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THE WINE-LIST, THE MENU, AND THE PRICE OF THE WINE

Material docente de uso interno en centros de enseñanza

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THE WINE-LIST

- | | |
|--|----------|
| <i>1. Wine-list: purpose and layout</i> | <i>4</i> |
| <i>2. Wine-list: information to report</i> | <i>5</i> |
| <i>3. Wine-list: optional information</i> | <i>6</i> |

THE MENU

- | | |
|--|-----------|
| <i>1. The menu: purpose, history, and layout</i> | <i>8</i> |
| <i>2. Menu a la carte</i> | <i>9</i> |
| <i>3. The Banquet Menu</i> | <i>10</i> |
| <i>4. The Theme Menu</i> | <i>11</i> |
| <i>5. The Tasting Menu</i> | <i>12</i> |
| <i>6. The Set Menu</i> | <i>13</i> |

THE PRICE OF THE WINE

- | | |
|---------------------------------|-----------|
| <i>1. The price of the wine</i> | <i>15</i> |
|---------------------------------|-----------|

- | | |
|---------------------|-----------|
| BIBLIOGRAPHY | 16 |
|---------------------|-----------|



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THE WINE-LIST

1. Wine-list: purpose and layout

Firstly, it is compulsory to use an interpretation or a criterion with which wines have been inserted to let the client understand easily where he can find the desired wine.

The first choice can be the one to make a division in sparkling wines, Champagne, white wines, rose wines, red wines, and sweet wines, and then the subdivisions for nation, region or zone.

The second possibility can allow to make a division starting from the geographical area, nation, region, or zone, and then the subdivisions in sparkling wines, Champagne, white wines, rose wines, red wines, and sweet wines.

The third option, remaining in a division in sparkling wines, Champagne, white wines, rose wines, red wines and sweet wines, permits a subdivision in alphabetical order and the geographical area will be written next the name of the wine.

The fourth choice, still remaining in a division in sparkling wines, Champagne, white wines, rose wines, red wines and sweet wines, is to specify the typologies. As regards the white wines – fresh, young, aromatic, and aged in barrels; as concerns the red wines – young, less structured, structured, reserve and grand reserve. This kind of wine list is requiring a great knowledge and a good capacity of evaluating wines.

The last one, not very used, is represented by a wine list composed by following the parameter of the cost of the bottles. There are two possibilities: from the cheapest one to the most expensive and vice versa.

2. Wine-list: information to report

1. Indispensable information: name of the wine, name of the winery, years and price of the bottle

2. Additional information: characteristics of the wine, color of the wine, olfactory notes, gustative notes, and other particularities

3. Suggested pairings to menu recipes

4. Logo and data of the winery

3. Wine-list: optional information

1. Presentation of a page with wines suggested for their good price-quality relation
2. Insert the possibility of by-the-glass wine service and relative prices
3. Adding to the traditional wine-list another wine-list for ladies, where the only difference is the absence of the prices, that's to say the bottles of wines are reported without prices
4. Final touch: the signature of the Sommelier on the wine-list, seal of his personality and his professional competence



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THE MENU

1. The menu: purpose, history, and layout

If the Sommelier is the author of the wine list of a restaurant, his collaboration is very important also in the drawing up of the menu. The menu is represented by the recipes proposed by the chef.

The menu known as a list of foods to hang outside of the restaurant is dated back to the end of 1700 in Paris, when after the French Revolution, the chefs of the royal court and the aristocratic families became unemployed and decided to open their own restaurants.

The official endorsement would be taken place at the court of Zar Alexander I, between 1810 and 1815, thanks to Prince Borisovic, his ambassador in Paris. As for the circulation of the menu, the passage from the French service (all the distinct foods was served at the table simultaneously) to the Russian service (the distinct foods was going out of the kitchen in an established order) was decisive.

But as long ago as the times of ancient Romans, a servant was reading the list of foods to the guests.

The drawing up of the menu is requiring simplicity and moderation, the same parameters already mentioned for the wine list. The menu must be presented tidy and clean, without smears or stains, and written in a readable form. In some cases, a sheet with menu of the day (chef's specialty) could be inserted.

2. Menu a la carte

The layout of this type of menu is not so complicated; it will be presented starting from the appetizers, following with soups and pasta, then fish and meat, a good selection of cheeses will be very appreciated and at the end the desserts.

There is only a disadvantage for the client: a numerous list of recipes with imaginative names. The client will ask explications about one or two of these recipes, but he will stay always with doubts about the other recipes. So, once more time: clearness is a great quality of the menu.

Such as it happens for the wine list, at the end of the meal, some clients will ask a copy of the menu, just to bring with them the souvenir of an exciting experience. Then, the chef will be proud of signing his own work

3. The Banquet Menu

Some restaurants are focusing their work on the organization of banquets. In this case, the drawing up of the menu is really different because everything has been established in advance between the chef and the customer.

The banquet menu can be very simple and based on appetizers, pasta and/or soup, fish and/or meat, and a dessert. The wines chosen for the menu will be indicated on the page of the menu (next to the recipes or on the other page).

The Sommelier will play a major role because the menu will show an important elegance and the wines will be great wines chosen by the Sommelier.

4. The Theme Menu

The Theme Menu is suggested in some restaurants in particular periods along the year to promote the products of the season. In these cases, the wines have been chosen previously by the Sommelier and written on the menu.

Other Theme Menu can be based on a single food such as rice, ostrich, buffalo, cheese, or they can be inspired by ethnic recipes, regional dishes, etc. In order to create a very special occasion for your lunch or dinner, it is possible making reference to historical menus, recreating the atmosphere of decades or even centuries ago.

The Theme Menu can be the occasion in which the Sommelier can propose some particular wines just to set off the regional products.



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5. The Tasting Menu

The Tasting Menu is a further version of the traditional menu. In this case, the courses are numerous and allow to the customer to taste many specialties of the restaurant.

The Sommelier should make a study about the best wine-food combinations, trying to find wines to match to much more than one recipe just to reduce the number of the wines selected for this menu.

Generally, the Sommelier could choose 4-5 wines to the utmost, starting from the one to serve as aperitif and finishing with the wine for the dessert.

6. The Set Menu

More and more restaurants are proposing Set Menus with different prices. This kind of menu permits to taste particular and agreeable dishes to combine with wines served by glass. These wines are suggested and selected by the Sommelier.

In this way, proposing new wine-food combinations and satisfying the client, the Sommelier gets the option of selling wines whose has a good quantity in the wine cellar and has the opportunity of organizing new purchases.



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THE PRICE OF

THE WINE

1. The price of the wine

The great variety of typologies of wines, harvests and prices suggest a precise selection based on the parameter price-quality relation.

Based on the price, the wines can be divided in several segments: low, medium, high and highest; for every segment of price, it is possible to apply a proportionally different mark-up.

PURCHASE PRICE	MARK-UP
until 5€	150% - 200%
from 5€ to 10€	120% - 150%
from 10€ to 20€	100% - 120%
from 20€ to 50€	80% - 100%
more than 50€	50% - 60%



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