



1

The Art and Science of a 3-Tiered Wine List: Maximizing Wine Trends and Strategic Pricing

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The slide features a blue and white background with a diagonal split. The text is centered and presented in a clean, professional font. The word "THRIVE" is in a bold, dark blue font, matching the conference branding.

2

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Agenda

In today's session, we will discuss:

- Wine Trends
- Sustainability Standards
- Sales Strategies
- Flavor Profiles

3

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Learning Objectives

During this session, attendees will learn to:

1. Identify the Top Selling Wine Varietals and Hot Trends
2. Examine the Formula for a Successful 3-Tiered Wine List
3. Establish Working Vocabulary for 4 Top Trending Wines

4



Let's Say Hello
&
Set Some Expectations



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Why Wine Matters?

- Increased Revenue
- Increased Satisfaction

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Define Successful Selling

1. The Ability to Connect
2. Credibility



7

What is Selling

% of Ttl Wine Sales; 52Wk


Wine Type	% of Ttl Wine Sales
CAB SAUVIGNON	18.4%
CHARDONNAY	17.8%
RED BLEND	13.9%
PINOT NOIR	8.9%
PINOT GRIGIO/GRIS	8.0%
SAUVIGNON BLANC	6.4%
MERLOT	5.2%
ROSE TABLE	3.1%
MALBEC	1.7%
ZINFANDEL	1.6%
SHIRAZ	
TEMPRANILLO	

Top 3 Red

- Cabernet Sauvignon
- Red Blends
- Pinot Noir

Top 3 White

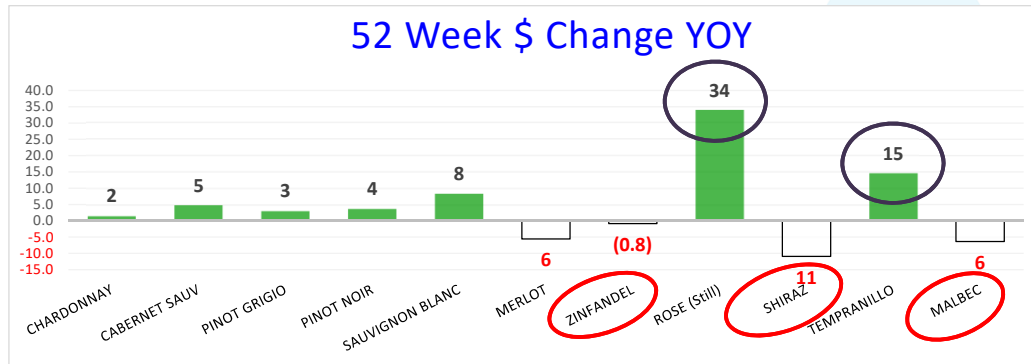
- Chardonnay
- Pinot Grigio
- Sauvignon Blanc



TOTAL US - XAOC ; 52wk 5.18.19

8

What is Hot



Growing Excitement: Rose & Tempranillo



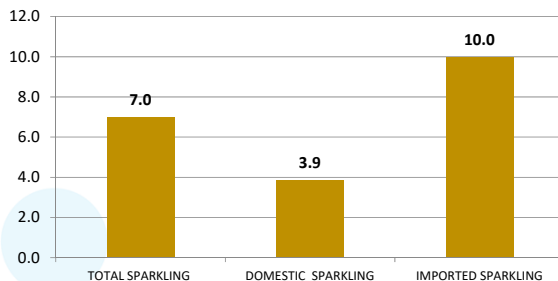
TOTAL US - XAOC ; 52wk 5.18.19

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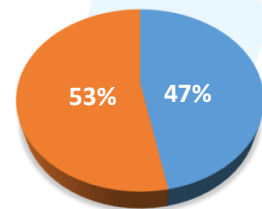
Sparkling Wines

- ✓ Sparkling Wines continuing to show excitement; Growing 2.3X Total Market
- ✓ Imports growing faster than Domestic

Sparkling \$ % Change YOY; 52 Week



Domestic vs. Imports
\$ Spent; 52 Weeks



■ DOMESTIC SPARKLING ■ IMPORT SPARKLING

- ✓ Volume Split
 - 57% Domestic
 - 43% Imports



TOTAL US - XAOC ; 52wk 5.18.19

10

Sustainability

- Good for the Environment
- Good for the Community
- Good for the Grapes & Wine



11

UPSELLING



12

3-Tiered Wine List

- 3 Tiers
- Provide Interesting and Varied Options
- Increase Profitability* at Every Level

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The Basics

- Start with your varietals
- Think about interesting areas
- Establish your 1st Tier Cost & Pricing
- 2nd Tier:
 - Should cost \$1-\$3 more than Tier 1
 - Priced to Sell +\$5 more than Tier 1
- 3rd Tier
 - Should cost \$1-\$3 more than Tier 2
 - Priced to Sell +\$5 more than Tier 2

Objections/Cons

Hotel Example
Front of the House Wine List
Cost Analysis

		75 % of business		Blended Four Cost		12.8%	
		Cost	Sell Price	Four Cost	Profit	\$	
Good							
Chardonnay	Australia	\$6.50	\$38.00	17%	\$31.50		
Cabernet Sauvignon	California	\$6.50	\$38.00	17%	\$31.50		
Merlot	California	\$6.50	\$38.00	17%	\$31.50		
Pinot Grigio	California	\$6.50	\$38.00	17%	\$31.50		
Mabec	California	\$6.50	\$38.00	17%	\$31.50		
	Average			17%	\$31.50		
Better							
Chardonnay	Central Coast	\$7.00	\$42.00	17%	\$35.00		
Cabernet Sauvignon	Spain	\$7.00	\$42.00	19%	\$34.00		
Tempranillo		\$7.50	\$42.00	15%	\$35.50		
Albarino		\$9.00	\$42.00	21%	\$33.00		
Pinot Noir		\$8.00	\$42.00	19%	\$34.00		
	Average			19%	\$34.00		
Best							
Chardonnay	Sonoma	\$8.00	\$47.00	17%	\$39.00		
Sauvignon Blanc	New Zealand	\$8.00	\$47.00	17%	\$39.00		
Pinot Grigio	Italy	\$10.50	\$47.00	22%	\$36.50		
Cabernet Sauvignon	Napa	\$14.00	\$47.00	30%	\$33.00		
Merlot	Dry Creek	\$11.00	\$47.00	23%	\$36.00		
	Russian River	\$11.75	\$47.00	25%	\$35.25		
	Average			22%	\$36.46		

14

How to Use Your 3-Tiers

- Present in a “Private Dining” Format
- Speak “Per Person”
- Include in your Proposals
- Elevate Wine Options to Meet the Event

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TIME TO TASTE

- ✓ See
- ✓ Swirl
- ✓ Smell
- ✓ Sip
- ✓ Savor



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WHERE DO THESE AROMAS/FLAVORS COME FROM?

❖ Gifts of the Grape

- Sweetness
- Acidity
- Aroma



❖ Winemaker Influence

- Malolactic Fermentation
 - Butter
- Oak Barrels
 - Smokiness
 - Vanilla
 - Spice
 - Intensity



❖ Age

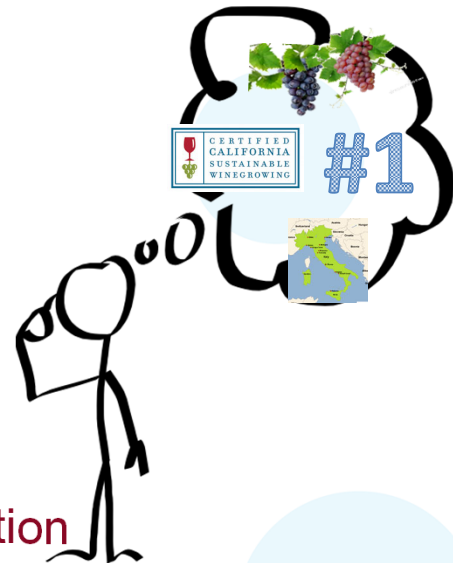


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Think in 3s

- Varietal Information
 - Trends
 - Flavors
- Winery Information
 - History
 - Winemaker
 - Sustainability Factor
- Region/Appellation Information
 - Location reference; River or Mountain



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Sparkling & White Wines

Campo Viejo Brut Rose, **Cava**

- Methode Traditionale
- Rich Round Flavors with Hints of Red Berries
- All Female Winemaking Team

Brancott **Sauvignon Blanc**,
Marlborough

- Top Selling White Varietal
- Bright Crisp Flavors/Food Friendly
- Founding Member of the Marlborough Winegrowers initiative

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Red Wines

Campo Viejo **Tempranillo**,
Riojo

- Hot Trending Varietal
- Ripe Red Fruit and Soft Tannins
- Sustainably Grown (ISO-14064)

Six Ridges **Cabernet Sauvignon**,
Alexander Valley

- #1 Selling Red Varietal
- Winery Dates back to 1970
- Sustainably Grown & Hand Harvested

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20

BACK TO THE BEGINNING

1. Identify the Top Selling Wine Varietals and Hot Trends
2. Examine the Formula for a Successful 3-Tiered Wine List
3. Establish Working Vocabulary for 4 Top Trending Wines

Did We Accomplish Our Goals?

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Q&A

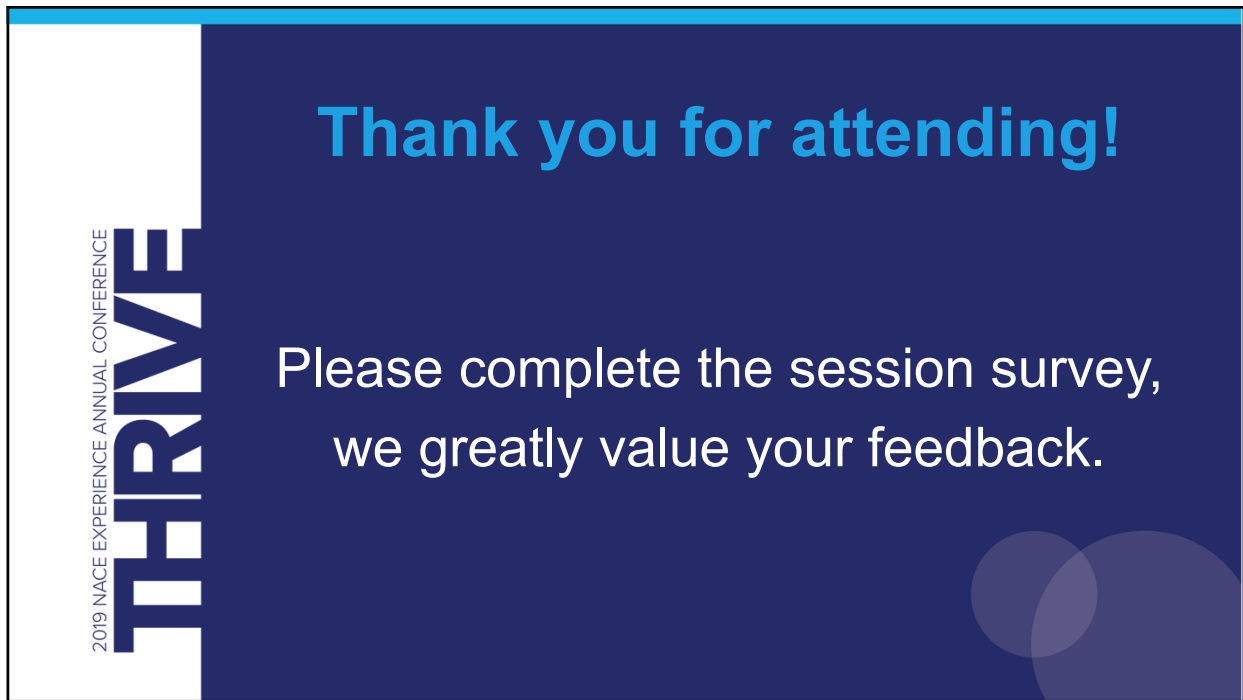
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23