

Education of Staff



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WSET

About WSET

WSET provides best-in-class education and qualifications to inspire and empower the world's wine and spirits professionals and enthusiasts. They offer a comprehensive suite of qualifications covering wines, spirits and sake.

WSET qualifications are globally recognised as the international standard in wine and spirit knowledge. They are designed for those who are just starting out in their careers, as well as established professionals, and the many enthusiasts who have a passion for wines and spirits.



WSET 1 - What you'll learn

- The main types and styles of wine
- Common wine grapes and their characteristics
- How to store and serve wine
- The principles of food and wine pairing
- How to describe wine using the WSET Level 1 Systematic Approach to Tasting Wine® (SAT)
- WSET Levels
 - Level 1 - Award in Wines
 - Level 2 - Award in Wines
 - Level 3 - Award in Wines
 - Level 4 - Diploma in Wines
- Refer to WSETGlobal for Course Offerings and Where to Study



WSET 1 - Example Questions

1. Which one of the following combinations is required for alcoholic fermentation to take place?
 - a. Sugar and carbon dioxide
 - b. Yeast and alcohol
 - c. Sugar and yeast
 - d. Carbon dioxide and alcohol
1. Pear and lemon are flavors often linked with
 - a. Shiraz
 - b. Merlot
 - c. Pinot Noir
 - d. Pinot Grigio
1. Sweet white wine is typically served...
 - a. Well chilled
 - b. Chilled
 - c. Slightly chilled
 - d. At room temperature
4. The flavour of vanilla in a wine usually comes from
 - a. The juice of white grapes
 - b. The fermentation process
 - c. Maturation in stainless steel tanks
 - d. Maturation in oak barrels
5. The pulp of a grape is mostly made up of
 1. Water
 2. Sugar
 3. Tannin
 4. Acid



WSET

WINEHOST

North Carolina Winery Hospitality and Customer Service
Management Program

Funding Provided By

North Carolina Wine and Grape Growers
Council

North Carolina Department of
Agriculture and Customer Services



BRYAN SCHOOL
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What is NC WINEHOST?

- A Tasting Room training program for North Carolina wineries
- This site has been developed to give an overview of hospitality and customer service skills that are specific to wine, wineries, and the tasting room environment
- Created from the study of visitors to North Carolina

WINEHOST is comprised of 4 modules to help you with hospitality, customer service, and sales in the winery.

Those modules are:

- Hospitality and Customer Service in the Winery
- Managing the Tasting Process
- The Art of Storytelling (Wine and Winery Knowledge and Communication)
- Making the Sale (The Sales Process)



Module Breakdown

- Each Module is broken down into 4 units
- These units include the following
 - Reading comprehension
 - Diagrams
 - Videos
 - Question & Answers

NC WINEHOST MODULES

Outline

1. Hospitality and Customer Service in the Winery
 - a. Hospitality in the Tasting Room
 - b. Various Profiles and Motives of Winery Visitors
 - c. Specific Moment of Truth in the Tasting Room
 - d. Handling Customer Feedback and Complaints
2. Managing the Tasting Process
 - a. Greeting the Customer at the Entrance
 - b. Tasting Set-up, Clean-up and Materials
 - c. Basic Steps in the Tasting Process
 - d. General Controls for Safety and Risk Management
3. The Art of Storytelling (Wine and Winery Knowledge and Communication)
 - a. How to Tell the Story
 - b. Presentation Skills
 - c. Crafting the Story
 - d. Quick Tips
4. Making the Sale (The Sales Process)
 - a. Why Do People Come to the Winery (Matching Expectations with Experience)
 - b. How Do Guests Make a Purchase Decision
 - c. The Sales Process



WINEHOST - Example Questions

1. What are some main reasons people visit wineries?
 - a. to taste or buy wines
 - b. to relax in a nice place
 - c. to socialize with others
 - d. all of the above
2. Which of the following is a key to making customers feel welcome?
 - a. Create order out of chaos when people enter the winery
 - b. Treat customers like outsiders to keep things professional
 - c. Ignore customer questions for as long as possible
 - d. Let your regular customers give instructions to any newcomers

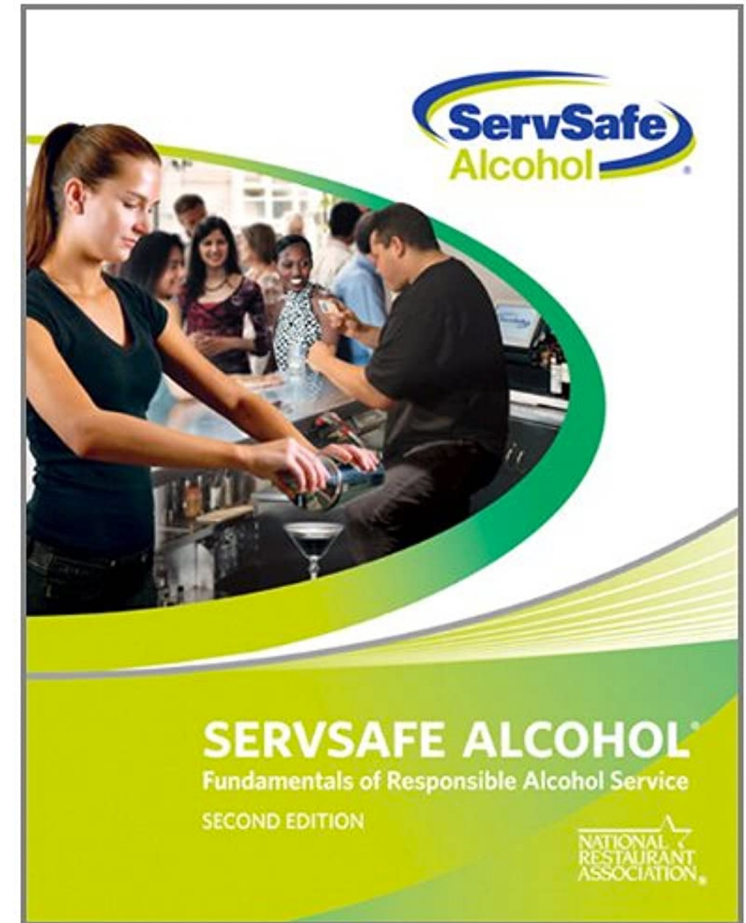
1. What is the main purpose of offering crackers to wine tasters during a tasting?
 - a. To compare the wine to the taste of crackers
 - b. To follow sanitation rules for clean glassware
 - c. To make sure the guests don't get thirsty during the tasting
 - d. To clear or cleanse the palate between the different wines being tasted
2. What should you do if you mistakenly pour wine into a cracked or chipped glass?
 - a. dump the wine out and dispose of the glass
 - b. give the guest a new clean glass
 - c. give the guest a fresh pour of the wine
 - d. all of the above are appropriate actions to take when this happens



About ServSafe Alcohol

The ServSafe Alcohol® Training program is developed by the National Restaurant Association and experts who have direct experience with the risks involved in serving alcohol. Our connection to the foodservice industry provides insights that help prepare you for difficult situations.

Our materials help define responsible alcohol service best practices because we involve specialists in regulatory agencies, law, insurance, medicine, law-enforcement, restaurants and academia to create them. ServSafe Alcohol materials reflect scientific research in an easy-to-understand format.





Getting Certified

The ServSafe Alcohol® program prepares bartenders, servers, hosts, bussers, valets, bouncers and all front-of-house staff to effectively and safely handle difficult situations in your operation.

Alcohol service involves many risks. Failure to act responsibly could result in fines, imprisonment, losing your liquor license, increased insurance costs, or losing your business. Prepare yourself to handle these risks with responsible alcohol training from a trusted and experienced source, the National Restaurant Association.

Students choose from two exams when registering for a course. The ServSafe Alcohol Primary Exam tests basic understanding. The ServSafe Alcohol Advanced Proctored Exam tests proficiency in key concepts.

Training and exams formats: online and classroom

Classroom training and exam: English and Spanish

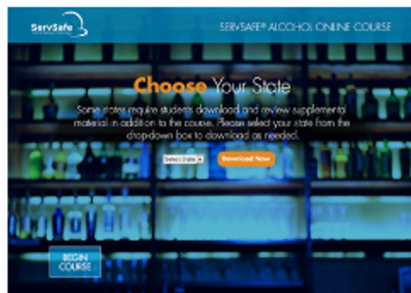
Online training and exam: English

What You'll Learn

The ServSafe Alcohol® training and certification program will teach you to effectively do the following:

- Understand alcohol laws and responsibilities
- Evaluate intoxication levels
- Check identification
- Deal with difficult situations

Students can take the ServSafe Alcohol Primary Exam or the ServSafe Alcohol Advanced Proctored Exam after completing training to earn alcohol serving certification.



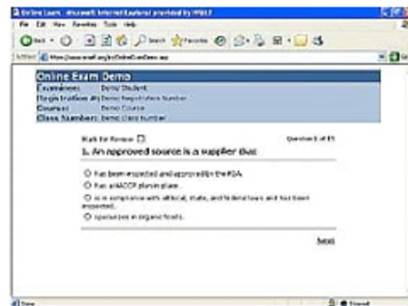
[ServSafe Alcohol Online Course and Primary Exam-3rd Edition](#)

NOW IN ENGLISH AND SPANISH! -

SSAOLP3

\$30.00

[ADD TO CART](#)



[SSA Primary RETEST Exam](#)

English/Spanish online exam access

code- **SSAPOE**

\$18.00

[ADD TO CART](#)



[ServSafe Alcohol Guide with Exam Answer Sheet 3rd Edition](#)

ServSafe Alcohol 3 Ed. Guide with Exam

Answer sheet - SSAG3

\$22.00

[ADD TO CART](#)

What is TIPS Certification?

TIPS (**Training for Intervention Procedures**) is a skills-based training program designed to prevent intoxication, underage drinking, and drunk driving.



On-Premise



Industries most suited for this course

Bars, Restaurants, Taverns, Pubs, Golf Courses, or other places where alcohol is consumed by-the-glass in open containers on the premises.

Who should take this course?

Restaurant, bar, hotel, in-store tasting, nightclub, or movie theater staff, valets, security, housekeeping, front desk, hostess.

Also recommended for any individuals hosting or volunteering at events where alcohol by the glass is consumed.

The TIPS On-Premise course is designed for individuals serving alcohol by-the-drink, in open containers, for immediate consumption, on the premises. The course is specifically tailored for anyone working at restaurants, bars, and catering events, or any other venue where alcohol is consumed or served in the away-from-home market. If you are a bartender, waiter, server, busser, valet, host, or any front-of-the-house employee you should be On-Premise certified to prevent the misuse of alcohol and limit exposure to alcohol-related liabilities.



Are ServSafe and TIPS Certifications the Same?

Yes and no. The devil's in the details.

Both ServSafe and TIPS provide on-premise responsible alcohol handler training for all 50 states and the District of Columbia. Both have classroom and online training options. On-premise ServSafe and TIPS courses are different, but they cover similar subject matter and have similar learning objectives.

That said, if you're trying to comply with the requirements of a local jurisdiction, insurance company, or employer, you should check which providers and formats are officially approved. We make it easy to [look up where TIPS is approved](#) to meet state and local regulatory training requirements.

Which Costs Less, ServSafe or TIPS?

Pricing for equivalent ServSafe and TIPS courses will depend on jurisdiction, course format, bundle type, bulk rates, and more.

But at the end of the day, their pricing is similar.

Sometimes ServSafe is cheaper, and sometimes TIPS will be.

Do ServSafe and TIPS Offer Other Courses?

As we said, both programs offer alcohol server training for restaurants and bars across the US. After that, their catalogs start to differ.

ServSafe is run by the National Restaurant Association, so their alcohol training focuses on on-premise settings in the US only. In addition, they offer food safety and HR compliance courses tailored to the restaurant industry.

TIPS, on the other hand, focuses on global responsible alcohol training for a variety of businesses. In addition to restaurants and bars, they offer seller/server training for liquor stores, grocery stores, casinos, concession stands, college campuses, and alcohol delivery.

Some examples of what you can expect to cover

How do I cut someone off?

1. Avoid confrontation. ...
2. Treat the guest with respect. ...
3. Do not argue, but don't back down either. ...
4. Calmly state the reason why you can no longer serve them alcoholic drinks. ...
5. Do not be rude or act superior. ...
6. Listen and acknowledge the guest's frustration. ...
7. Monitor the guest who has been refused service

Do's of service refusal

- Do be polite and avoid value judgements. Use tact – politely inform the patron you will not serve them any more alcohol.
- Do point to posters/signs behind the liquor service point to reinforce your decision.
- Do explain the reason for refusal of service (e.g. showing signs of being unduly intoxicated).
- Do offer (if appropriate) non-alcoholic beverages instead, or to phone a taxi or a friend to drive them home. It is harder to get angry with someone offering to do something for you.
- Do make sure that they leave the premises safely and that they do not hang around outside.
- Do enter incidents relating to refusal of service in a log book, especially those involving threats or aggression.
- Do advise management and other bar staff that the person has been refused service to ensure they are not served liquor by someone else.

Don'ts of service refusal

- Don't call your patron a 'drunk' – warn them politely that their behaviour is unacceptable.
- Don't be persuaded to give them 'one last drink' after you have stated that they have had enough.
- Don't agree to let the person finish their drinks (it is an offence under the Liquor Act to allow a minor or unduly intoxicated or disorderly person to consume liquor on licensed premises).
- Don't raise your voice. If they raise theirs, lower yours.
- Don't put off refusal hoping that the patron will leave after the next drink - act while the patron can still be reasoned with.
- Don't judge other people.
- Don't think the matter is over because you have verbally addressed it.

Managing unduly intoxicated patrons on premises

Managers should always support the decision of their staff in refusing service to a patron they believe is unduly intoxicated. Overruling a staff member's decision in one situation increases chances of an unduly intoxicated person being served or drinking alcohol in the future. This can increase the risk of significant [penalties](#) for the staff and licensee, permit holder or approved manager.

Managing unduly intoxicated patrons must be done assertively and respectfully. If you identify an unduly intoxicated patron is with a friend, consider engaging with that friend to:

- advise that their friend is not going to be served any more alcoholic drinks
- explain why
- seek their assistance in getting the unduly intoxicated patron home safely.

Licensees are afforded some discretion when dealing with intoxicated patrons. For example, you may be concerned that by evicting an intoxicated patron they may not be capable of getting themselves home safely. In situations like this you may choose to:

- allow the patron to wait for friends to finish their drinks before taking them home
- allow the patron to wait for a spouse or friend to collect them, or for a staff member to finish duty before taking the patron home
- provide them with water, coffee, food and time to sober up before tackling public transport.
- Caring for a patron after service is refused does not 'balance out' the harm in serving a person to a state of undue intoxication.

Removing unduly intoxicated patrons from the venue

- A licensee or permit holders and/or their staff or agent can refuse entry or ask a person to leave if they are unduly intoxicated. If you ask a patron to leave the licensed premises, because they are unduly intoxicated, they must do so immediately. It is an offence for a drunk person to be on a licensed premises.
- It is an offence for a patron to fail to leave the premises after being asked to leave, or to enter the premises after being refused entry. In this case, the licensee or permit holders and/or their staff or agent may use necessary and reasonable force to remove the patron.




<https://www.servsafe.com/ServSafe-Alcohol>




<https://www.gettips.com>

Winemaker Spec Sheets



CHILDRESS
Vineyards

· RESERVE ·
CHARDONNAY



WINEMAKER'S TASTING NOTES

Reserve Chardonnay has hints of toasted, buttered pear with a round mouthfeel and lingering finish.

FOOD PAIRINGS

Grilled salmon, grilled mahi mahi tacos, fried oysters, spring rolls.

CELLAR PRACTICES

Varietal	Chardonnay
Barrel Aging	12 months
Type of Wood	Allier Forest Medium Toast
Alcohol	13.3%
Residual Sugar	0%
Sug Retail	\$27.99
UPC	182681000071

ACCOLADES

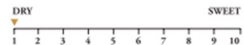
SILVER

Mid-Atlantic Southeastern Wine Competition 2021
North Carolina State Fair Wine Competition 2022


BRONZE

Mid-Atlantic Southeastern Wine Competition 2022

DRY OR SWEET?



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CHILDRESS
Vineyards

· CELLAR SELECT ·
RIESLING



WINEMAKER'S TASTING NOTES

The fresh, fruity, and vivid personality of this off-dry white wine bursts with peach and floral aromas. The production of our Riesling involves a long, cool fermentation in stainless steel tanks. Low residual sugar provides for the achieved balanced, yet sweeter characteristics desired by Winemaker Mark Piszolowski.

FOOD PAIRINGS

Pork dishes, spicy Asian or Thai cuisine.

CELLAR PRACTICES

Varietal	Riesling* Orange Muscat
Alcohol	12.3%
Residual Sugar	4%
Sug Retail	\$14.99
UPC	182681000460

ACCOLADES

GOLD

North Carolina State Fair Wine Competition 2022

SILVER

Mid-Atlantic Southeastern Wine Competition 2021 & 2022


DRY OR SWEET?



*In order for a wine to be labeled as a specific varietal, the blend must contain 75% of that varietal. While some of our wines are 100% of a specific varietal, some of our wines contain small percentages of other varietals to balance the structure of the wine.

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CHILDRESS
Vineyards

· BARREL SELECT ·
PINNACLE



WINEMAKER'S TASTING NOTES

Pinnacle is an official Meritage blend, comprised of five of the noble Bordeaux grapes: Cabernet Franc, Cabernet Sauvignon, Merlot, Petit Verdot and Malbec. Versatile and medium-bodied, Pinnacle hosts bright cherry flavors and notes of cedar and spice, with a full and balanced finish.

FOOD PAIRINGS

Pizza, filet mignon or hamburgers.

CELLAR PRACTICES

Varietal	Merlot Malbec Petit Verdot Cabernet Sauvignon Cabernet Franc
Barrel Aging	10 months
Type of Wood	French Oak Allier Forest Medium Toast
Alcohol	13%
Residual Sugar	0%
Sug Retail	\$21.99
UPC	182681000217

ACCOLADES

GOLD

North Carolina State Fair Wine Competition 2022


SILVER

Mid-Atlantic Southeastern Wine Competition 2021 & 2022

DRY OR SWEET?



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Winemaker Spec Sheets

Spec Sheets Breakdown



RESERVE CHARDONNAY



WINEMAKER'S TASTING NOTES
Reserve Chardonnay has hints of toasted, buttered pear with a round mouthfeel and lingering finish.

FOOD PAIRINGS
Grilled salmon, grilled mahi mahi tacos, fried oysters, spring rolls.

CELLAR PRACTICES

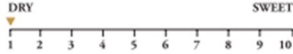
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ACCOLADES

SILVER
Mid-Atlantic Southeastern Wine Competition 2021
North Carolina State Fair Wine Competition 2022

BRONZE
Mid-Atlantic Southeastern Wine Competition 2022

DRY OR SWEET?



- Winemaker's tasting notes
- Food Pairings
- Cellar Practices
 - Varietal
 - Alcohol
 - Residual Sugar
 - Retail Price
 - UPC
- Accolades
- Dry or Sweet Scale



· CELLAR SELECT · THREE ROSÉ



WINEMAKER'S TASTING NOTES

Fresh and fruity, with aromas of rose petals and ripe strawberries, Three Rosé has a smooth, pleasing finish. Serve chilled.

FOOD PAIRINGS

Crab, shrimp, lobster, melon and prosciutto, goat cheese, or salads with strawberry vinaigrette.

CELLAR PRACTICES

Varietal	Sangiovese Cabernet Franc Sauvignon Blanc
Alcohol	12.5%
Residual Sugar	1.5%
Sug Retail	\$14.99
UPC	182681000842

ACCOLADES

DOUBLE GOLD

North Carolina State Fair Wine Competition 2019

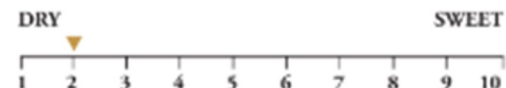
GOLD

North Carolina State Fair Wine Competition 2022

SILVER

Mid-Atlantic Southeastern Wine Competition 2021 & 2022

DRY
OR SWEET?





· BARREL SELECT · PINNACLE



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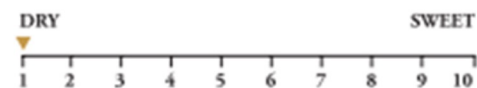
GOLD

North Carolina State Fair Wine Competition 2022

SILVER

Mid-Atlantic Southeastern Wine Competition 2021 & 2022

DRY OR SWEET?





· CELLAR SELECT · RIESLING



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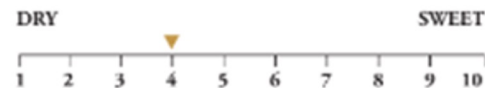
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North Carolina State Fair Wine Competition 2022

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Mid-Atlantic Southeastern Wine Competition 2021 & 2022

DRY OR SWEET?



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· RESERVE · CHARDONNAY



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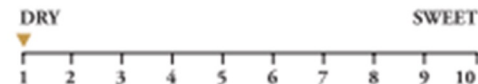
SILVER

Mid-Atlantic Southeastern Wine Competition 2021
North Carolina State Fair Wine Competition 2022

BRONZE

Mid-Atlantic Southeastern Wine Competition 2022

DRY OR SWEET?





Any Questions?

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