

Implementing a Coravin BTG Program

1 Setting Up the Menu

- **Elevate and separate** - You'll make better margins and bring in higher revenue with your Coravin BTG section than the rest of the list, so make sure it stands out. Bring the Coravin list to the top of the page and consider boxing it in to add emphasis.
- **Brand the List** - Another great way to draw attention to your list is by branding it with a unique and creative name. Restaurants have had success with names such as "Coravin Premium Pours," "Coravin Sommelier Selections," "Rare Reds and Wonderful Whites," and more. Pick a name that suits your restaurant and the wines on your list.
- **Add the Coravin Logo** - Coravin has become synonymous with the highest quality, most unique wine by the glass programs in the world. Guests trust that because wine is poured with Coravin they will always receive a fresh glass.
- **Explain the Program** - Peak interest by letting your guests know how you are able to pour fine wines by the glass. Consider the following Coravin suggested language.
 - “Our finest wines poured by the glass via Coravin without removing the cork.”
 - “A selection of rare wines available by the glass thanks to the Coravin Wine Preservation System, without pulling the cork.”
 - “Our premium by the glass selection, poured via Coravin without pulling the cork.”
 - “Enjoy our finest wines by the glass, poured with Coravin without pulling the cork.”

2 Selecting Your Wines

There are many creative ways to structure your Coravin program. To ensure success, your Coravin BTG program should be customized to fit your restaurant, designed specifically to work with your format and enhance your beverage program. The easiest program to manage consists of selecting 3 reds and 3 whites to feature on the Coravin list and rotating these wines on a monthly or quarterly basis. The following page features some case studies for additional ideas.

3 Training Your Staff

Management backing and comprehensive staff training are critical to implementing a successful Coravin program and seeing positive long-term ROI. Take advantage of Coravin's Quick Start Guide and videos at www.coravin.com/customer-service and coach staff on how to sell Coravin BTG at your restaurant.

- **Practice** - Ensure that all servers have ample time to practice with the Coravin Wine Preservation System so it will be second nature when using it in front of guests. Don't forget to repeat trainings for new employees and emphasize cleaning.
- **Starting the Conversation** - Here are some simple talking points that can be used to introduce guests to Coravin.
 - The wines in the Coravin section of the BTG list are very high-end pours that were previously only available in full bottle format. Now you can enjoy just a glass or two of a remarkable wine.
 - Since we use Coravin to pour wine without removing the cork, each glass is pristine - exactly how the wine maker intended.

There is no need to compromise on a bottle for the table - now, everyone can drink exactly what he/she likes, and even pair a new glass with each course for an elevated dining experience.

4 Executing Your Program

- **Promote the Program** - Encourage staff to point out the Coravin BTG list and consider printing the Coravin list on a small table tent for increased visibility.
- **Serve Table Side** - Using the Coravin Wine Preservation System table side creates a unique and memorable guest experience and increases wine sales at neighboring tables. Generally, a sommelier or manager handles table side service.

Setting up a Coravin BTG Program?

Our Restaurant Concierge is available to answer questions, place orders and provide ideas.

Give us a call at 855-692-6728, Monday-Friday, 9am-6pm EST.