Asia Top Sommelier Summit
亞洲侍酒師峰會

Mr Michael JORDAN, MS, CWE
Chairman & CEO, WORD Vineyards, California

Presentation Abstract 演講內容簡介

Mr JORDAN will share his expertise on how to create and grow an award winning "world class" wine program for restaurant or hotel, with emphasis on wine list creation, selection, list balance, wine by glass selection, growing the list, training the staff for guest satisfaction and increased sales, managing costs, and how to submit lists for consideration of awards. Hand outs and sophisticated wine lists will be distributed as reference.

佐敦先生將分享他的專業技能，講述如何為餐廳或酒店設計及發展達「世界級」水平且獲獎連連的葡萄酒活動項目，屆時將重點講述酒牌的設計、酒牌項目的選擇與平衡、酒杯選擇、增加酒牌項目、教導員工待客之道及增加營業額的良方、控制成本，以及如何提交酒牌競逐獎項。在場人士將獲發講義和精心設計的酒牌以供參考。