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9. Sommelier in supermarket

The data of the sale of the wines in bottle tell us that, either in Europe or America (Canada, United States and Latin America), 45% of bottled wine is sold on the shelves of shopping malls (supermarket, hypermarket, etc.). They are able to offer wines at lower prices, partly because they propose the self-service.

When the Sommelier is a sales executive, he should apply to the best the sales techniques, but generally this kind of job is almost the same as for the wine shop.

The Sommelier is also the responsible for the so-called lay-out of the bottles of wines, more specifically when a winery is paying extra-money to sponsor their own products. He also can decide with the manager of the winery what is the best way to attain good goals in this period.