

WINE FACTS

- **Wine by the glass** can account up to **40%** of bar beverage sales.
- **Women** order a glass of wine **65%** of the time in restaurants and **35%** in bars.
- **NO** alcoholic beverage **compliments** food better than **wine**.
- **Wine** is the only alcoholic beverage **promoted** by the **medical industry**, and served in hospitals.
- **More people** are switching to wine than any other alcoholic beverage. **DON'T IGNORE THEM!**
- **Wine by the glass sales** has had the **largest increase** of all alcoholic beverage groups over **the past 3 years**.

WHEN CHOOSING WINES BY THE GLASS REMEMBER:

- If the 1st glass doesn't taste good, your patrons will not order a second.
- If patrons don't order a 2nd glass, or don't finish the wine in the glass, ***YOU ARE LOSING MONEY!***

BAD WINE = BAD TASTE = BAD SALES

- Offering a choice of wines by the glass increases wine sales.
- **Don't buy only on price**-Taste before buying!