



DOMĀNE  
WACHAU

# 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, wine-  
maker at Presqu'île 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 Yourself, 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.