



STE MICHELLE

WINE ESTATES

# 2022 Levy Education Presentation

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# Your Partner in Wine Education


State of the Art Wine Training  
[www.smwewinecompanion.com](http://www.smwewinecompanion.com)

## Waitstaff Training Website

- Mobile & Online Training Platform
  - Wine 101 & Waitstaff Videos
  - Customizable Curriculum by Company
  - Educational Experiences/Employee sales programs
- \*Where applicable

SCAN THE QR CODE!

Linked to SMWE Wine Companion site and the NEW Portfolio Style Guide Tool




Paul Asikainen, CS, CSW, WSET 3



Thom Horsey, CSW, WSET 3


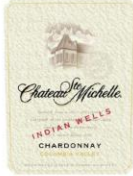



































CHAPTER 1	CHAPTER 2	CHAPTER 3
Making Wine	Tasting Wine	Serving Wine
1 Wine Basics	8 Wine Labels: 101	14 Temperature & Storage
2 Climate & Terroir	9 Wine Color	15 Wine Lists, Portions & Price
3 Winemaking Process	10 Wine Aroma	16 Wine Service, Roles & Glassware
4 Laws & Systems	11 Wine Structure	17 Decanting
5 Old World Maps & Regions	12 Wine Flavor	18 Recommendations & Rejections
6 New World Maps & Regions	13 Video: Taste Like a Pro	19 Video: Opening & Pouring
7 Varietals & Pronunciations		20 Food Pairing





# Infographics

- Infographic depictions of wines to create a powerful waitstaff training tool
- Exclusive to SMWE
- Built from a master sommelier and our wine education team
- Visual learning opportunity making wine much more approachable
- Fun menu design opportunities for replacing tasting notes with infographics

Staff Training Example	Nicolas Feuillatte  Champagne Brut	Chateau Ste. Michelle  Indian Wells Chardonnay	Patz & Hall  Sonoma Coast AVA Pinot Noir	Intrinsic  Columbia Valley Red Wine Blend
Varietal/Blend	 40% Pinot Noir 40% Meunier 20% Chardonnay	 Chardonnay	 Pinot Noir	 Vintage specific blend of Cabernet Franc & Malbec and other select reds
Structure	 Acidity	 Acidity	 Tannin  Acidity	 Tannin  Acidity
Body	 Light-Medium	 Full	 Medium	 Full
Flavor Profile	 Lemon/Lime  Floral  Apricot  Pear	 Pineapple  Caramel  Vanilla  Butter	 Black Cherry  Strawberry  Cranberry  Baking Spices	 Raspberry  Mint  Fig  Chocolate
Oak Impact	 No Oak			
Notes	 <small>© Ste. Michelle Wine Estates, Woodinville, WA   www.smwe.com</small>			