



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

This is a great learning opportunity for winery owners and their staff!

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.