

Contribute to the development of a wine list

Overview

This standard is about helping to develop new wine lists. This standard is for hospitality team leaders, first line managers, supervisors or head waiters.

Wine is a fundamental part of many dining experiences, and a valuable source of profit for the business. Many organisations find it both beneficial and lucrative to offer their own wine list, both to generate profit and to distinguish themselves from competitors.

An important part of building a wine list is research into current trends as well as gathering views from both staff and customers on the introduction of new wines. This information can then be fed back to relevant decision makers in your organisation.

This standard covers the key areas of developing a wine list including the research, analysis and introduction of wines.

When you have completed this standard you will be able to demonstrate your understanding of and your ability to:

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Performance criteria

You must be able to:

1. Gather and evaluate information that will help to develop the wine list
2. Support your suggestions for the wine list with all the information and feedback you have gathered and evaluated
3. Assist decision makers to agree the final wine list
4. Record the decisions taken according to your organisation's procedures
5. Collect the information needed to introduce the new wines
6. Ensure staff have the information, skills and resources required to support the introduction of the new wines, according to the individual jobs that they do
7. Collect and take account of feedback from staff and customers on the introduction of the new wines
8. Analyse feedback and report it to the relevant people according to your organisational requirements.

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Knowledge and understanding

You need to know and understand:

1. The legal requirements for weights and measures, trades descriptions and licensing legislation
2. How to implement these legal requirements
3. The different roles and responsibilities of people within your organisation in relation to developing a wine list
4. Which organisational procedures apply to the development of a wine list
5. What the current and future trends in wine style and wine consumption are and how the wine list can be adjusted according to findings
6. What your direct competitors are offering and how this information can inform the wine list development
7. What types of existing or new customers the wine list is aimed at
8. What budget is available
9. What the characteristics of wines from different regions are
10. How compatible different wines are with your organisation's menu
11. What the alcohol content is of wines listed
12. What wines are available from your suppliers
13. What alternative suppliers you could approach
14. How to present information to management in a format that will aid decision-making
15. How to price wine in order to achieve the appropriate profit margin
16. How to gather and evaluate information that will help to plan and update the wine list
17. How to promote customer awareness of new wines and wine lists
18. How to communicate with your team members
19. The types of people that should be consulted with in terms of getting feedback
20. How to collect feedback which can be used to evaluate the impact of new wines and how to present results to management
21. What methods of communication are appropriate for team members, customers, management and suppliers.

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Behaviours

The following behaviours are provided as guidance to underpin effective performance of a hospitality supervisor

1. You anticipate likely future scenarios based on a realistic analysis of trends and developments
2. You use cost-effective, time-effective and ethical means to gather, store and retrieve information
3. You identify people's information needs
4. You identify people's preferred communication media and styles and adopt media and styles appropriate to different people and situations
5. You present ideas and arguments convincingly and in ways that strike a chord with people
6. You encourage and welcome feedback from others and use this feedback constructively
7. You comply with, and ensure others comply with, legal requirements, industry regulations, organisational policies and professional codes

Links to other NOS

This standard is a sector specific standard and has particular links with the following units in the Hospitality Supervision & Leadership suite of standards:

- HSL1-6
- HSL19
- HSL23
- HSL24

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