



TASTING ROOM PROFESSIONAL

About our Wine Tasting Professionals: Parley Lake Wine Tasting Professionals are the public face of our winery- with the goal of creating the unforgettable and amazing experience that is central to our mission. Primary functions include serving our customers and utilizing creative selling strategies with the ultimate goal of enhancing our guests' experience and making profitable sales while maintaining Tasting Room cleanliness and operations in an efficient, cost effective manner. We support the Minnesota grape and wine industry and were founding members of the Heartland Wine Trail. Our reputation is made by the guest experience we offer in our tasting room and quality wines. We expect our tasting professionals to know and support the Minnesota grape and wine industry in a positive and engaging manner.

Job Description

- Consistently provide high level of Customer Service o Guest Beverage Service and Sales
- Greet & welcome the Customer within steps of entering the tasting room
- Create relationship and share information with customer; enable decisions
- Thank the Customer and go the extra mile o Understand grape-growing and wine-making in general, and Minnesota/cold-climate grape growing in particular o Know Parley Lake Wines, Facts about the winery, Our winemaking philosophy
- Enjoy food and wine and be able to discuss appropriate pairings o Know Parley Lake Winery policies, promotions, selling techniques and programs o Understand Parley Lake Winery's business systems as needed
- Train and Mentor other Parley Lake Winery tasting room staff
- Watch for and seek out Tasting Room, Wine, customer feedback trends- and share with staff
- Work special events, off-site events/tastings, or other functions as required
- Understand and properly execute Parley Lake Tasting Room start up and close down procedures- which include daily cleaning both pre- and post-shift and daily set up and take down of the bar
- Run errands, move product, restock inventory during the course of the day as needed

- Understand and properly execute Tasting processes, which change based on wine availability, number of customers, etc.
- Understand and properly execute Tasting Wine tracking and inventory
- Accurately manage monetary transactions with customers, including using cash registers, online money management software, and coupon/deal tracking
- Keep the Tasting Room and Bar area clean and organized during the course of the workday
- Understand and participate in all Product and Selling programs and incentives

Working Conditions and Qualifications

- Minimum of high school or equivalent degree.
- Must be at least 21 years of age.
- Knowledge of wines and wine production helpful.
- Work environment is not temperature controlled, and does involve some outdoor activities.
- Moderate to heavy physical work; moving wine cases and retail supplies, setting up for special events, etc. Ability to lift 40 lbs. and stand for long periods of time.