



## PROVIDING WINE LISTS

### TAILOR MADE LISTS

We know that our customers appreciate being provided with their own complimentary bespoke wine list. The most important word in the above sentence is 'bespoke'. Once you have committed yourself to buying your wine from H.B. Clark, our wine team and your Sales Executives want to make sure your list is 'made to measure' and most definitely not 'off the peg'. We achieve this by liaising very closely with you about the presentation of both the covers and the list itself. You of course have the final say on presentation and content including taste guides and notes etc. well before going to print.



### BENEFITS

There are a number of advantages to a well-designed wine list.

- There is a lot of evidence that such a list encourages customers to spend more on their wine. Putting it simply, a wine list on the table is just as effective as a menu in encouraging customers to pick it up, read it and make a more informed decision. This in turn leads to customers 'trading up' on their wine purchase so increasing the spend per head! Research has shown that nearly 80% of your customers appreciate information on the wines and what they taste like. We can produce notes that are short and sweet or more extensive and matching your cuisine and sauces.
- A wine list on a table helps the customers appreciate the fact that you are serious in your desire to provide them with a service since they can read the list, digest the information and not just say 'We'll have a bottle of the House please'.
- The list also helps to focus your staff's mind on asking that key question - not 'What would you like to drink?' but 'Have you chosen which wine you would like or can I help you?'

### SERVICE

Our Wine List service includes reprints for annual increases and changes for those customers who remain committed to taking our wine. Please ask your Sales Executive or ring any of the specialist wine team whose contact numbers appear on Page 2. We will then action our procedures for the production of your 'Savile Row' Wine List.

We have illustrated this page with a few of our recent lists with the approval of the customers concerned.

