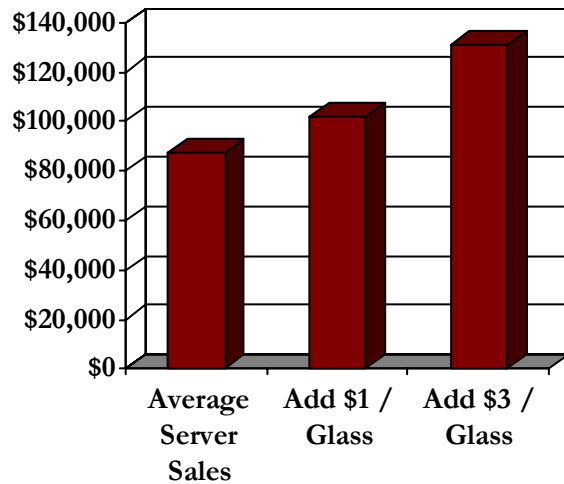


Why Train?

Training promotes profit.

The following graph illustrates the effects that a marginal increase in one server's wine sales will have on the business' year-end profits:

The Effects of Training on Annual Sales



- One section of an average restaurant sells \$87K of wine per year
- Increasing that value by **\$3 per glass** increases annual revenue per section to \$131K
- That's a **net profit of \$22K per section** per year!

Empower your staff.

the wine umbrella

Phone: 604-915-9554
E-mail: info@thewineumbrella.com
www.thewineumbrella.com



the wine
umbrella

- Staff Training
- Wine Writing
- Wine Program Development
- Promotional Consultation
- Project Coordination

For all your wine solutions...

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Knowledge is power...



The Wine Umbrella's
founder, Mireille Sauv ,
uniquely interprets wine

"If there is one thing that this country needs it's better wine knowledge!"

This belief, passionately stated by *The Wine Umbrella's* founder and president, is shared throughout the company by every member of its team.

We approach wine education with no pretence in full belief that every person in the world

should be allowed to enjoy the marvels of the grape without fear of intimidation.

Our mission is to help companies who work with wine in Western Canada to increase their profits. By working with our clients, focusing on training, education and efficiency, we have seen business transform from mere contenders in their industry to leaders and trend-setters. Our clients' prosperity is our every goal.

What we do

We offer several services to our clients, all under the 'umbrella' of wine. Such services include:

- ◆ Staff Training
- ◆ Wine Writing
- ◆ Wine Program Development
- ◆ Promotional Consultation
- ◆ Project Coordination

What Our Clients Say

In 1999, after her first successful year as Sommelier at Whistler's Bearfoot Bistro, Mireille Sauv  created a series of wine training seminars. These seminars, now guided by experienced professionals through *The Wine Umbrella*, have been employed by some of the industry's top restaurants, hotels and wine stores as effective methods to increase sales and improve customer loyalty. Custom-designed for the specific needs of each client, these seminars primarily focus on empowering staff with the skills and the motivation to sell wines more effectively.

Here are some comments on the seminars from just a sampling of our happy customers...

" Exactly what we needed!"

C. Marples, General Manager, Vintropolis, BC

"...an essential component to any server's training."

S. McCotter, Proprietor, Westover Inn, ON

"Made such a difference to our wine sales!"

C. Donovan, Manager, Northlands Restaurant, BC

"Worth **way** more than what we paid..."

M. Schoemaker, Manager, Church Restaurant, ON

"That was fun!"

T. Threlfall, Head Waiter, L'Arena Ristorante, BC



The Wine Umbrella leads a seminar for the staff at Vancouver's Vintropolis Wine Bar & VQA Store.

Staff Wine Sales Seminars

The Wine Umbrella's staff training seminars are developed to tailor specifically to each client's individual business' wine development needs. This individualized attention to detail results in greater wine sales by value and volume, and ultimately assists in nurturing better client relations on the part of front-line staff.

Here are a few examples of seminars that have been designed for our clients in the past:

- ◆ Advanced Selling Techniques
- ◆ Around the World with Sparkling wines
- ◆ Cheap and Wonderful
- ◆ Dessert and Fortified Wines
- ◆ Food and Wine Pairing 201
- ◆ Introduction to the World of Wine
- ◆ New World Wines
- ◆ Old World Wines
- ◆ Ros s Around the World
- ◆ Vive la France
- ◆ Wine and Cheese
- ◆ Winemaking 101

We'd be happy to develop a proposal to show how *The Wine Umbrella* can help to improve **your** bottom line.



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