

HOW TO MAKE YOUR WINE LIST SALES FLY

10 tips from Industry Gurus



Cornell University
School of Hotel Administration



WINEMETRICS

By following these empirically tested principles, you will be well on your way to a successful wine list:

1 Match your food concept and expected clientele.

2 Satisfy the three main wine buyers: Brand Seeker (60%), Wine Adventurer (20%), Connoisseur (20%).

3 Make it simple, clear and organized. Organize by varietal, color, new world/old world. Lists by weight (light bodied) are correlated with lower sales. (Cornell recommends a maximum of 150 selections.)

4 Always list prices without a dollar sign (\$).

5 Include the wine list on/into the food menu instead of having it separate.

	GLASS	BOTTLE
WHITES		
Decoy by Duckhorn Sonoma County Sauvignon Blanc	12	42
Duckhorn Vineyards Napa Valley Sauvignon Blanc	14	45
Decoy by Duckhorn Sonoma County Chardonnay	12	42
Migration Russian River Valley Chardonnay		60
REDS		
Decoy by Duckhorn Sonoma County Pinot Noir	14	48
Migration Russian River Valley Pinot Noir		70
Goldeneye Anderson Valley Pinot Noir		99
Decoy by Duckhorn Sonoma County Merlot	16	55
Duckhorn Vineyards Napa Valley Merlot		95
Decoy by Duckhorn Sonoma County Cabernet Sauvignon	16	55
Duckhorn Vineyards Napa Valley Cabernet Sauvignon		105
Decoy by Duckhorn Napa County Red Wine	16	55
Decoy by Duckhorn Sonoma County Zinfandel	14	48
Paraduxx Z Blend Napa Valley Red Wine		85
Paraduxx C Blend Napa Valley Red Wine		90
RESERVE WINES		
Goldeneye Anderson Valley Pinot Noir <i>Gowan Creek Vineyard</i>		130
Goldeneye Ten Degrees Estate Grown Anderson Valley Pinot Noir		160
Duckhorn Vineyards Napa Valley Merlot <i>Three Palms Vineyard</i>		140
Duckhorn Vineyards Howell Mountain Napa Valley Cabernet Sauvignon		125
Duckhorn Vineyards Napa Valley Cabernet Sauvignon <i>Monitor Ledge Vineyard</i>		155
Duckhorn Vineyards The Discussion Estate Grown Napa Valley Red Wine		180

6 Include a Reserve wine section.

7 Employ a range of prices and sizes to encourage trade up and experimentation (1/2 bottles, Magnums, tasting pours, etc.).

8 Mark-up acquisition cost by 2.5x and make each wine pay its "rent" by hitting velocity and gross profit goals (Consider a lower mark-up on Reserve wines.).

9 Train, educate and sell servers on the list.

10 Refresh list twice a year and post the current list on your website.

For an example of a wine list that perfectly demonstrates the points above, look at the Rutherford Grill menu/wine list on Hillstone.com

For more information, visit the Cornell University School of Hotel Administration website to read their groundbreaking study "[Wine List Characteristics Associated with Greater Wine Sales.](#)"

Sources: Cornell University School of Hotel Administration, 2009 and Wine Metrics, 2011.



DUCKHORN VINEYARDS

PARADUXX

Goldeneye

MIGRATION

DECOY