

What makes a great

Wine List



VINTAGE	DESCRIPTION	PRICE
2000	SEPH DROUHIN MUSIGNY	
2005	CHATEAU CANON ST. EMILION 375ML	\$ 465
2006	L ARLOT NUIT ST. GEORGE CLOS DES FORETS	\$ 90
2005	CHATEAU D ARMAILLAC PAUILLAC	\$ 149
1978	BOUCHARD PERE ET FILS POMMARD 1ER CRU	\$ 98
1991	HEITZ MARTHA S VINEYARD CABERNET SAUVIGNON	\$ 125
2006	MOREAU CHABLIS VAUDESIR	\$ 275
2006	MOREAU CHABLIS VAUDESIR	\$ 126
2005	HENRI BOILLOT BEAUNE CLOS DE ROI	\$ 98

with Sommelier Leslee D. Miller
Owner/Founder of Amusée

LESLEE D. MILLER



Owner/Sommelier

Amusée

www.amuseewine.com

and

Sip Better

www.sipbetter.com



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A great wine list is...

- A balance between personality + pairability

- styles--acid, sugar, alcohol, tannin



- A great wine list tells a story

- regionally, historically, distillation

- A good list shouldn't imprison the guest to the somm's palate or the board's palate



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A great wine list is...

- The difference between a good wine list + a great wine list is FOCUS
 - what about the food?
 - food changes seasonably, shouldn't the wine
 - make the list understandable (weight/regions)
 - intimidating + confusing – why?
 - correct region + information displayed
 - 🙄 (Pouilly-Fuissé is Chardonnay not 'interesting white')

A great wine list is...

- Should have options for many different kinds of wine drinkers in price-points + styles
 - easy to navigate for guests AND employees
- Should be diverse, exciting + adventurous
- It's not about if the wine received a billion points
 - listening to what your guests enjoy + providing them with the best options
 - keeping it fun + enjoyable

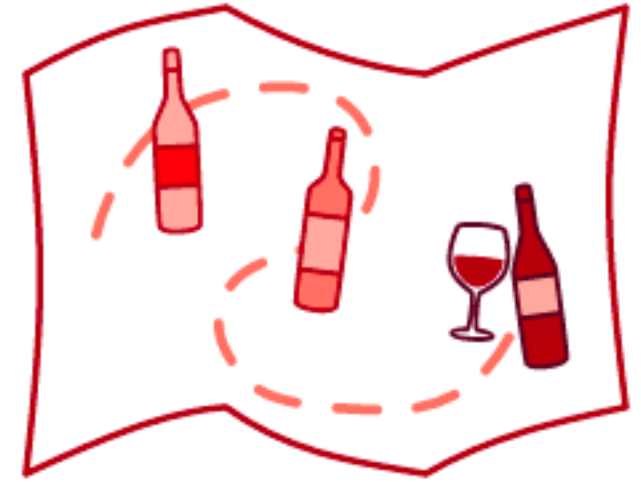


How's it done?

- **Building a relationship between FOH + Culinary**
 - Point #1: Acid, Sugar, Alcohol, Tannin
 - Knowing what those mean in wine AND food
 - Knowing how to balance those points between food + wine
 - IE: Spicy+ Sweet -- Fat + Acid

• Education

- Point #2: Tell a story with your list
 - Allow the guest to 'travel' with
 - Educate while exploring



• Whose palate is it anyways?

- Point #3: Don't imprison the guest's palate
 - The Board, The Somm, The Wine Rep
 - Limited to only the buyer's knowledge



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• FOCUS

- Clean + Concise
 - Information
 - Pairings
- Glassware – does it matter?
 - Riedel vs. Banquet Glass
- Inventory levels



- **You've got options!**

- Price-points

- Matching the retailer's price

- Diverse + Exciting

- Without intimidation + The Wine Bible to decipher the grapes on your list

- Give your guest an adventure

- Keep your list manageable + fresh, change it up!



• Point Scores, Ratings + Silver Oak

- Point Scores – Tool not your Bible

- Ratings generally come out after the wine is

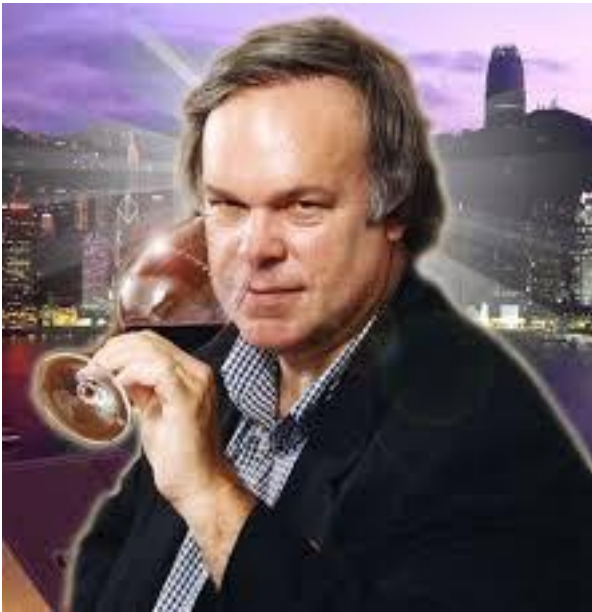
- Silver Who?

- Know your regional comparatives

- Taste!

- Be Original

- Expand beyond your one large distributo



Necessities for a Successful List

- Knowledge
- Glassware
- Staff Training
 - ✓ Manuals with real tasting r
 - ✓ Pairings (culinary involvement)
- Wine Events for Membership
- Profitability





Many Thanks!

Leslee D. Miller

leslee@amuseewine.c
om

612.655.4839

