



guglielmo.rocchiccioli@gmail.com

www.sommeliERGuglielmoRocchiccioli.com/blog/

1. Sommelier: humaneness and professional competence

The Sommelier should be a person able to propose himself with the utmost politeness and kindness; these qualities should be supported by a good way with words and, in particular, by a clearness in speaking. Then, the right gestures, the correct manner of talking and the measured elegance in the movements, without any kind of theatrics, are the behavioural models planned to build up the modern profession of the Sommelier.

The knowledge of the languages is very important when a sommelier is working in high-level restaurants or hotels, and also for foreign contacts as visiting wineries, establishing work contacts and even to attend international meetings about food-and-wine connoisseurship.

The Sommelier is spending most of his time dealing with the public, so he should know how to cope with every kind of person, starting from the very relaxed client and finishing with the most demanding customer. All in all, a good psychological intuition allows the Sommelier to create a special feeling with the client, even with the guest very hard to please.