

INTERNATIONAL TASTING GROUP™ PRESENTS:

TEQUILA RACK



The exciting, new way to sample and evaluate the finest
100% AGAVE MICRO TEQUILAS

www.TEQUILARACK.com

Flight School

Tequila industry experts at TequilaRack™ offer 10 tips for boosting sales

- Catadors are Tequila Sommeliers. They are storytellers and teachers, seeking to share their love and knowledge of Tequila with customers. Simply selling a bottle of Tequila is not enough; the idea is to sell the entire experience and let the consumers decide for themselves which they favor.

- For these reasons, it is not terms such as "volume" and "profits" but rather "education" and "understanding" that stand out among the following tips from experienced Catadors as they share their ideas on how to make the most of Tequila sales.

1. Power Play

Enable your team.

- Provide training to help your entire staff speak knowledgeably about Tequila lists; solicit their ideas in areas such as planning Tequila dinners and devising menu pairings to stimulate interest and excitement.

2. Hands On

Invite customers to become involved with Tequila programs.

- Let them create their own tastings or help put together a Tequila event.
- Host Tequila-tasting dinners that allow customers to create their own custom flights from the restaurant's Tequila list.

3. Show and Tell

Be creative in Tequila offerings, moving beyond traditional tastings and dinners.

- Offer demonstrations that show customers how to choose good sipping Tequila and explain why flights consist of three offerings. Explain how to recognize Tequila that is 100% Agave.



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4. Romanticize the Product

Use the Tequila list as a sales tool.

- Write eloquent descriptions to which customers can relate.
- For example describe Reposado as "the perfect Tequila for a first date, with aromas of rose petals and red currants, dusted in chocolate."
- Create an e-Tequila book, a wireless, Internet-based Tequila list. Diners can use the handheld high-tech tool like a traditional list or look for more information. Highlight one Tequila in each section, including pictures of the Tequileria and a story about the brand.

5. Keep It Simple

Find ways to make customers more comfortable when ordering something new.

- Include numbers on the menu to which customers can refer instead of the Tequila's name. You can also include pronunciation keys for hard to pronounce brands.

6. Take a Tour

Spotlight micro-climates indigenous to the specific Tequila-growing regions.

- Profile the specific towns from which the different Tequilas come and elaborate on the different growing conditions and how they affect the flavor.

7. Off the Shelf

Tequila events often lead to off-premise purchases.

- Guests often ask servers to write down names of specific Tequilas so they can purchase them at retail.
- By on-premise establishments encouraging off-premise purchases, involved customers will often return to sample additional Tequilas.



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8. Play Matchmaker

Keep Tequila on diners' minds by pairing menu items with Tequila recommendations.

- Be sure they are only "recommendations" and that other beverage choices may be equally complementary with these items.

9. Join the Club

Encourage customer involvement and return visits.

Form a Tequila club. TequilaRack™ can assist you with the details.

- Offer members discounts tied-in with local retail shops as well as advance notice of tastings and other events via email.
- Host special Tequila dinners.
- Offer a reduced cost for members and priority reservations.
- Feature Tequila-of-the-month tastings.

10. Give and Take

Motivate servers to sell by offering something in return.

- Introduce a server incentive program that is fun and rewarding.
- Offer awards for most sales per shift or most sales of a selected brand.
- Post a tracking sheet in the staff room and show how much tips increase with Tequila sales.



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