Example, Dried Herbs: Rosemary, Thyme, etc.) |
|-----------|--------------------------|--|
| Flowers | <input type="checkbox"/> | |
| Spices | <input type="checkbox"/> | |
| Herbs | <input type="checkbox"/> | |
| Other | <input type="checkbox"/> | |



| STRUCTURE | | STAAB |
|-----------|--|---|
| Sweetness | Bone Dry <input type="checkbox"/> Dry <input type="checkbox"/> | Med-Dry <input type="checkbox"/> Off-Dry <input type="checkbox"/> |
| Tannin | Low <input type="checkbox"/> | Medium <input type="checkbox"/> High <input type="checkbox"/> |
| Alcohol | Low <input type="checkbox"/> | Medium <input type="checkbox"/> High <input type="checkbox"/> |
| Acid | Low <input type="checkbox"/> | Medium <input type="checkbox"/> High <input type="checkbox"/> |
| Body | Light <input type="checkbox"/> Medium <input type="checkbox"/> | Full <input type="checkbox"/> |

| What is the wine? | | | |
|-------------------|-------|-------|--|
| Climate | World | Grape | What would you pair this with on our menu? |
| | | | |

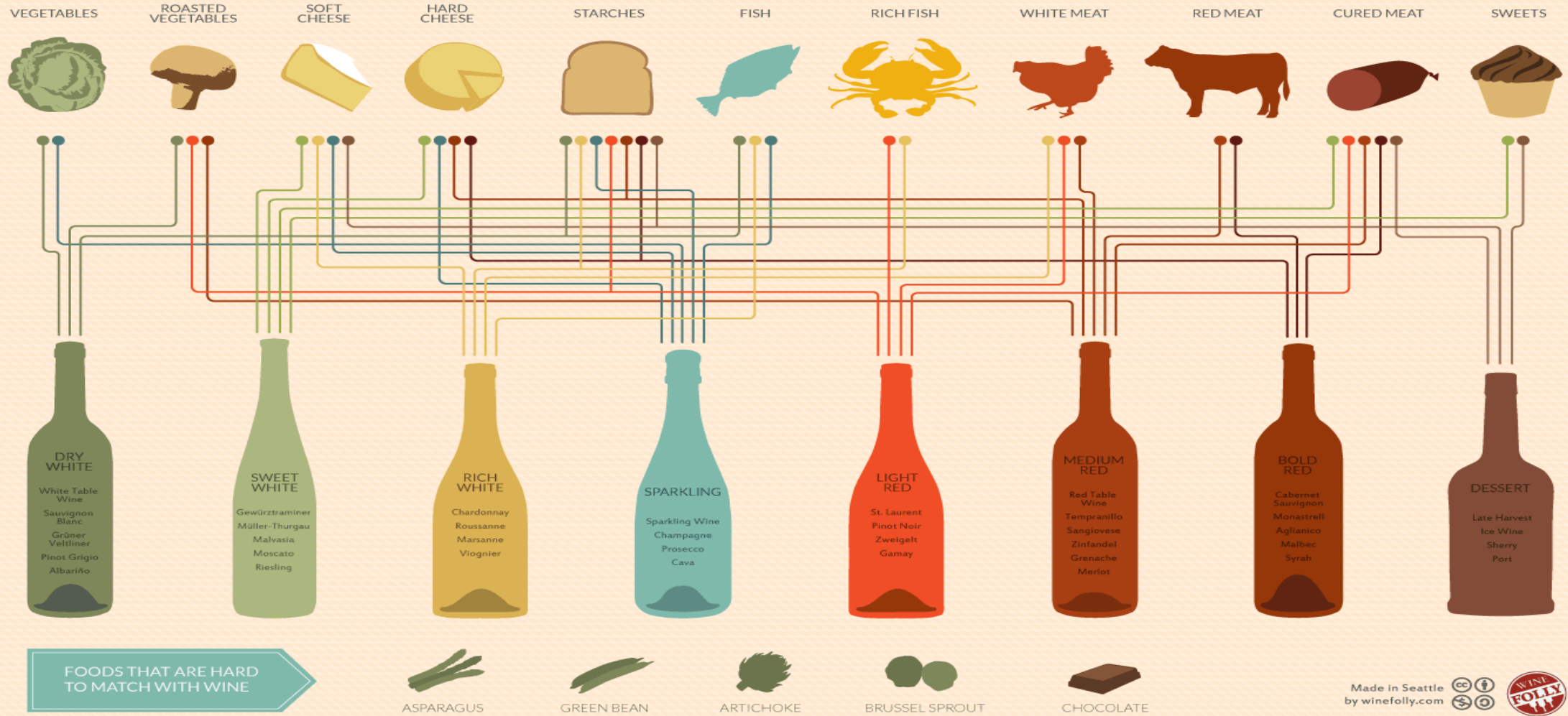


FOOD & WINE PAIRING PLAN

- A contrasting pairing creates balance by contrasting tastes and flavors.
- A congruent pairing creates balance by amplifying shared flavor compounds.
- Try to match the weight of the food with the weight of the wine.
- The wine should have the same flavor intensity as the food.
 - Match full flavours together, like Sauvignon Blanc and asparagus, mild flavours like Muscadet and oysters. Flavour intensity, although similar to weight, is not the same thing.
- High acid wines complement fatty foods in the same way that lemon cuts through the oiliness of smoked salmon.
- Salty foods are enhanced and balanced by a hint of sweetness.
- The more textured the food (e.g. fatty foods like pork ribs, or chewy foods, like steak) the more tannin you need in the wine.
- The wine should always be sweeter than the food.
 - Sweetness in wine also acts as a foil to rich foods. Sweet foods make dry wines seem over-acidic and tart.



PAIRING WINE & FOOD



Made in Seattle
by winefolly.com

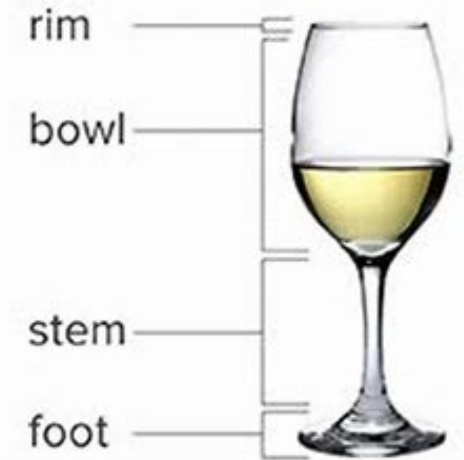


PRESENTATION IS PRICELESS

- When presenting a bottle the label must face the guest that ordered it with a clean serviette folded or draped on the arm.
- Repeat the vintage, variety, and producer.
 - This is so they can confirm what they have ordered.
- Once the host approves the foil is cut at the second, or lower lip, or the neck to prevent the wine from dripping behind the foil and contaminating future pours.
- The foil is placed in the team member's pocket and the top of the cork is wiped with the clean serviette.
 - Do not play 'spin the bottle' when opening and removing the cork.
- Pour a 1-2 oz pour for the host to "check" the wine so that it meets their satisfaction, and once approved continue to pour for your guests, is possible clockwise around the table.
 - Pour about 5 oz for each guest unless instructed otherwise
- Always carry stemware by the *stem* when placing the glass on the table or taking it off the table, and when carrying more than one glass USE A TRAY.
 - *Never, I mean never*, carry or pick up by the rim or bowl.
- Remember to SMILE and enjoy your Life so your guests can enjoy theirs while you are together.



PARTS OF A WINE GLASS



Precise 6oz Pour

1oz Over-Poured

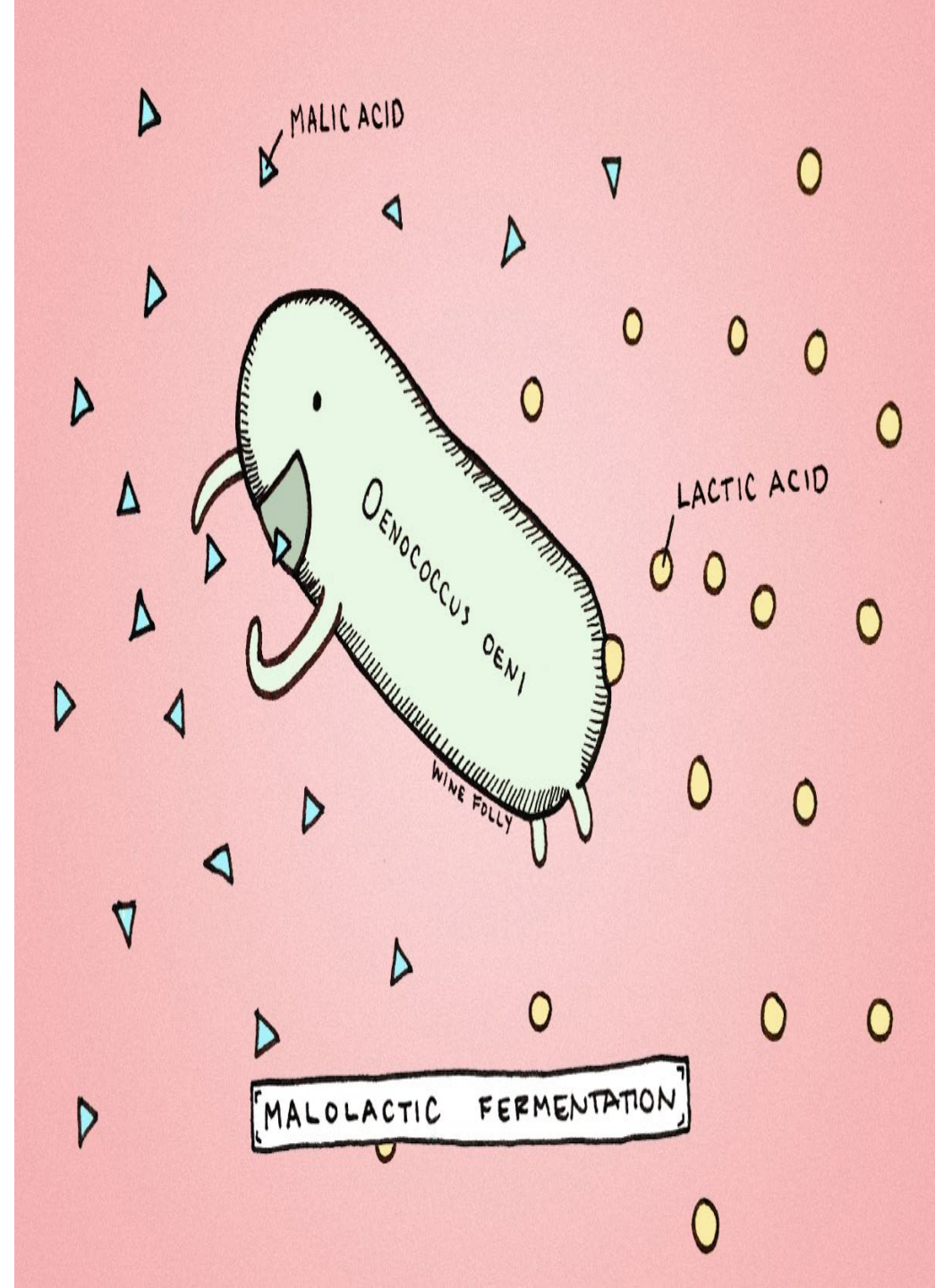


SPARKLING WINE SERVICE

- 1st Method – Present the bottle and open in the air in front of the guest .
- 2nd and Preferred Method – Present the bottle and open at a side station away from the guest.
- Follow proper service standards to place stemware for all guests and present the bottle to the host.
- Maintain control of the bottle at all times – *always point the bottle and cork away from the guests.*
- Untwist the wire cage and loosen for removal but leave on for traction in helping to remove the cork – *always keep the hand or thumb over the cork.*
- Firm up your grip on the cork and twist the bottle (not the cork) while holding at a 45 degree angle – *this is done in the air or against the inside of the bucket but never against the body.*
- Keeping the bottle at the 45 degree angle, release the cork as quietly as possible until the initial rush of CO2 dissipates and place the cage and cork in your pocket or apron.
- Wipe the lip of the bottle thoroughly before serving and between each pour, remembering to take your time to pour this fizzy-lifter; better not to waste a drop than be rushed and have it spill over.
- Hold the bottle towards the bottom or by the bottom of the bottle (not the punt, or hollow indentation) just as in still wine service.
- Two fingers under the neck for support is acceptable when pouring.

Let's Review: Strategy For Long-Term Training Goals

- ❖ Many companies spend more money on coffee than training. If the goal is to have a high performing workforce, we need to spend the resources to develop team members . Aligning resources to goals is the strategy.
- If you allocate more resources to training you'll most surely want to see measurable benefits - as you should. As business legend Peter Drucker said, "what gets measured gets managed."
- So, set goals, and **create a simple measurement process for your training so you can see the results.**
- One number you can use to measure effectiveness is employee turnover
- To measure if team members are really absorbing new training & developing, you can have them turn around and train other team members on what they've learned..
- For companies that put team members first, good training & development strategy essentially becomes good business strategy. Whether you decide to focus your priorities on team members or not, it should be clear that better training makes better companies and happier customer





QUESTIONS?

ASK ME ANYTHING





**THANK YOU FOR YOUR
TIME & ENERGY!**



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