

Title	Document #	Location	Rev #	Effective Date
Employee Training - Sampling and Our Wines	TRA-001	All Locations	0	02/05/2026

Employee Training

Learning Objectives

- 01\ General Selling & Greeting Customers
- 02\ Wine Sampling Procedures
- 03\ Info on Our Wines and Wines in General

01. General Selling and Greeting Customers

Why This Matters

The first 60--90 seconds with a guest decides whether they relax, open their wallet, and come back. A great greeting + one smart recommendation routinely adds \\$10--\\$25 to the average check.

Every guest is a potential lifelong customer and brand ambassador.

You're the host, this is your home, they're your guests.

Greeting

Make sure guests feel welcomed the moment they walk in. A customer shouldn't go more than 10 seconds without being greeted. People may be unsure or intimidated when they walk in, make them feel welcomed. Greet them before they reach the bar!

Use open ended questions - ask if this is their first visit, if they've tried our wines before.

Quick Read & Qualify

Ask one or two quick questions while you're handing them a tasting menu. Determine budget, taste, and intent. Find out who they are and what kinds of wine they are looking for.

- > . Example questions:
- >
- > . \ "Have you visited us before? \ "
- >
- > . \ "Do you prefer something sweeter or drier? Red or white? \ "
- >
- > . \ "Have you had our wines before? Any favorite wines of ours? \ "

Personal Recommendation

Try to avoid asking \"What would you like to try?\" (You can if you need to though)

Try to lead them based on info from questions above, for example:

> . \"Perfect --- let me start you with our Riesling that everyone's

> talking about this summer.\"

>

> . \"Since you love reds, you'll like our Cabernet.\"

Pairing and Upsell

Usually, if they find something they like there is a complimentary or similar wine to try.

For example, if they like Pomegranate, they might like another sweet red like Concord (which actually uses the same juice).

If they like Hoe, maybe try Tramp as well. Start thinking about the next recommendation and suggest another they may like.

Ask for the Sale

You don't have to be pushy, but at the end of the tasting ask something like \"Is there anything I can get for you to take home today?\" Or mention sales, \"You can actually get 10% if you purchase any 6 bottles today.\"

02. Wine Sampling Procedures

The Steps

1\.. Present the bottle (label toward guest)

2\.. Introduce the wine: \"Starting you with our Vidal --- super crisp and light, just bottled in March.\"

3\.. Pour

4\.. One-sentence tasting note (keep it simple): \"Look for grapefruit, lime zest, and a little fresh-cut grass on the finish.\"

5\.. Engage (ask, don't lecture): \"What do you think about that one?\"

Legal & Safety Must-Dos

Card EVERYONE who looks under 30. No ID = no pour (even if they're with parents).

Maximum 4 oz total per guest (state law).

We pour 1 oz per taste, max 3 tastes if busy.

If someone appears intoxicated → politely stop pouring, offer water or food, call a manager.

Standard Pour Size & Style

1 oz.

Hold bottle label-out, wipe neck after every pour.

Tasting Order That Works Every Time

- > · Dry whites → lighter, sweeter whites
- >
- > · Light reds → bigger reds
- >
- > · Sparkling (if we have it open)
- >
- > · Fruit wines, sweeter, unique (Red Hot Diamond)

03. Our Wines and Wines in General

Wine Basics in Plain English (60-second crash course)

White wines are fermented without skins, which means lighter color, crisper.

Red wines are fermented with skins, which gives color + tannin (that dry, grippy feeling).

Rosé = red grapes, but skins removed early → pink, usually dry.

We use stainless steel tanks. Keeps fruit bright and fresh, no oak flavor.

If we want oak, we add oak wood chips. Adds vanilla, "woody" taste, softer mouthfeel.

Alcohol %: We shoot for 12.5% alcohol by volume on our wines. Each batch varies, but we try to stay close to that number.

We keep sulfites (preservatives) low. We don't add any on our end, just what our grower in Erie adds to keep the wine stable.

Where Do We Get Our Wines

Most of our juice comes from Mobilia Fruit Farms in Northeast PA (Erie).

Some wines come from California (Cabernet Reserved).

We do use concentrate for our fruit wines.

The wines are not organic.

The Skinny Hoe n' the Garden uses artificial sweetener instead of sugar.

A certain percentage of our wines MUST come from juice grown in PA. We also cannot sell alcohol (beer or spirits) that was made outside of PA.

Top 10 Guest Questions

1. "What's the driest white?" → Chardonnay and Pinot Grigio

2. "What's the sweetest?!" → Diamond (Light) or Niagara and Concord (Full grape flavor). Fruit wines.

3. **Which wines are oaked?** → Chardonnay, Cabernet and Merlot
Reserved. Greenhouse Red is also made of up several reds, some oaked.

4. **I" What's a good red that's not too heavy?"** → Chambourcin
(Native PA grape). Or Dan Good Wine if they are okay with sweetness
(right in the middle between sweet and dry).

5. "Which one sells the most?" → Hoe n' the Garden is by far our best-seller. Dan Good, April Showers, Tramp n' the Weeds are close behind.

6. What's food-friendly? → Riesling or Vidal pair well with chicken, fish, (lighter courses). Cabernet, Merlot, Greenhouse Red, and Chambourcin are good with red meat.

7. \Do you have sparkling wine?\ → Niagara Celebration

8. "What fruit wines do you have?" → Year round we have

Pomegranate. We have seasonal ones such as Cranberry, Cherry, Blueberry, Blackberry, Elderberry, Peach, Strawberry.

9. "What's the most unique wine?" → Has to be the Red Hot Diamond. Super sweet light white wine with a Cayenne pepper in each bottle for the heat.

10. |"What are native PA grapes?"| → Niagara, Fredonia, Chambourcin.

Wine Reference Guide

Dry Reds

Wine Dry or Sweet Body 2-3 Word **One Cool Story /

Sweet Flavor Fun Fact**

**Merlot Dry Heavy Oak, raisin, Lake county

Reserved** leathery California grapes.

Heavy, full body oak

flavor

****Cabernet** Dry Heavy Oak, raisin, 2018 West coast

Reserve** leathery grapes aged in

French oak

****Greenhouse Dry** Medium Strawberry, A complex blend of 8
Red** watermelon different premium
wines. Our Dry Red

House Blend

Zinfandel Dry Medium - Cherry, rose Fruity with rich & Light petal, light earthy notes mushroom

Chambourcin Semi-Dry Light Fruit flavor, A native PA grape no oak w/soft fruit notes.

Lighter than Merlot
and Cab

Pinot Noir Semi-Dry Light Lighter fruit, Lighter finish with hint of sweet a small hint of sweet

Semi-Dry Reds

Wine **Dry or** Body 2-3 Word **One Cool Story /
Sweet **Flavor** Fun Fact**

I Want to Semi-Dry Light Blueberry, Light oak with be Rich gooseberry blueberry and gooseberry notes.

Blend of a white and red

Dan Good Semi-Dry Light Cherry, black Right in the middle Wine currant of sweet and dry.

Dark cherry & current notes, no oak

The Lost Semi-Dry Medium Brandy-like, Brandy-like red wine Vintage aged 2007 vintage

Dry Whites

Wine **Dry or** Body 2-3 Word **One Cool Story /
Sweet **Flavor** Fun Fact**

Chardonnay Dry Medium Light oak, Dry with light oak buttery and a buttery finish

Pinot Grigio Dry Light Sharp, crisp, Light Crisp with a dry sharp dry finish

Vidal Dry Light Citrus, lime Light citrus flavor with a lime finish

**Greenhouse Dry Light Chablis-style Light bodied, Chablis
White** style dry white

Semi-Dry Whites

Wine Dry or Body 2-3 Word **One Cool Story /
Sweet Flavor Fun Fact**

Riesling Semi-Dry Light Citrus A drier Riesling
flavors with citrus flavors

Frascati Semi-Dry Light Spearmint, Italian grape with
basil spearmint & basil
flavors

Semi-Sweet Reds

Wine Dry or Body 2-3 Word **One Cool Story /
Sweet Flavor Fun Fact**

**Skinny Semi-Sweet Light Zero sugar Your favorite wine
Hoe'n the now with zero sugar!
Garden**

**Hoe'n the Semi-Sweet Light Grape blend Our Bestseller!
Garden** Grape blend

**Tramp'n the Semi-Sweet Light Tropical Light tropical fruit
Weeds** fruit, grape and grape flavors

Fredonia Semi-Sweet Medium Semi-sweet Semi-sweet
grape grape/makes a great
sangria

Semi-Sweet Whites

Wine Dry or Body 2-3 Word **One Cool Story /
Sweet Flavor Fun Fact**

**April Semi-Sweet Light White blend Popular white blend,
Shower** similar to Moscato

Sweet Whites

Wine Dry or Body 2-3 Word **One Cool Story / Fun
Sweet Flavor Fact**

Diamond Sweet Light Grape finish Sweet start with a

grape finish

Niagara Sweet Light Native PA sweet Native PA sweet white
grape grape

Sweet Reds

Wine Dry or Body 2-3 Word **One Cool Story /
Sweet Flavor Fun Fact**

Concord Sweet Medium Grape juice Like Welch's grape
with kick juice with a kick

Pomegranate Sweet Medium Pomegranate Year-round fruit wine

Specialty Wines

Wine Dry or Body 2-3 Word **One Cool Story /
Sweet Flavor Fun Fact**

**Niagara Sweet Light Carbonated, Carbonated Niagara,
Celebration** sparkling Great for mimosas!

**Red-Hot Sweet Light Spicy, cayenne Sweet wine aged
Diamond** with a cayenne
pepper

Seasonal Wines

Wine Dry or Body 2-3 Word **One Cool Story /
Sweet Flavor Fun Fact**

Roll in the Hay Sweet Medium Sangria-style Sweet Sangria
wine, cherry,
grape and
blueberry blend

Harvest Moon Sweet Medium Spiced apple Spiced apple
blend. Enjoy cold
or hot!

Pink Catawba Semi-Sweet Light Pink, Native PA grape in
rosé-style rosé style

Mango Tango Sweet Light Mango Sweet mango

Sauced Wine Sweet Medium Cranberry Sweet Cranberry

Quick Reference Information

Grape Sources

All of our grapes are from Erie, PA (Mobilia Fruit Farms)

> . EXCEPT FOR:

>

> . Frascati - Italian

>

> . Merlot - California

>

> . Cabernet Reserve - West Coast

>

> . Pinot Grigio - New York

Native PA Grapes

Catawba, Niagara, Fredonia, Concord, Chambourcin

Common Wine Comparisons

When customers ask for popular wines, recommend these alternatives:

> . **Moscato** → Recommend: April Showers

>

> . **Sauvignon Blanc** → Recommend: Vidal

>

> . **Rosé** → Recommend: Tramp

>

> . **White Zinfandel** → Recommend: Tramp or Pink Catawba