

JUNIOR SOMMELIER SEMINAR & Competition

By Professor Tommy Lam, CSW, CS, Wine MBA

*5th July : Beijing 1-5pm : The Westin Beijing Chao Yang * 6th July : Shanghai 1-5pm : The Westin Bund Center, Shanghai

In conjunction with :

China National Sommelier Competition 2009, and Junior Sommelier Competition 2009

An extra glass of wine sold means a 15-25% increase in your average restaurant check.

That will also represent a profit margin of 70-80%.

Can your floor staff sell a glass of wine every day he or she comes to work?

Your staff does not need to know a whole lot to be able sell an extra glass of wine. What they need is to know the most essential and correct *ABCs* in wine, to help them sell any glass or even a bottle of wine from your list.

Prof. Tommy Lam, the first Chinese holding a Bordeaux Wine MBA since 2002, has helped train and accredit more than 700 Sommelier students who work in the most prestigious hotels and restaurants, including: Westin, St. Regis, Shangri-la, Sheraton, Four Seasons, Hilton, Peninsula, Inter-continental, Oriental, Marriott, Ritz-Carlton, Morton's Steak House, etc, which are located in Singapore, Hong Kong, China, Korea, Macau, Malaysia, Indonesia, India, Philippines, Thailand, and Vietnam.

More than 40 students have been accredited the professional title as Certified Sommelier, under the accrediting system of *The Court of Master Sommelier*.

This Seminar is part of a series of vocational programs developed by Professor Tommy Lam, Director of Wine Program at the FIU: Florida International University, one of the TOP 5 Hospitality, Hotel and Tourism Management Universities in USA.

Candidates will learn lots of useful tips in selling wines, basic wine service techniques, principles of wine and food matching, essential characteristics of major grape varieties, definitions of wine regions, easy-to-understand wine tasting techniques, and proper pronunciation of some common wine terms.

Each candidate will be awarded a **Certificate of Attendance by the Florida International University**, signed by the Dean of FIU. This seminar will be held at 1pm, before the Junior Sommelier Competition at the same venue. Candidates can sign up for both the Competition and Seminar, at the combined price of **RMB200.00** per candidate. Candidates have the option of participating in either the Competition OR the Seminar, but the price remains as RMB200.

Registration Form:

Name _____ Birthday _____ M / F

Company Name _____

Position : _____.

Address _____

Mobile: _____.

Signature _____ Company chop : _____

Please send completed form to francesca.xu@asia-businessgroup.com or fax to **010-58287720**

Payment details: By cheque- Company name: 亚商桥(北京)咨询有限公司

or in person: 12B Jianguomenwai Ave, LG Twin Towers West Tower, Room 1101A, Chaoyang

District Tel: 8610- 58287728