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3. Sommelier: planning a new wine cellar

In this case, the essential knowledge of the wines must be partnered with several competences in the economic, organizational and managerial sectors.

First of all, the Sommelier should supervise the room and verify the existence of the fundamental requirements for ageing bottles of wine.

Second of all, he should establish that there are not bad conditions, such as the closeness to the underground – in big cities – which would cause dangerous vibrations for the wines.

Once determined the ideal conditions of the cellar, the Sommelier will work out the economic plan on the basis of the market and the clients, keeping in mind the level of the workplace and the type of expected services. At the end of the research, he will decide the marketing strategy for the realization of the plan.