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Sommelier the professional role

The professional profile

The sommelier is a professional in charge of the choice and service of drinks, in particular of wines, in restaurants, hotels and wine shops. He is responsible for the winery and the budget related to the management of his sector, takes care of the relations with the production, the periodic drafting of the wine list and the purchases and sales of the drinks assigned to him according to the type of menu, customers and of the company category.

Professional skills

1. organize purchases ...

the sommelier buys quality drinks according to the established budget, the style of the restaurant and the kitchen, the storage possibilities, selecting the products after having carefully tasted them and having evaluated them according to the fundamental principle of the quality / price ratio.

2. manages purchases and control stocks ...

the sommelier ensures optimal management of the cellar, controls the temperature and humidity conditions to guarantee the best conservation for the wines and keeps the wine list updated.

3. oversees relations with internal services ...

the sommelier supervises the training of staff and fosters a serene collaboration between kitchen and dining staff.

4. realizes the sale at the restaurant ...

the sommelier organizes the cellar of the day and keeps updated the unloading and loading of wines and beverages from the cellar and increases the volume of wine and other drinks sales.

5. enhancing food ...

the sommelier enhances the combinations of foods and wines by choosing the most suitable products for this purpose.

6. takes care of customer relations ...

the sommelier advises the clients, following their desires and possibilities whenever possible; serves drinks with class and style; he always works with the utmost discretion and in a good mood, forgetting personal problems.

Professional requirements

1. knowledge related to viticulture, oenology, geography and wine legislation: the subject is vast but important; the Sommelier will gradually have to direct his knowledge to the main wine producing countries of the world by studying the laws that regulate them;

2. knowledge of the tasting technique, ie knowing how to discern the organoleptic characteristics of a wine, evaluating its quality (organoleptic analysis). The tasting is essential for the Sommelier; it is learned by educating the memory and the gustatory knowledge that are refined through continuous tastings and, for

example, by visiting wine producers frequently;

3. knowledge and ability to apply the A.I.S. method for the food-wine combination. This is the first and only technical-scientific method in the world that, following a logical reasoning, motivates the choice of wine according to the intensity of the sensations of food (or vice versa). These are qualified, quantified and opportunely "opposed" in order to find the balance of taste. It is in the food-wine pairing phase that the Sommelier gives the maximum expression of his competent professionalism;

4. knowledge of the management technique related to the beverage sector: the management includes a series of operations ranging from the drawing up of a budget and a financing plan for the purchase of wines, to procurement, to the drafting of a Wine Card, in addition to a competent knowledge of marketing techniques.

With the management of drinks, the Sommelier establishes itself as a modern restaurant technician;

5. Knowledge and ability to apply the techniques and rules of the room service in addition to the rules of etiquette, essential for the proper performance of his work between the tables of the restaurant;

6. ability to use the technique of communication: it is the way in which you can attract the attention and sympathy of the customer to arouse in him the interest to follow the advice that the Sommelier offers him with the ultimate goal of satisfy it. Knowing therefore the principles and techniques of communication means improving one's professionalism;

7. ability to express themselves in the main foreign languages: they are an indication of culture but above all they are an integral part of the professional and indispensable baggage of the modern Sommelier / manager. Learning can be facilitated through stays abroad;

8. interest for participation in tastings and updating seminars as well as in the care of the Fr. with wine producers.

Operational contexts

The Sommelier carries out its activity mainly in:

- hotel facilities with restaurant service
- large tourist villages
- wine shops
- supermarkets and hypermarkets
- particularly qualified wine-bars
- winery production companies
- restaurants

Occupational roles