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6. Sommelier: the customer is always right

The sommelier could be in an awkward position and he needs to be able to come off well.

The first case can be the one in which the client has chosen a particular menu and the Sommelier has suggested the wines to combine with foods to optimize the gustative-olfactory sensations of the products. But the client does not want anything to do with these wines and he is ordering wines of completely distinct typology. The sommelier, after kindly explaining the reasons of his suggestions, will accept the client request.

Another situation, which can create some misunderstandings, is when the client has complained of a defect in the wine, but as a matter of fact it is one of its olfactory or gustative peculiarity. The Sommelier will try to explain the thing, but even this time, he will have to take note of the situation and change the bottle.

The Sommelier will have to do the same thing in the case in which the client, even admitting that the wine does not have any defects, affirms that he does not like the wine, maybe for some perfume or special taste typical of raisin wines or wines aged in barrels.

Never forget that the client is the most important fortune of every commercial business, because at the end he is the person who is going to pay the bill.