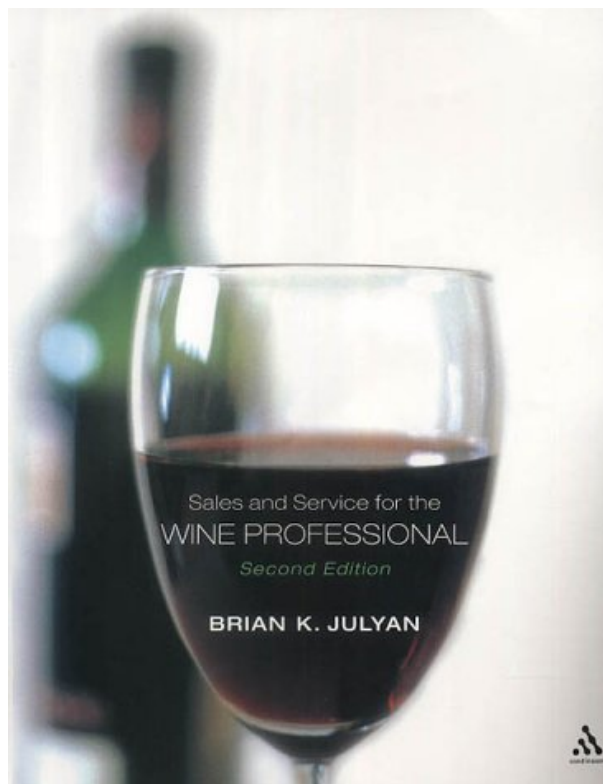
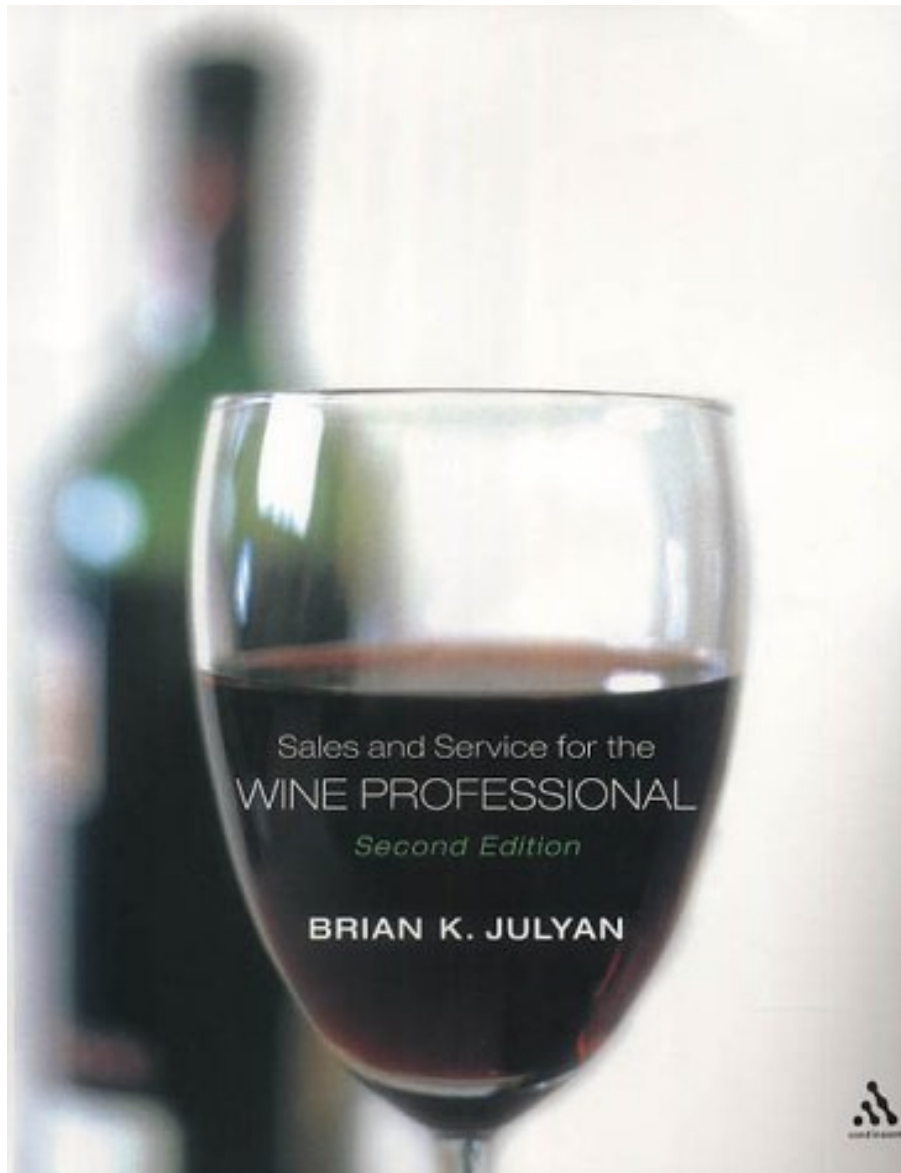


# **SALES AND SERVICE FOR THE WINE PROFESSIONAL BY BRIAN JULYAN**



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## **Review**

"If a restaurant, bar, or hotel was limited to one written reference source on alcoholic beverages, this book would be an excellent choice. Containing far more than a thorough and concise summarization of wine, this text also offers valuable information on every aspect of serving alcohol, including stocking and preparation, sales techniques, cleanup, and safety. The interests of both customers (good service) and business owners (high, sustained sales) are considered, with instructions on such important yet underaddressed subjects as teamwork, customers' complaint and drunken patrons. Whether it's how to maintain a bar, the specific honey in Drambuie, the names of Chablis' vineyards, or fire procedures, this accessible text has the answer. It is hard to imagine a book that is more helpful for alcoholic beverage sales or more encouraging regarding professionalism in food and beverage service."

## **About the Author**

Brian is a Master Sommelier, Fellow of the Hospitality Institute, Licentiate and Honorary Member of City & Guilds of London Institutes, and an Honorary Member of the Academy of Food Wine Service. In 1972 he passed the prestigious Master Sommelier Diploma and was a founder member of the Court of Master Sommeliers World-wide, established in 1977. He has been Chief examiner since 1990 and Chief executive since 1998. Sometime Chief examiner for the C&GLI and the HCIMA Food and Beverage programs, he was a UK Government Inspector for Colleges and Universities until his retirement as Head of the Hospitality Management Degree programs, University of Plymouth, UK. He was Cellar Master for The Lord Clifford of Chudleigh for a number of years. In 2005 he was awarded the 3rd Annual 'Ho'okele' Award for Lifetime Achievement at the Kapalua Wine and Food Festival Maui Hawaii. He has had extensive experience in the Hospitality Industry in both practical and consultative capacities. He has visited nearly all the major wine areas of the world where he has obtained the majority of his wine knowledge first-hand from winemakers. Brian is an international wine judge and has judged at a number of International Sommelier and Food Service competitions.

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Providing in-depth coverage of the wine industry and comprehensive self-assessment material, Sales and Service for the Wine Professional is an indispensable one-stop resource for sommeliers, hospitality managers, food and beverage managers, trainers and students. With detailed treatment of recently emerged regions and a continued emphasis on the importance of service, this new, fully international edition offers ideal support for students and trainees on higher educational, vocational and professional courses.

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- Number of items: 1
- Dimensions: 9.75" h x 7.75" w x .75" l, 1.10 pounds
- Binding: Paperback
- 240 pages

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## Most helpful customer reviews

4 of 5 people found the following review helpful.

enthusiast's dream

By Jonathan J. Tindall

I was first introduced to Mr. Julyan's exciting syllabus through the Court of Master Sommelier's examination process. As both a student of wine and an educator in the hospitality sect, I have found his brief yet thorough writing to be an indispensable reference guide when educating my colleagues at both of my establishments.

For the home enthusiast or even someone just curious about broadening their horizons into a larger world of viticulture and enology, Mr. Julyan's writing broaches the sometimes forboding subject of the old world in an extremely approachable manner, the new world with a sense of excitement and the realms of bartending with both sensitivity toward tradition and the modern mixologist.

For the wine-savvy diner, this book provides valuable insight into the realm of "what should be going on" in the parts of the restaurant world you don't get to see. As a 20 year restaurant veteran, I also greatly appreciated Mr. Julyan's explanations of the difference between the should be's of service versus the necessary practicality of providing service within the specific constraints of each establishment's environment and ability.

Both an exceptional value and a more approachable read than the sometimes overtly technical wine tomes available, I strongly recommend this to anyone looking to increase the caliber of their sales and service training in their hospitality career or to soak in a little more than just grape-juice!

16 of 21 people found the following review helpful.

Future Master Sommeliers UNITE!

By Michael Rasmussen

This is the absolute best book with which to study for the tests given by the Guild of Master Sommeliers.

47 of 51 people found the following review helpful.

Hospitality Operators & Educators; Sommeliers READ THIS

By Catherine Fallis, Master Sommelier

Master Sommelier and Hospitality Professor Brian Julyan's long-awaited revision of SALES AND SERVICE FOR THE WINE PROFESSIONAL is finally available. Wine is covered in a succinct, no-nonsense, easy-to-grasp, and immediately-useable manner. The same holds true for sections on beers, spirits, mineral waters, specialty coffees, traditional European cigar, cigarette, and cocktail service, and even telephone manner. Mr. Julyan's British background does become obvious with the section on how to greet royalty. While certainly amusing, this may not come in as handy for Americans. However, the rest of this guide book is so helpful to everyday operations that copies are sure to become dog-eared, well-worn, and kept at arms' reach by servers and supervisors alike instead of gathering dust on an executive's shelf.

Educators and Sommeliers: this book is one-stop-shopping for all of those interested in the sales and service of wine, and is on the required reading list for the Master Sommelier program (now we can stop circulating that eight-year-old photocopied version from Hawaii!)

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