Training your Customers:
Effective Tasting Room Techniques

Tuesday, May 20, 2014
Registration: 8:30am; Program- 9:00am-4:00pm
Cost:$50.00 per person(includes morning coffee and lunch)
Where: CLEREL, 6592 West Main Rd. Portland NY 14769
716-792-2800 ext-201

Denise Gardner, Extension Enologist, Penn State University
Chris Gerling, Enology Extension Associate, Cornell University
Luke Haggerty, Viticulture Extension Associate, Cornell University
Anna Katharine Mansfield, Assistant Professor of Enology, Cornell University

Welcome and Introductions                 Mansfield
- Who are you, and why are you here?

Typicity Tune-up (tasting) Riesling        Gardner
- Avoiding ‘cellar palate’ means understanding the market
  and tasting representative wines of the world

Intro to Viticulture -Growing wine         Haggerty
- Where grapes come from and how they get to the winery

Break

Frequently Asked Winemaking Questions     Gerling
- Explanations for common questions

Lunch

Selling at the Cellar door Connecting with consumers
- Understanding your customers and reaching them in the tasting room or through social media

Sensory Evaluation & Flaws Training (tasting) Mansfield
We’re all wired differently- but no one likes stink!
- Basic sensory principles, and a session of wine flaws

---------------------------------------------------------------------------------------------

Please Register by Wednesday, May 13, 2014

Name of Winery represented:___________________________Phone:_______________________
Email:__________________________________________
Name(s) of attendees: 1)_________________________ 2)________________________________ 3)________________________
4)_________________________ 5)_________________________ 6)________________________________
Total cost @ $50.00/person x ___person/people = $ ___________

Please make checks payable to LERGP and mail to:
LERGP, 6592 West Main Rd. Portland NY 14769, ATTN: KATE
Contact Kate at kjr45@cornell.edu or 716-792-2800 ext 201 for more information.

***You may also register on-line at http://lergp.cce.cornell.edu/. You can register up to 10 participants and pay with a credit card.