



paired

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WINE PROGRAM REFRESH

For establishments looking to upgrade their wine list and increase wine sales.

HIGHLIGHTS

Full written report of current wine menu analysis

Recommendations for wine, layout, and price changes

1-2 week timeline

Remote service

Discounts when paired with a training program.

QUOTES

 306 315 5240

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1. Choose your goals

- Increase Sales
- Increase Profitability
- Pair to a New Menu
- Increase Customer Interest
- Modernize and Trend Set
- Create a Guest Friendly Layout

2. Analyze Your Paired Report

Report Includes;

- Price and profitability analysis
- Balance analysis
- Pairing recommendations to menu
- Recommended wines to keep, leave and change
- Recommended layout changes
- Recommended description changes

3. Implement Changes

- source new wines
- consult a graphic designer to edit menu based on recommendations
- enroll your staff in a Paired Training Program to increase wine confidence and sales