

Faults Are Our Character

Texture, Flavor and Identity

Who Are You?

Daniel Myron Vogel

Glacier National Park Program



Xanterra Parks & Resorts

- High Value of 'Local' high quality products
- Target of 75% total product offerings
- Sustainable is mandated for food, beer, wine and spirits
- Services Most National Parks in US
- Not Controlled by Local or State Laws
- We Can Buy Directly From You

Tale of Three Seasons

- 2017 Normal Xanterra Program
 - 180k wine sales Park-Wide
 - 7 F&B Staff pass Court of Master Sommeliers Level 1 exam, Wine School established, 20% staff retention
 - 2018 'New Program' with Weighted List
 - -220k wine sales Park-Wide, 40k increase
 - -8 F&B Staff Pass Level 1 Cert
 - -40% staff retention

2019

- 200k increase of wine sales over 2017
- Wine Service Culture drives Leadership, less Discipline Problems, Increased Collaborative Learning and Mentoring
- 60% staff retention
- 2 Additional level 1 Passage
- 25 staff exceed 100k in Overall Sales

2020

- Engineering a 50k Increase in Wine Sales
- 95% to 75% Staff Retention Rate
- Two Level II's, Seven Level I's, and 2 CSW's on staff plus two Food Network Film makers
- Project 30 100k Servers=3 Million Dollar Clubs
- Waiting List for FOH Employees

The Role of Montana Wines

- Full Throttle Story
- Unexpected Quality message to International Guest
- Open License to be Different. As long as made in a Balanced and Understandable Style
- We Don't Apologize
- Currently List Willow Mountain, Valo, and Mission Mountain wines

Who is Selling Your Wine?



What we Really Look Like



What does your project look like?



The People-The Vineyard-The Wine



Montana's contribution to NW Wine



Rocks & Roots



Generational Appeal



Judging Needles in Haystacks



Awards

BEST OF SHOW

Mattina Fiore 2012 Murmur Vineyard Chardonnay, Santa Maria Valley



Andrew Coffou, Sommelier at La Bottega in Vail, CO.



Dan Vogel, Head Sommelier at Café Kandahar in Whitefish, Montana, with "Best No-Oak" winner Dieter Cronje, winemaker at Presqu'ile Winery.

About Food



Celebrity Accolades?



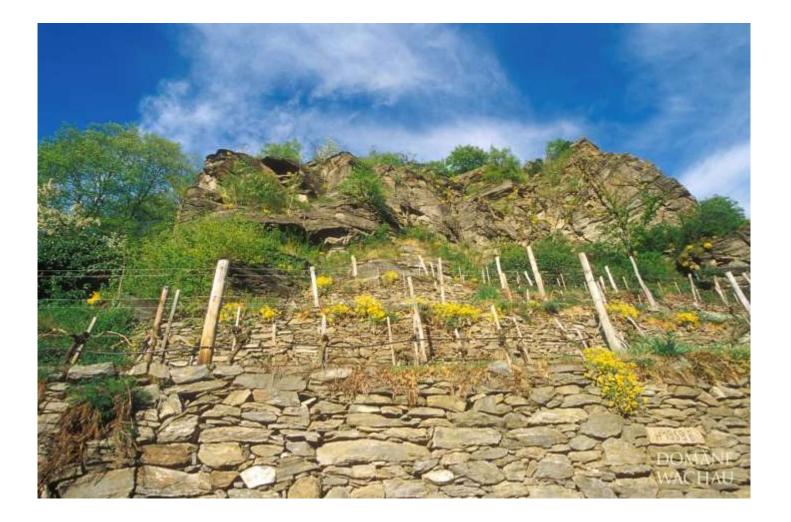
Pour Your Wine



Invest Yourself



Overcome the Threats



Food & Wine



Selling Your Wine vs How Wine is Sold

- Tell the Story.....with energy and candor
- Pour the Wine whenever you can, generously
- Connect with your 'Client'
 - Public: Digital Newsletter, Social Media, Club
 - Distributor: Connect and Manage Your Image with Sales Force & Managers
 - Buyers: Personal Notes, Messages, Feedback

How Wine Is Sold

- 90% US Wine Sold by Distributor
- Legally Structured by Prohibition
- Sale takes place in a Sales Managers Office in a Train Wreck of Presentations
- Distributors Don't Want You
- Distributor Relationship is Polygamy for both sides, many Demanding Wives and a Couple of Girlfriends

Takeaways

- Be Yourselves, with passion
- Build and Engineer the best technical wine you can
- Be generous, gregarious, and grateful
- Use Your Association to Smote the Distributor Dragon
- Collaborate, cooperate, and support each other.