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10. Sommelier and public relations

In the modern wine world, the Sommelier is not only the clever “cupbearer” or “bottlebearer” of centuries ago, who was capable of perceiving scents and flavours in the wines that were unknown to the common people.

Nowadays, more and more frequently the Sommelier is also working out of the restaurants and wine shops; he is joining meeting in which is invited to express his own opinion, he is attending television or radio programmes where he is helping to spread the concepts of food-and-wine connoisseurship, and still he can write on reviews or journals.

His professional competence is requiring further studies and researches just to extend with work experience and meetings. Starting from the winemaker, passing through the kitchen and arriving at a publisher, the professional Sommelier has to plan to keep contact with all the people belonging to the food-and-wine connoisseurship department.