

DEFINITIVE GUIDE TO INCREASING WINE SALES

How simple changes on your wine list can lead to more sales



INTRODUCTION

A majority of the consumers that come into restaurants are inspired to visit because of the food. The already-present audience gives restaurants the opportunity to sell wine and beverages that would compliment a meal or better the guest experience as a whole. Wine lists are a strong sales tool that can determine whether or not a guest buys a beverage, typically the highest margin items that restaurants sell. There is a specific science that goes behind menu setup and implementation. If executed in the right way, wine lists can bring short and long term benefits to a restaurant.

Whether you're looking to increase your wine and beverages sales or start a beverage program from scratch, Uncorkd can help maximize your effectiveness and profit.

A successful beverage program can raise sales in your restaurant drastically. We have created this guide, backed by research and data, to provide you with proven tips to help your restaurant's sales.

With this guide, you'll learn how to:

- Design and organize your menu
- Decide which wines to sell at your restaurant
- Choose what information to display on your menu
- Optimize the use of glass sales and different serving sizes
- Correctly price beverages to maximize sales and profit

And most importantly...

Use your beverage menus as a tool to increase your wine and beverage sales!

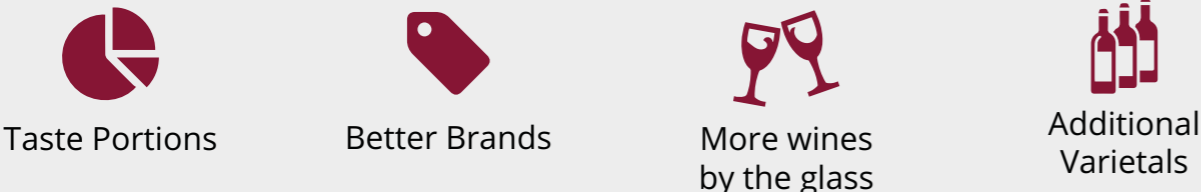
TABLE OF CONTENTS

- Menu Design.....4**
 - Good Design Makes your Menu Easy to Navigate.....5
 - Organization.....8
- Win Over Customers With Your Wine 10**
 - Wine Selection..... 11
 - Wine description..... 13
 - Wine serving choices..... 15
- Pricing Strategy 16**
- Conclusion..... 17**
- Checklist: 10 things You Need To Do To Increase Wine and Beverage Sales..... 18**

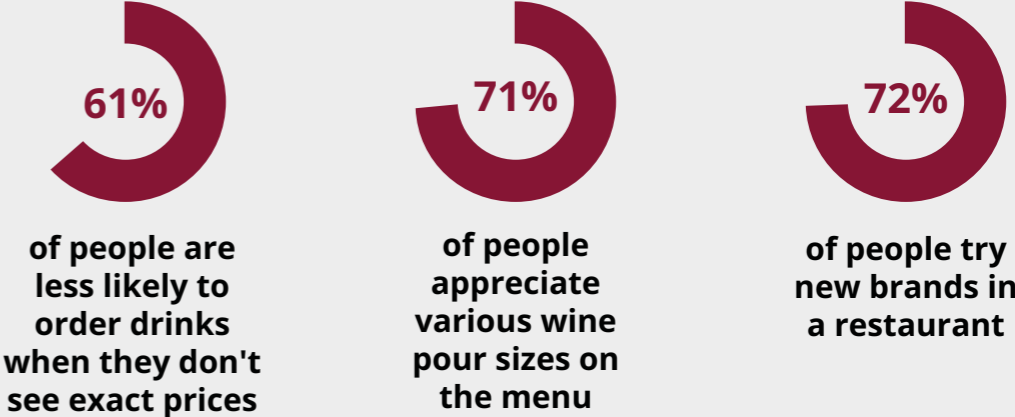
WINE PURCHASING DECISION FACTORS (MOST POPULAR TO LEAST)



WINE MENU CHANGES CONSUMERS WANT MOST (MOST POPULAR TO LEAST)



POLL OF WINE PURCHASING BEHAVIOR IN RESTAURANTS



MENU DESIGN SETS THE TONE OF THE DINING EXPERIENCE

A well-structured menu design creates the first impression of the dining experience and can upsell items automatically

The menu is the number one selling tool in your establishment. It sends a message to your customers and if done well, can even tell a compelling story in the hands of the consumer. The menu reflects the establishment and can strongly influence how much a customer is willing to spend. The good news is, you are in control!

Determine the feel for the menu and craft in a way to emphasize the strengths of your beverage program.

Do you want your menu to give off a fine-dining and elegant feel? Or are you looking to express that your restaurant serves the best barbecue in the world? First understanding what you want guests to associate with your establishment will help you achieve your desired guest outcomes.



MENU DESIGN

GOOD DESIGN MAKES YOUR MENU EASY TO NAVIGATE

When it comes to menu design, simplicity is key.

How many times have you known what you're looking for, but the menu is so confusing that you spend several minutes trying to find what you already know you want? The menu should be designed and organized in a way for guests to quickly find what they're interested in.

Everything on the menu also needs to be **clearly legible** and there should be sufficient use of negative

space. Negative space is the space around and between your content, which makes it easy for the reader to digest the vast amount of information on a page. Restaurants sometimes try to cram as much information into a page as possible. Often times this is done to save on costs and labor associated with printing multiple menu pages and stuffing them into menus.



STOP WASTING PAPER!

A great benefit of using digital menus is that you don't have to worry about having too many pages or the costs associated with printing and organizing many menu pages.

MENU DESIGN

GOOD DESIGN MAKES YOUR MENU EASY TO NAVIGATE

1. Pick colors that **contrast** each other when it comes to the font and the background. Too similar of colors will cause the two layers to blend, making the menu difficult to decipher. This is especially true if the decision is made to make the background of your menu colored or textured. Select colors that will work no matter where they are placed on the menu. Also, consider changing the colors of items that you want to stand out or making them bold, in order to grab the customer's attention. This can be done for the titles of sections or feature items.
2. The typography needs to be clear enough that your 90 year old grandmother, bless her heart, would be able to read it with ease. **Avoid dramatic fonts that have intricate details.** Feel free to customize your menu, but keep in mind that customers may become distracted from making a purchase off of your beverage list if they are having a difficult time understanding what is written.



MENU DESIGN

GOOD DESIGN MAKES YOUR MENU EASY TO NAVIGATE



3. It is important not to forget to include negative space. Menus that aren't scrunched together are more pleasing to the eye. Equally space out sentence lines and pictures so the eye can easily move from one line to the next, without becoming jumbled. Crunching together the content on menus occurs when a restaurant is determined to save paper and fit everything on one or two pages.

4. Use photos to draw attention to items. Research has found that items with pictures or graphics are **three times more likely** to

sell more than other items. A picture tells a thousand words, so naturally people become more intrigued when they are able to see what the item looks like. A delicious looking picture gives more of a push point over the description that is offered by the server.

The Uncorkd software makes it easy to customize your menu to align with your restaurant's brand while adhering to these design principles that are proven to increase sales.

MENU DESIGN

ORGANIZATION

It is essential to make your menu flow so it makes sense to the consumer. A restaurant needs to pay close attention to **categories**, the **ordering** of drinks, and **featured items** on their menus. It is extremely frustrating when a menu doesn't follow a predictable pattern, so make it easier for the guest to find what they want so they can leave the restaurant happy from their experience.

1. The first organizational aspect to understand are the **drink categories**. The less time the consumer has to take to find their wine, the better. Correct organization combats the

customer from thinking too much into whether or not they want the beverage. A successful "drink categories" section can be accomplished by putting the common sections up front, since those are the most familiar. Next, follow with the specifics that the general public may not know off the top of their head. For example, start with the broad beverage section "wine", then move into red or white categories. If you are a steakhouse that sells 75% red wines, consider putting your red wines first to make them easier to find. After that, perhaps the grape varietal, followed by a region. By moving from general to

specific, consumers can better find what they are looking for. Using this method gives customers the opportunity to try new things. A guest might really enjoy a Cabernet Sauvignon but has never before tried one from Australia.



UNCORKD DIGITAL MENUS MAKE FINDING WINES EASY.

In a few taps, guests can find what they like with simple menu organization and easy-to-use searching.

MENU DESIGN

ORGANIZATION

2. Ordering the lists properly within the categories is another important consideration that can improve sales. You are able to control a customer's thought process by what you present and where. We suggest ordering the wines by flavor profile, alphabetically or by region. Customers can find what they're looking for efficiently, while also becoming introduced to new options. **Stray away from sorting by price**, as people will stop looking once they are in the price range of preference. It eliminates the opportunity for the guests to splurge on a wine that grabbed their

attention, which may have been found farther down on the list. Uncorkd data shows that putting the wines you want to sell at the top of the list will increase their attention to customers and ultimately their sales. In fact, the wine in first position on a list will be viewed three times more

than a wine listed in the number eight position. The further down a list, the less likely an item is to even be seen, so don't put your most expensive wines last!

3. If you want to sell specific items on your beverage list, consider **featuring or highlighting** them. Calling out specific featured items can help move slower

moving inventory. Use an indicator icon or a separate category to do so. The featured wine or drink has the same appeal as specials do when it comes to food. People are interested in getting a deal or having a popular drink recommended by the restaurant.

Uncorkd can be organized to list your beverages however you please. Making an item featured is just one click away!

Now that you're done organizing the menu, let's figure out what to do with the wine.



WIN OVER CUSTOMERS WITH YOUR WINE



Studies have found that there are higher sales in a restaurant when wine is on the menu, and **they become even higher when extensive wine lists are offered.** When restaurants offer a longer wine list, customers believe that the act of purchasing wine is a common practice. A good wine list assumes that the reader has no previous knowledge, so here are our recommendations of how to make the most out of the wine you offer.

WIN OVER CUSTOMERS WITH YOUR WINE WINE SELECTION

The bigger the better - up to a point. People prefer to have **more options** when it comes to what to drink with their meal. Having extensive lists leaves the guest with a multitude of options where they will be able to find at least something they will like. Longer wine lists also give off the vibe that the restaurant has some extent of wine expertise. According to a study by Cornell School of Hospitality and Southern Wine and Spirits, the optimal length of a wine list for maximizing sales is 150 bottles. However, it has been proven that wine lists with too many options such as hundreds of bottle choices will overwhelm the

customer and result in less sales.

1. It is wise to expand the selection of wine you have to offer to go further to reveal that wine doesn't only have to come with entrees. There is more to a wine list than the simple red, white and rose choices. **Train wait staff to become knowledgeable** about champagnes and other sparkling wines as well as dessert wines and ports. Many people don't realize that they can enhance their dining experience with different wines through one meal.



Use Uncorkd to give your staff a better background on the beverages you have to offer. Uncorkd gives guests more information about what they're ordering without having to wait for a server.

WIN OVER CUSTOMERS WITH YOUR WINE

WINE SELECTION



2. A reserve section, captain's list or top pick's section of wine should always be part of the menu. Whatever you want to call this special section or list, use it to increase sales. These wines can also fall on your regular wine list, but we suggest limiting it to only 20 to 30 selections. Reserve wines don't need to be the most

expensive wines on your list, but generally they should have a higher price. **Customers feel special when ordering a reserve wine** because it appears more unique and exclusive than the rest of the regularly offered wines.

3. In a study of 270 restaurants by Cornell's Hospitality School, it was found that the wines offered at a restaurant reflect the cuisine type as well as area that the restaurant is located. Some kinds of foods, such as steak or seafood, pair better with wine than others like Asian. Cuisine type and

metropolitan areas account for 52% of the variation in sales across the United States. Restaurants can make the most of their sales by considering **what wines will pair with the foods they have** to offer and the public that they are trying to serve.

WIN OVER CUSTOMERS WITH YOUR WINE

WINE DESCRIPTION

Details, details, details. Keep in mind that many people that come into a restaurant are not sommeliers. They might not even have the slightest idea of where to start looking. That's where wine descriptions become helpful.

You want to be sure to note four important things about the wine within the description:

- **The producer:** Who makes the wine. This can be the name of the winery, vineyard or estate. Each producer has a different way of producing the wine, which is why it is important to include.
- **The name of the wine itself.** This is created from the name of the grape varietal or region where it was produced.
- **The region or origin.** It can be listed as a country, state/region, subregion, or appellation. The more information revealed in this section can tell more about the grape, such as the climate conditions it was grown under or the type of soil.
- **The vintage date** - the year that the grapes were harvested. Some years had better conditions than others for grape growing, so include when your specific wine was harvested.

All of the information above can be found on the bottle itself, but if anything is missing, a quick visit to the producer's website should be enough to find what is needed. It has been found to be extremely helpful to add in a description or tasting notes to help guests get a better idea about the wine they are about to purchase. After you have that information collected, include information that pertains to your restaurant such as bin number and price.

QUICKLY FIND INFORMATION WITH UNCORKD

Finding information about wines and other drinks, including producer information and tasting notes, is easy with Uncorkd's database of over 100,000 beverages.

WIN OVER CUSTOMERS WITH YOUR WINE

WINE DESCRIPTION

Including suggested pairings on the menu can help increase sales by providing recommendations to guests who are unsure of what selection to make.

Restaurants that have both food and wine on their menu experience an increase of sales. If you don't want to include the entire menu, consider a small selection of entrees or your most popular dishes that you want to be featured. Include two to three recommended pairings that vary in price point, but are well above



WIN OVER CUSTOMERS WITH YOUR WINE

WINE SERVING CHOICES

Mix up your options. People are more enticed to try wine if they have several options to choose from when it comes to servings or tastings. It allows for people to stray away from their normal choices to try new types, which leads to more sales.

1. Instead of just sticking to the standard, six ounce serving size of wine, **offer various pouring sizes** that allow for different wines to be tasted. Some people may want smaller servings in order to try different kinds of wines during their meal. On the other hand, others may want a larger serving of one wine to pair with a big, hearty meal. A rule of thumb

for restaurants to follow is to **provide smaller pours of lighter wines with appetizers and larger pours with entrees.**

2. We suggest introducing “wine flights” or pre-fixed wine tastings. **Wine flights allow for customers to try several wines** before selecting one to order. This can guarantee their satisfaction with a wine and raise the chance that they

will purchase it in the future. The second option is to have pre-fixe wine tastings. This strategy upsells upfront and ensures that your guest has three to four glasses of wine during their meal. Consider a sparkling or aperitif to start, followed by a light white or red, then a full bodied white or red and ending with a dessert, fortified or port wine.

THINKING ABOUT INTRODUCING NEW SERVING SIZES TO YOUR WINE LIST?

Use Uncorkd to easily display all the different options available to customers.



PRICING STRATEGY

Pricing is a key factor when pushing wine and beverage sales. A majority of the customers that visit your restaurant are usually coming in for food, not thinking too deeply about the beverage selection you have to offer. In a restaurant with strong alcoholic beverage sales, **alcohol should account for 25%-30% of total revenue.** In order to extend that beverage margin, follow these steps.

1. On your menu, include wines at different price points. Each customer has a different budget in mind when they come into the restaurant. **Presenting high priced wines may increase lower price wine sales** because consumers begin

to make comparisons from the list the moment he or she begins reading. This works in the opposite fashion when consumers come in with the idea that the price of a wine reflects the quality, therefore purchasing a more expensive wine.

2. Encourage customers to **order bottles instead of glasses.** We urge restaurants to utilize the “incentive” method - a strategy in which the glass price multiplied by four, minus one dollar is used for the bottle price. Typically, in a restaurant, a glass is sold for the cost of a bottle. You want to recoup costs for a bottle as quickly as possible the moment the bottle is opened. This strategy leaves

guests feeling satisfied while increasing the restaurant’s revenue.

3. When deciding on the prices of bottled wines on the menu, **restaurants should markup lower priced wines about four times the original amount.** As prices of such wines go up, the markups will generally be in the range of two or three times the cost. Using this strategy will make sure you’re restaurant makes the money back for the supply of wine they purchased for their customers.
4. It is essential to **provide the wine list prices on your restaurant’s website.** Over 60% of customers that make a reservation explore the restaurant’s website

beforehand, to see what they have to offer. Providing the wines and their prices on the website will allow them to browse ahead of time and not feel rushed once they arrive at the table. If consumers feel pressured to order when they aren’t ready, they become flustered and skip on purchasing a bottle.



CONCLUSION

Utilizing these tips and strategies can increase beverage sales in your restaurant today. These improvements to your menu can be made easy with the Uncorkd app. **The Uncorkd software has the ability to assist in all of the areas mentioned above, plus offers other features such as analytics** to actually show how these changes are working within a

restaurant. In this day and age, updates within a menu are expected by guests. People are beginning to embrace the era of chef-driven restaurants where menus rotate weekly or even daily.

Uncorkd is a digital wine menu platform that is used to maximize restaurant operations while enhancing the guest's

experience. Restaurants hand tablets with the Uncorkd app to consumers at the table, which provides detailed information and recommendations to boost their knowledge and interest. Restaurants using Uncorkd software can update their menus in real-time and better understand customer engagement. Restaurants that have implemented

Uncorkd have increased their wine sales 20% or more while also improving operational efficiency.

**FOR MORE
INFORMATION ON
UNCORKD**

**Web: www.uncorkd.biz
Phone: 773.683.1492**



CHECKLIST: 10 THINGS YOU NEED TO DO TO INCREASE WINE AND BEVERAGE SALES

- ❑ Customize your menu to reflect your restaurant: choose a template that is **legible and clear**.
- ❑ Categorize your wine and beverage list from **simple to complex, familiar to uncommon** so guests can easily find what they are looking for while being introduced to new options.
- ❑ **Avoid listing wines and beverages by price** so customers don't stop searching once they reach those that are in their budget. Try alphabetically, by region or flavor profile.
- ❑ Go beyond offering red, white, sparkling and rose wines. **Introduce dessert, fortified and other types of wines** to your menu.
- ❑ **Offer detailed descriptions of wine** that include the producer, the name of the wine or grape varietal, the region or origin and the vintage date.
- ❑ **Include food pairings** to show what dishes the wine being considered would pair best with on your menu.
- ❑ **Offer different serving sizes** to allow customers to sample different wines or have a heartier portion with a meal.
- ❑ **Include a reserve section** on your menu to encourage customers to spend more money and feel exclusive with their beverage selection.
- ❑ **Encourage guests to purchase bottles instead of glasses**. Use the equation, glass price times four, minus one dollar as the cost of the bottle.
- ❑ **Put your wine list online** so guests have the opportunity to browse your selection before they come to the restaurant.



