



guglielmo.rocchiccioli@gmail.com

www.sommeliERGuglielmoRocchiccioli.com/blog/

4. Sommelier: wine cellar management, purchase and stock-in-trade

The salient points on which organizing the purchase and management of the wine cellar are the following:

- *Typologies of clients*
- *Spending power of the customers*
- *Market trends*
- *Sale's potentials*
- *Store of wines*
- *Wine list*
- *Menu*

The purchase of beverages, in particular wines and spirits, entails enormous expenses; as a consequence, it is a very delicate operation in the management of the wine cellar.

During the selection of the labels, the Sommelier needs to taste the wines, to evaluate the qualities and their price-quality relation. As regards the organization of the wine cellar, the Sommelier should manage perfectly the control and rotation of the stock. The bottles must be divided as concerns country, region and typology of the wines.