

Training Draft



Learning Objectives



01.

General Selling & Greeting
Customers



02.

Wine Sampling Procedures



03.

Info on Our Wines and
Wines in General



General Selling and Greeting Customers

Why This Matters

The first 60–90 seconds with a guest decides whether they relax, open their wallet, and come back. A great greeting + one smart recommendation routinely adds \$10–\$25 to the average check.

Every guest is a potential lifelong customer and brand ambassador.

You're the host, this is your home, they're your guests

* Greeting

Make sure guests feel welcomed **the moment** they walk in. A customer shouldn't go more than 10 seconds without being greeted. People may be unsure or intimidated when they walk in, make them feel welcomed. Greet them before they reach the bar!

Use open ended questions – ask if this is their first visit, if they've tried our wines before.

* Quick Read & Qualify

Ask one or two quick questions while you're handing them a tasting menu. Determine budget, taste, and intent. Find out who they are and what kinds of wine they are looking for.

"Have you visited us before?"

"Do you prefer something sweeter or drier? Red or white?"

"Have you had our wines before? Any favorite wines of ours?"

* Personal Recommendation

Try to avoid asking "What would you like to try?" (You can if you need to though)

Try to lead them based on info from questions above, for example:

- "Perfect — let me start you with our Riesling that everyone's talking about this summer."
- "Since you love reds, you'll like our Cabernet."

* Pairing and Upsell

Usually, if they find something they like there is a complimentary or similar wine to try.

For example, if they like Pomegranate, they might like another sweet red like Concord (which actually uses the same juice).

If they like Hoe, maybe try Tramp as well. Start thinking about the next recommendation and suggest another they may like.

* Ask for the Sale

You don't have to be pushy, but at the end of the tasting ask something like "Is there anything I can get for you to take home today?" Or mention sales, "You can actually get 10% if you purchase any 6 bottles today."

Wine Sampling Procedures

1. Present the bottle (label toward guest)
2. "Starting you with our Vidal — super crisp and light, just bottled in March."
3. Pour
4. One-sentence tasting note (keep it simple) "Look for grapefruit, lime zest, and a little fresh-cut grass on the finish."
5. Engage (ask, don't lecture) "What do you think about that one?"

Legal & Safety Must-Dos

- Card EVERYONE who looks under 30. No ID = no pour (even if they're with parents).
- Maximum ? oz total per guest (state law).
- We pour ~2–2.5 oz per taste, max 3 tastes if busy.
- If someone appears intoxicated → politely stop pouring, offer water or food, call a manager.

Standard Pour Size & Style

- 2–2.5 oz. Use the line on the logo glasses or count "one-Mississippi, two-Mississippi" while pouring.
- Hold bottle label-out, wipe neck after every pour.

Tasting Order That Works Every Time

- Dry whites → lighter, sweeter whites
- Light reds → bigger reds
- Sparkling (if we have it open)
- Fruit wines, sweeter, unique (Red Hot Diamond)

Our Wines and Wines in General

Wine Basics in Plain English (60-second crash course)

- White wines are fermented without skins, which means lighter color, crisper.
- Red wines are fermented with skins, which gives color + tannin (that dry, grippy feeling).
- Rosé = red grapes, but skins removed early → pink, usually dry.
- We use stainless steel tanks. Keeps fruit bright and fresh, no oak flavor.
- If we want oak, we add oak wood chips. Adds vanilla, “woody” taste, softer mouthfeel.
- Alcohol %: We shoot for 12.5% alcohol by volume on our wines. Each batch varies, but we try to stay close to that number.
- We keep sulfites (preservatives) low. We don’t add any on our end, just what our grower in Erie adds to keep the wine stable.

Where Do We Get Our Wines

- Most of our juice comes from Mobilia Fruit Farms in Northeast PA (Erie).
- Some wines come from California (Cabernet Reserved).
- We do use concentrate for our fruit wines.
- The wines are not organic.
- The Skinny Hoe n' the Garden uses artificial sweetener instead of sugar.
- A certain percentage of our wines **MUST** come from juice grown in PA. We also cannot sell alcohol (beer or spirits) that was made outside of PA.

Top 10 Guest Questions

1. "What's the driest white?" → Chardonnay and Pino Grigio
2. "What's the sweetest?" → Diamond (Light) or Niagara and Concord (Full grape flavor). Fruit wines.
3. "Which wines are oaked?" → Chardonnay, Cabernet and Merlot Reserved. Greenhouse Red is also made of up several reds, some oaked.
4. "What's a good red that's not too heavy?" Chambourcin (Native PA grape). Or Dan Good Wine if they are okay with sweetness (right in the middle between sweet and dry).
5. "Which one sells the most?" → Hoe n' the Garden is by far our best-seller. Dan Good, April Showers, Tramp n' the Weeds are close behind.
6. "What's food-friendly?" → Riesling or Vidal pair well with chicken, fish, (lighter courses). Cabernet, Merlot, Greenhouse Red, and Chambourcin are good with red meat.
7. "Do you have sparkling wine?" → Niagara Celebration
8. "What fruit wines do you have?" → Year round we have Pomegranate. We have seasonal ones such as Cranberry, Cherry, Blueberry, Blackberry, Elderberry, Peach, Strawberry.
9. "What's the most unique wine?" → Has to be the Red Hot Diamond. Super sweet light white wine with a Cayenne pepper in each bottle for the heat.
10. "What are native PA grapes?" → Niagara, Fredonia, Chambourcin.

Dry Reds

Wine	Dry or Sweet	Body	2-3 Word Flavor	One Cool Story / Fun Fact
Merlot Reserved	Dry	Heavy	Oak, Raisin, Leathery	
Cabernet Reserved	Dry	Heavy	Oak, Raisin, Leathery	
Greenhouse Red	Dry	Medium	Strawberry, watermelon	Blend of several of our dry reds.
Zinfandel	Dry	Medium - Light	Cherry, rose petal, mushroom	
Chambourcin	Semi-Dry	Light	No oak, fruit flavor. Lighter than Merlot and Cab	
I Want to be Rich	Semi-Dry	Light	Lighter fruit, but a bit of a medium heavy red to finish	Blend of a white and red
Dan Good Wine	Semi-Dry	Light	Fruit, black currant, slight oak	Right in the middle of sweet and dry. Works for either preference

Dry Whites

Wine	Dry or Sweet	Body	2-3 Word Flavor	One Cool Story / Fun Fact
Merlot Reserved	Dry	Heavy	Oak, Raisin, Leathery	
Cabernet Reserved	Dry	Heavy	Oak, Raisin, Leathery	
Greenhouse Red	Dry	Medium	Strawberry, watermelon	Blend of several of our dry reds.
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Dan Good Wine	Semi-Dry	Light	Fruit, black currant, slight oak	Right in the middle of sweet and dry. Works for either preference

Sweet Reds

Wine	Dry or Sweet	Body	2-3 Word Flavor	One Cool Story / Fun Fact
Merlot Reserved	Dry	Heavy	Oak, Raisin, Leathery	
Cabernet Reserved	Dry	Heavy	Oak, Raisin, Leathery	
Greenhouse Red	Dry	Medium	Strawberry, watermelon	Blend of several of our dry reds.
Zinfandel	Dry	Medium - Light	Cherry, rose petal, mushroom	
Chambourcin	Semi-Dry	Light	No oak, fruit flavor. Lighter than Merlot and Cab	
I Want to be Rich	Semi-Dry	Light	Lighter fruit, but a bit of a medium heavy red to finish	Blend of a white and red
Dan Good Wine	Semi-Dry	Light	Fruit, black currant, slight oak	Right in the middle of sweet and dry. Works for either preference

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Cabernet Reserved	Dry	Heavy	Oak, Raisin, Leathery	
Greenhouse Red	Dry	Medium	Strawberry, watermelon	Blend of several of our dry reds.
Zinfandel	Dry	Medium - Light	Cherry, rose petal, mushroom	
Chambourcin	Semi-Dry	Light	No oak, fruit flavor. Lighter than Merlot and Cab	
I Want to be Rich	Semi-Dry	Light	Lighter fruit, but a bit of a medium heavy red to finish	Blend of a white and red
Dan Good Wine	Semi-Dry	Light	Fruit, black currant, slight oak	Right in the middle of sweet and dry. Works for either preference

Seasonal and Specialty

Wine	Dry or Sweet	Body	2-3 Word Flavor	One Cool Story / Fun Fact
Merlot Reserved	Dry	Heavy	Oak, Raisin, Leathery	
Cabernet Reserved	Dry	Heavy	Oak, Raisin, Leathery	
Greenhouse Red	Dry	Medium	Strawberry, watermelon	Blend of several of our dry reds.
Zinfandel	Dry	Medium - Light	Cherry, rose petal, mushroom	
Chambourcin	Semi-Dry	Light	No oak, fruit flavor. Lighter than Merlot and Cab	
I Want to be Rich	Semi-Dry	Light	Lighter fruit, but a bit of a medium heavy red to finish	Blend of a white and red
Dan Good Wine	Semi-Dry	Light	Fruit, black currant, slight oak	Right in the middle of sweet and dry. Works for either preference