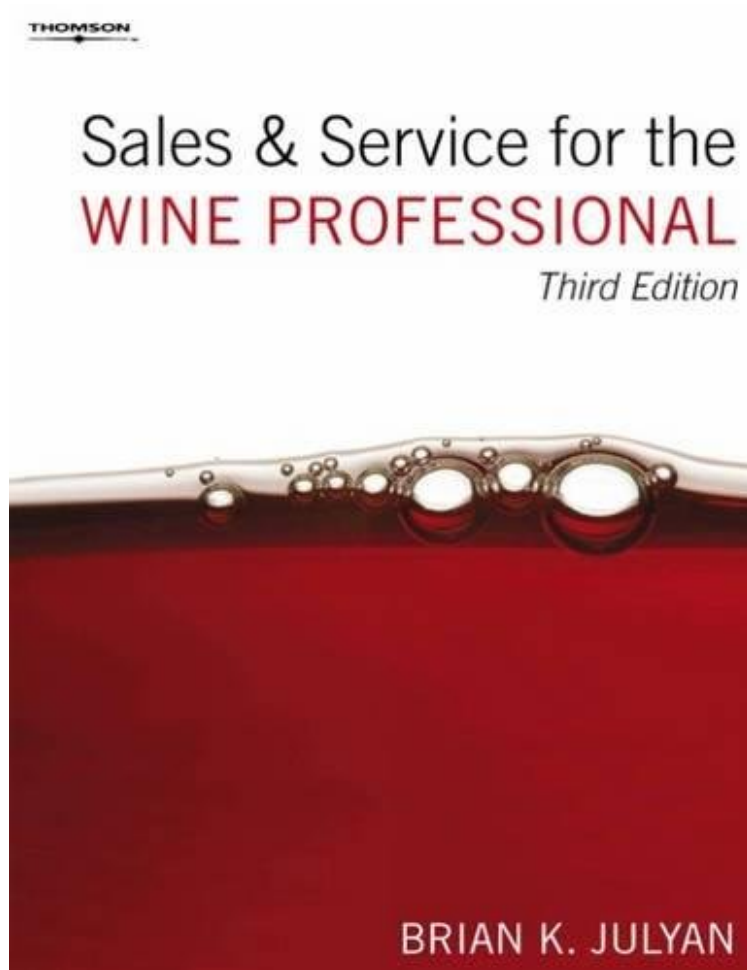


Sales and Service for the Wine Professional

Brian K. Julyan

**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

#108679 in Books 2008-04-01 Ingredients: Example Ingredients Original language: English PDF # 1 .71 x 7.44 x 9.38l, 1.10 #File Name: 1844807894357 pages | File size: 53.Mb

Brian K. Julyan : Sales and Service for the Wine Professional before purchasing it in order to gage whether or not it would be worth my time, and all praised Sales and Service for the Wine Professional:

3 of 3 people found the following review helpful. Excellent skills for any wine staff member By Brent Schneider Highly recommended for any wine server to understand sales and service in a rest. setting. Level 2 MS and CSW with 20 years, excellent reference material. 0 of 0 people found the following review helpful. Great buy! By LJ Wonderful for a company owner and for an aspiring entrepreneur who wants to develop a deeper understanding about service and a wonderful gift for people contemplating going into service and fine dining. 1 of 1 people found the following review helpful. Huge resource for anyone who wants to learn about wine! By Charlotte I bought this book as I started to get more and more involved in the wine world. It quickly became an invaluable resource to me with learning about wine and wine producing regions. Being a much more knowledgeable professional made me a more effective upseller as well. I would recommend this to students and those just getting into the professional wine world. It will provide you

with a wealth of knowledge.

In the new edition of *Sales and Service for the Wine Professional* Brian Julyan provides a comprehensible and in-depth coverage of the wine industry and continues to promote the highest standards of wine service and product knowledge. The text contains fully revised and up-to-date chapters to reflect the changing nature of the wine industry: an expanded chapter on viticulture and vinification, an updated and expanded chapter on the wines of the 'New World' and a new chapter on country-specific changes in legislation and licensing law. The new edition is a valuable resource for sommeliers, hospitality managers, food and beverage managers, trainers and students as it incorporates both practical and theoretical aspects of the wine professional.