



## **PASO ROBLES WINE COUNTRY ALLIANCE**

### **Wine Tasting Guidelines for Groups**

*Members of the Paso Robles Wine Country Alliance tasting room managers and transportation partners created a set of guidelines to ensure groups (7+ persons) experience the best of Paso Robles Wine Country. These guidelines are designed to assist transportation companies and those businesses coordinating group visits to Paso Robles wineries. The ultimate goal is to enhance the wine tasting experience for guests and encourage communication between wine tasting groups and winery tasting rooms. By working together the region can make certain guests have a memorable experience in Paso Robles Wine Country.*

#### **Winery Group Guidelines:**

- For groups of seven (7) or more wineries may offer a special tasting menu which allows the winery to best serve the group.
- Wineries may limit the number of wines for tasting to six and limit pours to a maximum of 2 ounces.
- Wineries may charge for wine tasting.
- Wineries may request appointments be made in advance. A group can best be serviced if an appointment is made in advance (24-48 hours) and groups follow their schedule. This allows the wineries to staff appropriately, prepare for the group and plan for a memorable experience.
- If groups appear intoxicated or unruly wineries may refuse additional tastes or may ask the group to leave.
- Wineries reserve the right to refuse service to groups who did not call in advance or make an appointment.
- Identification will be checked per law requirements.
- The Paso Robles Wine Country Alliance, 805-239-8463, [www.pasowine.com](http://www.pasowine.com) can be used as a resource to gather information on wineries and get their contact information.
- Wineries may ask loud or obnoxious guests to leave if they are disrupting other visitors in the tasting room.
- Wineries should incorporate the 4 S's of Responsible Tasting, *Swirl, Smell, Sip, and Spit*, to educate and encourage their customers to use proper tasting etiquette.

#### **Transportation Partner Group Guidelines:**

- For groups of seven (7) or more, transportation providers are asked to call the winery 24 - 48 hours in advance (one week in advance for weekend tours) to schedule a tasting.
- Wineries may offer a special tasting menu to help them best serve the group.

### Transportation Partner Group guidelines Continued:

- Transportation providers should communicate with the wineries, especially if they are running late or decide to cancel. Ask to use a land line if you are out of cell range. Most will accommodate.
- Provide information to the wineries regarding the group's background and schedule for the day, to help staff plan accordingly.
- Limit daily winery visits to 4 **maximum** per group.
- Be sensitive to various winery closing times and plan your route accordingly.
- Wine Tasting 101 lesson - Communicate with guests appropriate tasting atmosphere and tasting room etiquette before entering the tasting room. The 4 S's of Responsible Tasting, *Swirl, Smell, Sip, and Spit*, should be incorporated into pre-tour verbiage to promote responsible tasting.
- Provide tips for planning your wine tasting tour i.e. Web site, brochures, etc.
- Drivers should help navigate and assist the group while in the tasting room to ensure a quality experience for all.
- Park in the proper designated areas at wineries once you drop off your guests.
- Driver should provide business card to tasting room staff for any follow up with the group.
- Driver should encourage water and food consumption.
- Groups must keep all outside alcoholic beverages inside the vehicle. Only wine from the specific winery can be served and consumed on its grounds.
- Please pick-up trash and bottles after your guests.
- Drivers should make their best effort to not bring obviously intoxicated or disruptive guests to winery tasting rooms.
- When advised by winery personnel that customers are creating a problem, please immediately remove them from the property.