


# Winning with Wine



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These days, wine is an increasingly important part of your drinks mix but it can be a daunting category to develop. Even experts in wine say that they will never know everything there is to learn. At WaverleyTBS we like to focus on how you can make wine a profitable income stream for your business.

Last year, we teamed up with the Morning Advertiser to run a monthly series of features based on looking at wine retailing. We tackled common questions that we hear all the time and have offered some straight forward solutions.

We hope you recognise some of the issues inside and find the solutions useful for your business.

Happy retailing!

*Waverley TBS*



# Tipping the sales scales

There is no doubt that wine is now a crucial drinks category, but the on-trade is failing to tap fully into its potential. WaverleyTBS provides four key tips to help you exploit the opportunity that wine offers

One of the first responses many licensees come up with when asked why they don't sell wine is to say their customers "don't drink wine", yet statistics show that pretty much they do.

It is estimated that 68% of the UK adult population drink wine; in fact, wine is now the biggest alcoholic drinks category in the UK by value, with a whopping 1.5bn bottles drunk every year. More than half (52%) is drunk by women and, as recent figures revealed, 50% of all on-trade visits will be made by women by 2012 – a stat not to be sniffed at.

However, at the moment, 85% of

the wine drunk in the UK is bought through the off-trade. Why is this? Think for a minute about how off-licences and supermarkets sell wine. Firstly, they offer a wide range. They also put the bottles where they are easy to see and use promotions to entice people to try new wines; they spot trends and drive them as well.

To help you learn how to do these things, we've teamed up with the experts at WaverleyTBS to get the lowdown on their expertise. And here are your first four key tips:

■ Some 70% of wine drinkers in the on-trade choose by "varietal" – that's the grape. White wines Chardonnay and Pinot Grigio and red wines Mer-

lot and Shiraz are the best-selling varietals in the UK.

■ Use single-serve bottles if you're unsure a wine will sell. With a 187ml mini bottle you can carry a wider range without any waste. You can trade customers up to the same wine in a 75cl bottle once they like it.

■ Make sure customers can see that you sell wine. Tent cards and wine lists on tables are essential. Don't forget chalkboards and posters, too.

■ Think of pricing drinks rather than volume; most wine drinkers will drink a glass in the same time as a beer drinker will drink a pint. As a rule match a glass of wine to the price of a premium lager or Guinness.

## Top tip

Put your wines on show. Make sure the reds are displayed openly behind the bar at eye-level, and make sure the whites have space in the fridge, with labels facing out for customers to see.

It is estimated that 68% of the UK adult population drink wine

## Case study: the Midland, Killamarsh, Derby

Julie Simpson recently took over the Midland pub in Derbyshire. The venue hadn't previously served any wine at all – primarily because nearly all its customers were men. So, in a bid to bring in more women, Simpson decided to spruce up the décor, introduce food and offer wine for the first time.

"One of the things women look for is a good wine offer," she says. "There's nothing like the prospect of sitting with friends and catching up over a bottle of wine to entice women into a pub."

Simpson's initial wine list, therefore, consists of a female-

friendly trio of whites, two rosés and two reds, as well as a sparkling Spanish Cava. All of the wines will initially be offered in just single-serve bottles, in a bid to save on storage space.

"We want to build this up slowly and surely. We've started with a relatively simple offer, but will add wines, do promotions and think about food and wine matching as we develop."

The Midland also has a decent-sized pub garden and children's play area, so Simpson is hoping that adapting her drinks offer to attract women will boost family custom in the warmer months.

## Lighter and whiter: Pinot Grigio

Consumers are demanding much lighter white-wine styles than before and this is clearly demonstrated by the continued success of Pinot Grigio.

Pronounced "Peeno Greejo", it is made from a grape with a grey/pink tinge that was traditionally grown in cool climates such as northern Italy or Alsace.

However, as the varietal has become more popular, so versions from Eastern Europe, California, New Zealand and



Australia have emerged.

Pinot Grigio is now practically a brand in itself and an accepted bar call, so it is a must-stock, even for outlets that have traditionally struggled to sell wine.

The success of this varietal has been driven by consumers – so if

Pinot Grigio is the first white Italian wine people have widely enjoyed, then there are opportunities to build upon their new-found confidence and tempt them into trying other Italian wines.



## WaverleyTBS recommends: Oliver & Greg's

Created to avoid pretentiousness and "flowery" language, Oliver & Greg's (O&G) is a range of 10 varietally-labelled wines from around the world, which has become one of the top three wine brands in the UK on-trade.

Behind each varietal, there are two winemaking experts who search the world for the best quality wine at a price point appealing to trade customers and

their consumers.

Its on-trade exclusivity, simple labelling – no winery, vineyard or vintage – and single-serve 18.75cl version made it an instant hit, and O&G has enjoyed big success in pubs and clubs as a result

On-trade wine drinkers can enjoy a Pinot Grigio from Italy and a Merlot blush from California without any added pretentiousness on the labels.



# As easy as 1, 2, 3

There's an awful lot to learn about wine, but it's easy to find out a few basics that will help you whip your wine list into shape and give your staff selling confidence

A common response to selling wine in pubs is: "My staff and I don't understand it." That's not surprising. Wine is one of the most complex categories in alcoholic drinks. You could study it until eternity and still not know everything! The highest qualification in wine is the Master of Wine (MW) and there are only around 260 of them in the whole world.

The simple truth is that you don't actually need to know a lot about wine in order to sell a great wine offer. Just follow a few simple steps:

## Range

Sell a range of wines. You can't just

offer house red and white anymore. Go for the popular varieties. For white wine choose Chardonnay and Pinot Grigio; for red choose Shiraz and Merlot and make sure you have a couple of rosés – it's the fastest growing category in wine.

## Quality

Ideally you shouldn't leave a wine open for more than 24 hours. You can use a Vacuvin to seal bottles at the end of the night. They cost less than £10, are widely available and will allow you to keep open bottles in good condition for up to 10 days.

Make sure white and rosé wines are cold enough – 8°C to 10°C – and your reds are at room temperature.

It goes without saying that your glassware should be clean and that you can offer a couple of different sizes; 125ml and 175ml sized glassware is a good start.

## Visibility

Wine drinkers know what they want if they can see it. That goes for storage as well as promotion. Ask your supplier for help with wine lists, chalkboards and descriptions.

## Involve your staff

Learn and taste along with your staff and find out what they like. Remember they are in the front line and should appear confident and able to recommend wines from your list.

## Top tip

Taste your wines with your staff. Your frontline staff are your main selling opportunity for wine, so it really is worth running a tasting session with them and getting them interested. Ask your wine supplier for help.

## Involve your customers

One of the best ways to engage your customers is to run a tasting night with them. Select a number of wines at around the same price, and, on a quiet night, ask customers to taste and score them. Get them to choose their favourites and use them to form the basis of your selection. This way you will ensure that you get the margin you need, while customers are more likely to drink a wine they have had a hand in choosing.

Wine drinkers know what they want if they can see it

## Case study: the Hinds Head, Stockport

The unveiling ceremony for the refurbished Hinds Head pub in Stockport in 2008 was earmarked as the perfect opportunity to improve the venue's wine offer.

The pub reopened with a range of new wine and beers, a new food offering and coffee for the first time.

In order to create the revamped wine list, licensee Stuart Kirkham invited a group of the pub's customers in for a tasting evening hosted by WaverleyTBS, who provided 75 to 100 different wines to sample.

"Customers were asked to judge each wine based on the

aroma and flavour and comment on what they thought of each one and where they thought it was from," says Kirkham. "We were then able to create our wine list based on the most popular wines from the evening." The list included four each of white and red wines, and three rosés.

The pub now has a good food offer, according to Kirkham, and this helps to boost its wine sales.

"At least 85% of the wines do really well," notes Kirkham. "We have now updated the list and plan to hold another event whereby we will allow consumers to taste the wines on the new list."

## Dark and spicy: Shiraz

Shiraz, also known as Syrah, is a dark-skinned variety of grape grown in many countries and used to produce powerful red wines, often listed as "robust" or "spicy". It is easy to grow in warm and hot climates and is high yielding with good alcohol levels.

It is called Syrah in Europe and a number of other countries, but is known as Shiraz in Australia.

Syrah continues to be the main grape of the northern Rhône and is associated with classic wines such as Hermitage, Cornas and Côte-Rôtie. In the southern Rhône



it is used as a blending grape in wines like Châteauneuf-du-Pape, Gigondas and Côtes du Rhône.

In describing Shiraz/Syrah, you often hear references to dark berries, chocolate, espresso and black pepper, which will give you an idea as to the flavour intensity of the wine.



## WaverleyTBS recommends:

It's really easy to put together a great wine offer with a little help from your supplier. WaverleyTBS recommends the following for an easy-drinking, something-for-everyone wine list:

**Reds:** A lovely rich Shiraz from Moondarra in Australia and a smooth, plummy Merlot from up and coming Chile.

**Whites:** Try a rich, dry Chardonnay

from southern France with Ropiteau L'Emage and don't forget your dry and crisp Pinot Grigio from Italy's Trulli.

**Rosés:** California tends to come up trumps with rosé, so here's two suggestions from the sunshine state: Humboldt Coast Rosé has lots of fruit and a touch of sweetness whilst Gallo's White Zinfandel has a medium dry finish.



# Get the till ringing

If you're not making enough money from your wine offer, here are a few simple tips to get the punters spending again

Given cheap supermarket pricing, how on earth can pubs make money with wine? Well, the simple fact is that not only is wine profitable, it's more lucrative than beer.

Indeed, wine is the most profitable single drink category (if you exclude a spirit plus mixer drinks) and it is important to think about comparisons with other categories in terms of actual number of servings instead of volume. So, for example, someone drinking a pint of beer will take the same time as someone else drinking a gin and tonic or a glass of wine.

Remember, too, that men will stay longer if women are drinking wine in your pub and so drink more beer. Here's how to do it right:

## Your offer

Get your range right and use your supplier to help. Think about quality, too. You would never put a cheap, low quality beer on your bar, so why

would you do that with wine? You will make money from good quality, value-for-money wines. So do your research.

## Your competition

Visit your local competition and get a feel for what they're charging. Wine is less price sensitive than other drinks categories, but some knowledge will give you a clearer idea about what drinkers will pay.

## Benchmark

Price a standard glass of wine in line with your premium lagers, such as Stella or Kronenbourg. Again, it's quality that counts and it's worth saying that to customers who want to query your prices.

## Cash margin

Would you rather be turning over a lot of wine at a reasonable margin or rigidly sticking to your GP percent-

age and seeing a slower turnover? If you want the former, consider working with cash margins that will show customers that they can enjoy great bottles of wine at very reasonable prices. An extreme example would be Champagne. A typical cost price for Moët et Chandon is £21. If you work on a 60% GP, the bottle retails at more than £70. If you add a cash margin of £10 a bottle and sell at £31 you give yourself a real point of difference and the customers see your wine offer as real value for money.

## Ullage or wastage

If you're really struggling with wastage in wine, there are two things you must do: Firstly, and most importantly, look at your offer – something is wrong if you can't sell a bottle over a week, the maximum amount of time that you can keep wine with a Vacu Vin. Perhaps you should be selling mini bottles or different wine?

## Top tip

Benchmark your standard wine by the glass with a premium lager. The guys rarely query the cost of their premium lager, so why should they pay any less for the girls' drink?

With this situation, it's time to call in some experts for help.

## Encourage up-selling

Price your wine to encourage up-selling from glass to bottle. A simple tip is to take the price of a bottle, say £9.95, and work out the price per glass by adding £1 and dividing by three for a large glass and four for a small glass. Then your price structure becomes £2.75 (small), £3.65 (large) and £9.95 (bottle). If two people chose the same wine, you can encourage them to buy the bottle as it will be cheaper.

Not only is wine profitable, it's more lucrative than beer

## Case study: the Stanley Gate, Ormskirk

Previously "an old-fashioned boozier", the recently-refurbished Stanley Gate in Ormskirk, Lancashire, has been developing its food and wine offer since licensee John Gosling took over nearly three years ago.

This strategy has seen year-on-year sales for the pub increase by 35%.

Wine is important to the Stanley Gate, not only as it brings in new customers, but also because Gosling makes between £7 and £8 from every bottle he sells.

Working off a cash margin, Gosling makes far more from

each bottle and glass of wine than from any of the lagers or beers he stocks. By selling three large glasses of Chablis – the most expensive white wine on the list, which sells for £16.95 a bottle or £6 a large glass – Gosling can make £18 per bottle.

"I was very keen to work off a cash margin as it keeps the wine reasonably priced for the customer, but is still a great return for us," he explains. "I would definitely recommend working this way, rather than off a GP percentage, to anyone who has a wine list or who wants to make more from their wine offer."

## Versatile and popular: Chardonnay

Chardonnay is a green-skinned grape variety used to make white wine and is one of the easiest grapes to grow.

It is believed to have originated in the Burgundy wine region of eastern France, which includes the famous Chablis wines, but is now



grown wherever wine is produced, and is planted in more wine regions than any other grape.

The grape itself is very neutral and can be influenced by climate, location, wine-making and storage. As a result, descriptions can range from crisp and dry, to rich, full and oaky.

Chardonnay is used in many different styles, from the elegant, "flinty" wines of Chablis to rich, buttery Meursaults and New World wines with tropical fruit flavours. It is also an important component of many sparkling wines around the world, including Champagne.



## WaverleyTBS recommends:

Every wine supplier will have some great quality wines that are less well known or made specifically for the UK. They may require that you run some staff tastings or customer offers to encourage recommendation and trial, but they will generally be cheaper options

and still great quality. From WaverleyTBS try the following:

Ropiteau L'Emage – a well-known French house, which is using its wine-making expertise beyond its traditional home in Burgundy to benefit from the sunshine of southern France.

Zarapito from Argentina – Argentinean wine is becoming hugely popular. Zarapito delivers quality you would expect from much higher price points and is a clean, fresh pouring wine.

Go to [www.waverleytbs.co.uk](http://www.waverleytbs.co.uk) for details of your local depot.



# The pricing game

Cheaper supermarket wine prices can put you off pushing your own offer. But for pubs, it's not just about the cost – and adopting other off-trade tactics can help

## "I can't compete with the supermarkets"

It's a common complaint: how can I compete with supermarket prices on wine? The simple answer is that you don't need to compete on price, but you can give them a run for their money with a few simple steps.

## Beat them at their own game

Copy what the supermarkets do and offer visibility, choice and value for money. You don't need to copy the pricing, but you can steal some ideas from their retailing tactics.

Do your customers know that you offer a good range of wine – do you have table talkers, chalk boards, wine lists and is your stock visible?

Have you got a decent range of wines? Even if it's just two reds, two whites and two rosés?

Are you offering any promotions to encourage trial, upsizing or sharing?

And don't forget that you need to

be offering value for money – we've talked about operating on a cash-margin basis previously, but if you want to know more, ask your wine supplier for help.

## Offer something different

Any decent wine supplier is able to offer wines that are only available in the on-trade. So if you are nervous about customers making direct price comparisons it might be worth taking the on-trade exclusive route.

These wines will be new to your customers so you may need to work a little harder to encourage trial, and it would be a good idea for your staff to try the wines so they can talk about making the right choice.

Of course, some on-trade exclusive wines are well known to customers these days. Names such as Oliver & Greg's, Cape Promise and Moondarra are all among the top-selling wines in UK pubs and bars.

## Don't be afraid of brands

While it is impossible to ignore the price comparison with well-known brands, they do offer your wine-drinking customers the comfort of a recognisable wine on your list. Your customers are much more savvy these days – they know the score on prices in supermarkets versus pubs and restaurants.

Branded wines provide a benchmark for price and quality on your list so customers can trade up or down around that wine. It is a fact that if you sell a well-known Chardonnay brand against a cheaper unbranded Chardonnay, you will sell more of the branded version.

At the very least, offer a few wine brands on your list and see how you get on.

## Location, location, location

You can't compete with supermarket prices, but you can offer your custom-

## This week's top tip

Give branded wine a try. The big wine brands are well advertised and have serious investment behind them. Give your customers something they recognise on your list, but make sure it's sensibly priced.

ers the kind of service and experience that they just can't get at home.

This means that you have to work harder on creating those wine occasions, capitalising on key dates in the calendar and creating food and wine matching opportunities.

Here are just a few ideas to get the creative juices flowing:

- It's ladies night – a wine and nibbles meal deal for a set price.
- Rosé on the rocks (a great Californian rosé served over ice) for American Independence Day.
- The Weekender – a larger glass of wine for Friday and Saturday nights at a special price.

Copy what the supermarkets do and offer visibility, choice and value for money

## Case study: the Gatsby, Berkhamsted

Nick Pembroke sells around 100 cases of wine a month through his pub, the Gatsby in Berkhamsted.

He took over the run-down pub four years ago when it was an old school boozier and has since succeeded in turning it into a fine dining and cocktail venue. The change meant, he says, that he "needed a decent wine list to go with the food offer".

He stocks a mixture of on-trade exclusive labels and brands that can be found in supermarkets and off-licences. "You need both," he explains, "because some

people like the reassurance of a brand they recognise and know they like, some want something they can only get here, and some don't want to pay more for a wine they can buy in Tesco or wherever."

He serves nearly all of his wines by the glass as well as by the bottle, which means he can offer a "try before you buy" policy to customers unsure about trying something new.

"This works really, really well and often results in customers buying a better wine than they were intending to," he explains.

## Merlot: soft, fruity – and easy to say!

Merlot is one of the most popular red-wine varieties and has a medium body with hints of berry, plum, and currant. The name Merlot comes from an old southern French dialect, in which "merlot" means young common blackbird because of the grape's beautiful dark-blue colour.

France is home to two thirds of the world's Merlot vines and it's the primary grape in the classic French wine, Bordeaux. Recently, Chilean Merlot has enjoyed a growth in popularity as a New World value-for-money alternative.

The popularity of Merlot comes partly from its softer, fruity profile, which makes it more approachable to some drinkers, but is also due to the relative ease in pronouncing the wine name!

In food and wine pairings, the diversity of Merlot can lend itself to a wide array of matching options. Heavier Merlots pair well with foods such as grilled and charred meats. Softer, fruitier Merlots (from cooler climate regions like Washington State and north-eastern Italy) go well with dishes such as salmon and mushroom-based recipes.



## WaverleyTBS recommends:

Here's how to approach pricing for some of the branded wines:

### Montana Sauvignon Blanc

Supermarket price £7.99  
At a wholesale price of £6.50 plus VAT, you can go for a 60% GP and

retail the wine at £18.75 or a £9.45 cash margin to give you a more reasonable retail price of £15.95.

### Concha Y Toro Sunrise Merlot

Supermarket price £5.49  
At a wholesale price of £4.79 plus

VAT, you can opt for 60% GP with a retail price of £13.95 or add £8.16 cash margin for a £12.95 retail price.

Go to [www.waverleytbs.co.uk](http://www.waverleytbs.co.uk) for details of your local depot.



Consumers are more sophisticated and don't want tapped wine these days

# Keep it fresh

Wine should be served fresh to ensure maximum taste and quality. So if you're avoiding it because you are concerned about wastage, then don't – there are plenty of solutions to this age-old issue

If your wine isn't selling quickly enough to prevent wastage, have you really done enough to bring your offer to the attention of your customers? Have you got your wine offer on display, and your chalkboards, wines lists and tent cards up to date?

If you're doing all this and still not selling the wines you stock, stop selling those ones! Quality may be an issue, or even the wine style.

If you're still using bag-in-box, then

you should have a rethink. Consumers are more sophisticated and don't want tapped wine these days. Research shows that drinkers don't care whether the wine has a cork or screw cap, but they don't like wine from bag-in-box.

The much more customer-friendly single-serve bottles are one of the few areas in growth – up by around 2%. Single-serve offers a fresh glass of wine every time and is a perfect

introduction to a wine style or varietal. Once you have customers drinking single-serve, it's far easier to get them to trade up to full bottles.

If you are selling wines by the glass from full-sized bottles, you can keep leftover wine using a simple Vacu Vin closure that extends wine life by two to three days. Vacu Vin and Le Verre de Vin systems remove oxygen from the bottles, and they can then be easily stored on their sides.

## Sauvignon Blanc

Sauvignon Blanc is a green-skinned grape variety, which originates from the Bordeaux region of France. The grape gets its name from the French words sauvage (wild) and blanc (white) due to its early origins as an indigenous grape in south-west France.

Sauvignon Blanc produces a crisp, dry, refreshing white wine and makes some of the world's most famous French wines, including Sancerre and Pouilly Fumé. It is also used in the famous dessert wines from Sauternes. It is now planted in many of the world's wine regions, widely cultivated in France, Australia, South Africa, California, South America, and famously, the Marlborough region of New Zealand.

Depending on the climate, the style can range from zesty citrus and green fruits to aromatic ripe tropical fruits. Due to its crisp, elegant and fresh flavours, Sauvignon Blanc is fast becoming the grape of choice for discerning wine-drinkers.

Sauvignon Blanc, when chilled, goes well with fish and other seafood, and is also known as one of the few wines that can be paired with sushi.



## Case study: Borough Arms, Gateshead

Kelly Heslop has been selling single-serve bottles of wine in her pub, the Borough Arms, in Gateshead, since she took over as licensee with her partner two and a half years ago.

The pub now stocks three different whites, three reds and a rosé in this packaging format, and it has been so successful that it now doesn't offer its customers wine in any other way.

"We used to also offer wine on draught, but found that people preferred buying the single bottles of wine, so we stopped even selling the draught format," says Heslop.

"I now drink these wines if I see them when I go out, because I think they are good value for money, and they seem to be fresher and taste better than draught options."

Heslop asked her customers why

they preferred wine in the single-serve bottles, and the answer she was frequently given was that compared to a choice of one or two wines on draught, this way they get a much bigger choice of what wine to buy.

In the Borough Arms, bottles cost £2.45, which fills a standard-sized glass of wine. "As licensees we've found it more convenient to have this wine," says Heslop.

## This week's top tip

Try offering your customers wine by the glass, using single-serve bottles. This small size of bottle guarantees each customer a fresh glass every time and enables you to offer a range of wines by the glass.



## WaverleyTBS recommends:

Entice new drinkers to wine with the widely available single-serve sized bottles – at just 18.75cl, they guarantee a fresh glass of wine every time.

McGuigan Black Label Shiraz (retail at £3.50/£3.75).

Humboldt Coast Rosé (retail at £2.95)

Santa Serena Sauvignon Blanc (retail at £2.95).

Go to [www.waverleytbs.co.uk](http://www.waverleytbs.co.uk) for details of your local depot.



# In the pink

Rosé is now popular all year round – and there's a great range of varieties to offer

**W**ith 22%\* sales growth in the on-trade, every wine list should have at least one rosé wine, although a range of them would be preferable.

Once the preserve of warm summer days, rosé now has a 9% share of the market in the on-trade (with 11% market share in the off-trade), taking this share mainly from red wine.

Given the growth in popularity it has become an all-year-round drink with a surprisingly wide range of styles to choose from. Drinkers have been enjoying locally-produced rosés for years in southern Europe so it's

not a new phenomenon. However, California has really developed the rosé market, creating "blush" wines suited to people who don't normally drink wine, so making it more accessible.

Californian wine giant, Gallo, launched its Rosé on the Rocks initiative in 2007 with huge success, enticing new wine drinkers with its White Zinfandel or White Grenache (both pink in colour) served over ice.

As rosé wines become more popular with wider choice, many drinkers are progressing from the sweeter Californian rosés to discover the drier, fruitier European styles.

Whether it's sweet or dry, don't

miss out on this growing phenomenon and encourage your customers to "think pink".

*\*Nielsen Nov 2008*



## Top tip

Have at least two rosés on your list – one sweet and one dry – but for that added touch of glamour, add a sparkling rosé too.

## Range options

Plan your range within the following styles:

- Light, dry and fruity
- Medium "blush"
- Fuller fruit
- Sparkling

## Rosé or blush?

The term blush originated in California and referred to the pale pink colour produced accidentally when making white wine from red grapes. Over time it has also come to mean a relatively sweet pink wine.

The term is generally restricted to wines sold in North America, although it is sometimes used in Australia and by Italian Primitivo wines. In Europe almost all pink wines are referred to as rosé regardless of sugar levels.

## Case study

**Suzanne Hames, manager, Burntwood Court Hotel & Bar, Barnsley**

We started stocking a range of rosé wines about two years ago and sales are unbelievable.

Waverley gave us nice glasses for rosé to go in – this has really helped. Sales are especially good on warmer days – people want a cold, refreshing drink – but we've had good winter sales too.

We sell rosé in small individual bottles or by the full bottle. I would never go back to selling wine by the glass – by using the

smaller bottles we can stock a much wider range, and we don't have to have too many bottles open that get wasted.

We hold lots of weddings and found standard-size bottles popular for sharing at these occasions, or for hen nights.

It's not just women ordering rosé – it's definitely popular with men as well. We have a lot of entertainment here – rosé often sells well whatever the occasion. We have a cross section of people who come here, and rosé appeals to a wide audience.

## WaverleyTBS recommends

Given the inexorable rise of Pinot Grigio as one of the best loved grape varieties in the UK, a pink Pinot Grigio is a marriage made in wine-drinking heaven.

Try Trulli Pinot Grigio Blush, a soft pink colour with a refreshing burst of strawberries or Sartori Pinot Grigio Blush, a delicate pink colour



with crisp, clean summer fruit flavours.

Then put some real fizz in your summer wine sales and make it fizzy too with Trulli Sparkling Pinot Grigio Rosato, a pink, sparkling Pinot Grigio.

Go to [www.waverleytbs.co.uk](http://www.waverleytbs.co.uk) for details of your local depot.

## From Primitivo to Zinfandel

Zinfandel is a variety of red grape planted in more than 10% of Californian vineyards, but it's actually of Italian origin.

The Primitivo variety was traditionally grown in southern Italy. The grape was imported to the United States in the mid-19th century, and became known by variations of the name Zinfandel.

The grapes produce a robust red wine, although a semi-sweet rosé (blush-style) wine called White Zinfandel has become far

more well-known in the US. The grape's high sugar content can be fermented into levels of alcohol exceeding 15% abv.

The taste of the red wine depends on the ripeness of the grapes. Hints of red berry fruits like raspberry predominate in wines from cooler areas, whereas blackberry, anise and pepper notes are more common in wines made in warmer areas and in wines made from the earlier-ripening Primitivo grape.

# Easy pickings

If you're ready to build a good wine list, the basics aren't hard to master

**O**ver the last few pages we've tackled different aspects of retailing wine. Now we take the next step and show you how to create your own wine list.

## Range

As a minimum, try three of each colour on your list – red, white and rosé – and aim to incorporate the best-selling grapes. For example:

■ **Red** – Merlot, Shiraz and Cabernet Sauvignon

■ **White** – Chardonnay, Sauvignon

## This week's top tip

Ask your supplier for help. A good supplier will help you to compile the right sort of list for your outlet and will be able to advise you on wine and food matching too.

Blanc and Pinot Grigio

■ **Rosé** – light and dry, medium “blush” and fuller fruit

## Building the list

Here are a couple of other points to think about when developing your list, which should help ease what can be a complicated process.

■ What's the age range in your pub? If older, you may need to add a Liebraumilch or Piesporter. What sort of wines are in the media? Chenin Blanc, Pinot Noir and Rioja are all widely talked about at the moment.

■ Add credibility to your list. These wines will be window dressing for your list. They may not sell quickly, but customers will recognise them as good wines, for example: Chablis or Châteauneuf Du Pape.

■ Bridge the price gap with some mid-range wines, perhaps from the New World, with popular varietals such as New Zealand's Sauvignon Blanc or Chilean Merlot

## Adding some sparkle

Sparkling wine is in such growth now that any list ought to have a couple of examples. It doesn't always have to be Champagne, but it's a good start. Then look for a good Cava (from Spain), Prosecco (Italian) or sparkling rosé. You can offer them all by the glass too if you stock them in the single-serve format and it really adds some glamour without risk.

## The pricing ladder

Increase prices in small jumps – the consumer is happy to spend another £1 but not another £5.

In the same way, ladder your cash margin – each more expensive wine must make a bit more cash margin.

Finally, focus on cash margin and not a percentage gross profit.

## The list

Most suppliers will offer a printing service these days, so get your list printed up and out in your pub. Some



suppliers will even help with tent card and posters – remember, it's in their interests to help you to sell more wine.

As a minimum, try three of each colour on your list – red, white and rosé

## WaverleyTBS recommends



Cape Promise Chenin Blanc has a refreshing ripe melon and citrus taste with a lively clean finish. Its easy-drinking style means it is consistently in the top 10 wines in the UK on-trade.

Vouvray from the De Neuville AOC Range in the Loire is an outstanding example of a Chenin Blanc. It has peachy sweetness, good acidity

and floral flavours with a clean finish. The Loire is the Garden of France and De Neuville has developed a range of contemporary looking wines from a very traditional French region.

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## Chenin Blanc

Chenin Blanc, a white grape that originated in the Loire in France, has also found a home in South Africa where it is known as Steen.

It produces a fairly neutral liquid, but its high acidity means it can be used to make everything from sparkling wines to well-balanced dessert wines.

In cool areas the juice is sweet, but high in acid, with a full-bodied fruity palate. In northern France, the less ripe grapes are

made into popular sparkling wines such as Crémant de Loire.

The white wines of Anjou are perhaps the best examples of Chenin as a dry wine, with flavours of quince and apples. In Vouvray they aim for an off-dry style, developing honey and floral characteristics with age.

The best vintages produce a viscous dessert wine.

Chenin Blanc goes well with fish or pesto-flavoured pasta.

## Case study: Ian Garnham, licensee, Shepherd and Shepherdess, Beamish, County Durham

I review my wine list twice a year, in spring and autumn. This allows me to adapt to seasonal trends – in spring I do more whites and lighter wines, and in autumn it's the Merlots and Shirazs – but it also allows me to add a new wine or react to a new trend in wine.

For example, three and a half

years ago I didn't stock any rosé but I was advised that this was getting more popular so I was able to add it to my spring menu the following year. Now I stock a selection of rosé.

WaverleyTBS has been helpful with advice and will recommend wines for me when it comes to

reviewing my menu. When you're running a business you can get a bit cocooned, so it can be hard to keep up with what's going on outside. It's good to have experts I can turn to for advice.

I have also added a range of single-serve wines to my menu. They are popular because people

want fresh wine and don't always know how long an opened bottle has been sitting there.

They offer me good profit margins and make it easier to sell wine. I have listed the single-serve selection of wines in their own section on my wine menu and this works well for me.



# Natural combinations

You just need to follow a few simple rules to match wine with food

Matching wine and food used to be easy didn't it?

Food in the UK was fairly simple and most wine came from Europe.

Then around 20 years ago, there was a food and wine explosion, both in consumer interest and choice.

These days we have a truly global appetite: we use more herbs and spices in everyday cooking, we buy wines from all over the world and wines have generally become fruitier in flavour. So how do you even start?

## This week's top tip

Don't be afraid to experiment. Taste wines with staff and your chef and see what works. Be brave.

### A meal is still a journey

Traditional guidelines do still apply. Meals and the wines that accompany them are a progression: so it's dry before sweet; light before full-flavoured and neither the wine nor food should overpower each other.

### It's all in the preparation

Matching food and wine depends on how the food is cooked, whether there are any sauces used and how the dish is flavoured. And don't forget to think about what else is on the plate. (Christmas dinner can be tricky but generally a good Chardonnay does the trick).

Seasoning is also vital: salty and sour flavours make wine milder and sweet while savoury flavours make wine stronger. So if you season a dish correctly it will complement most wines.

One of the best ways to match

wines to your menu is to try them together. Set up a sampling session with your staff and work out which tastes best. What better way to instil confidence and enthusiasm in your team so they can pass on their own ideas to your customers?



Wine & dine: match food flavours

## Go on, give it a try

### Some broad guidelines:

- Tannic reds and rare steak
- Oaky whites and creamy sauces
- Sweet dishes with even sweeter wine
- Spicy dishes are often best with dry wines.

### Wine produced in a region often complements its local food:

- Muscadet and seafood
- Chianti and pasta
- Red Burgundy and boeuf bourguignon

Wines have generally become fruitier in flavour

## Case study: Highland Drove Inn, Penrith

Donald Newton, licensee at the Highland Drove Inn near Penrith, has seen a great boom in his wine sales over the past few years.

His wine list is now 60-strong – though he says he is in the middle of streamlining it ready for next year. "I want to keep it fresh and interesting without being confusing," he explains.

In conjunction with WaverleyTBS, Newton has run a number of food and wine matching events at the pub.

"They've been incredibly popular," he says. "We charge £50 a head, but you get seven courses with a different wine with each dish."

The concept is simple, with food and wine from a specific

country at each event.

So far Italy has proved the most popular, though Argentinian steaks and the Spanish offer also did well.

Typically Newton and his chef come up with the menu first and then WaverleyTBS helps to find matching wines for the dishes, which it provides to the business at a discount.

"It's been a great way of finding new wines to stock – wines that you know will be popular – as well as getting new customers through the door," Newton says. "In that sense it's been a great marketing tool as well as a footfall driver for us and we are definitely keen to keep up the momentum."

## Pinot Noir

Being lighter in style, Pinot Noir has benefited from a trend for more restrained, less alcoholic wines. Its name is derived from the French for "pine" and "black" referring to the varietal's dark purple pine cone-shaped bunches.

Pinot noir grapes are grown around the world, mostly in the cooler regions, but the grape is chiefly associated with the Burgundy region of France particularly the Côte d'Or.

In recent years there have been good examples from California, Chile and New Zealand.

Pinot wines are among the most popular in the world. The broad range of bouquets, flavours and textures can

confuse tasters but the wine tends to be of light to medium body with an aroma reminiscent of black cherry, raspberry or blackcurrant.

Inexpensive red Burgundy goes well with lighter beef dishes and coq au vin, more robust wine from the New World or Côte d'Or village wines pair beautifully with game, well-hung beef or roast duck.



## WaverleyTBS recommends

Filus Malbec from Argentina is a family-owned winery that is new to the UK, but has been selected for the portfolio as an alternative to some of the more popular Argentinian wines. A sturdy and masculine varietal with oaky

flavours, Malbec goes well with barbecue food.

Clairault Sauvignon Blanc from Western Australia is another family-owned winery with multi-medal winning quality. Sauvignon Blanc from the New World can really

handle a large range of dishes but goes particularly well with fish and fusion foods.

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# It pays to display

There are so many pressures on bar space these days that it's not surprising that some licensees claim that they don't have the space to sell wine. However, when there's additional profit to be made, there's always a way to fit it into your offer.

First, make some space. It's time to take a good hard look at your bar from the other side. What do your customers see when they approach the bar? Do you sell crisps, glasses and the darts team trophy? Or are you displaying a host of weird and wonderful spirits and liqueurs that are only purchased at Christmas?

Next, prioritise your fridge space. Is your fridge stocked to make it easy for the staff, or is it stocked to make you more profit? The area in the fridge that is visible to the customer is premium selling space, so make the most of it – make room for wine.

Have a think about your volume



On parade: make room for wine and be proud to display your portfolio

sell. If they're selling well anyway, do they really need that valuable promotional space? Think about the products that make you the most gross profit and focus on them.

You should also think about making a small display of wines on your list. Here are some suggestions that are cheap and easy to do:

Buy an attractive container (with no drainage holes) from your local garden centre, fill it with ice and

pack it with bottles of white wine from your list for a bar-top display.

Use chalk boards if you have any. Ask your staff to write their own tasting notes to create some interest and involve them in your wine drive.

Twist your supplier's arm for some tent cards to promote your most profitable wines. Think of all those female customers who don't go to the bar – you need to catch their attention at the tables.

Your back bar is not the only space you can use to show off your range of wines – you can also catch the attention of potential customers at the tables and throughout the pub

## This week's top tip

Make room for wine and be proud to display your portfolio. Wine is a growing and profitable category and you cannot afford to miss out.

Think about the products that make you the most gross profit and focus on them

## Case study: the White Bear, Masham, North Yorkshire

First thing you see when you walk in the Theakston's White Bear is the impressive array of wines behind the bar. Then you notice the wine lists on every

table – and just in case you haven't made your choice by the time you get to the bar, there's a special promo displayed on tent cards for summer fizz or sparkling rosé by the glass.



"These are typical of the sort of tactics pubs need to employ if they are to drive their wine sales," says White Bear manager Sue Thomas.

She adds: "Wine has been the forgotten or overlooked drinks category for a long time with pub operators and that's such a shame because that's what their customers are looking for."

## Riesling's renaissance

Riesling is a white grape variety that originated in the Rhine region of Germany. It is known in the UK mainly for sweet white wines, but Riesling is also used to make dry, semi-sweet and



sparkling white wines. In recent years Riesling has experienced a worldwide renaissance with Germany leading the revival.

Riesling's typical aromas are of flowers, tropical fruits, and mineral stone (such as slate or quartz), although dry aged Rieslings are known for their petrol-like bouquet.

They are versatile wines for pairing with food, because of their balance of sugar and acidity. Riesling can be paired with white fish or pork, and is one of the few wines that can stand up to the stronger flavours and spices of Thai and Chinese cuisine.



## WaverleyTBS recommends

Labels or bottles can be eye catching, amusing or unusual so why not make a feature of them?

Crooked Vine, for example, is a range from the Languedoc, where modern fruit-driven styles are given an additional twist with a crooked shaped bottle.

And Tempus Two, a classy looking range of wines from the Hunter Valley in Australia, has copper or pewter labels – a stunning-looking bottle.

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# Get your wine sales fizzing

Champagne and sparkling wines can be an affordable treat offering a good cash margin

**D**rinkers might not be going out as much as they used to, but when they do, they are looking for a value-for-money, “me time” experience. So there are still times when sparkling wine or Champagne does fit the bill and it’s another profitable opportunity in your wine portfolio.

It’s not just about sticking the best Moët or Dom Perignon on your list, so here are some top tips to inject some fizz into your wine sales:

## What’s in a name?

Why not list your range as “Bubbles” or “Fizz”, rather than the more formal Champagne and sparkling wines? If you create a more relaxed, everyday feel around this end of your list it will help to sell more. Appeal to the “because you’re worth it” segment of the market who work hard and want to treat themselves.

## It’s not just Champagne

Prosecco from Veneto in Italy, Cuvée de L’Ecusson from Luxembourg and Cava from Spain are very acceptable alternatives to Champagne these days and just a quarter of the price. The New World is in on the act too and don’t forget that

if it’s pink and bubbly it has twice the appeal.

## Making margins

Don’t overprice your Champagne. Look at the current cash margin you are making on wine and add a bit more. Champagne should be your best cash-margin earner, but not so much that it sits in your cellar tying up costs in stock. It’s far better to have good throughput and a reputation for great Champagne than well-stocked, dusty shelves.

## By the glass

Yes, this kind of offer is possible. If you can’t get through a whole bottle

## Case study: Kim Macmillan, bar manager, the Gatsby, Berkhamsted, Hertfordshire

“Champagne sells well here without us doing much in the way of promotions. We have a popular restaurant, which helps with Champagne sales because staff offer customers a glass of Champagne before their meals.

“We sell Champagne and sparkling wines by the glass and this is a very successful strategy because it allows people to buy Champagne who may not otherwise want to spend £40 for a whole bottle. We sell these, on average, at £7 a glass, so actually it works out about the same in terms of our profit margins, but it

attracts more customers.

“There’s no wastage problem with selling Champagne by the glass because we store the opened bottle using a Verre de Vin preservation system.

“As well as Champagne we also have a sparkling rosé and Lindauer and Montana sparkling wines, which are all popular.

“We get good sales on Champagne and sparkling wines for party bookings such as birthday celebrations or weddings. We can offer Champagne receptions for wedding parties.”

in a day or don’t have the Verre de Vin wine preservation system, many Champagne houses and sparkling wine producers are offering single-serve versions these days. Customers who feel they can’t afford a whole bottle at £40 might spend £7 or £8 for a glass.

## Service and display

You can always create some interest with staff training, some creativity and a little bit of theatre. Why not fill a large bucket of ice and display your Champagne or sparkling wine on the bar, serve complimentary strawberries with every glass, or even have a ticketed fizz-tasting night to drive sampling?



**Ticket to quaff:** ticketed fizz-tasting nights can drive sampling

## This week’s top tip

Be realistic with prices for Champagne. Sell higher volumes with a good cash margin, so it’s still an attractive deal for your customers.

## WaverleyTBS recommends

Maschio Prosecco di Valdobbiadene - this exciting Italian sparkling wine is enjoying a huge boom in popularity at the moment. It’s classy, affordable and refined with soft bubbles and fruity flavours.

Lanson Black Label - consistently rated as one of the best Champagnes in blind taste tests, Lanson Black Label has a fine mousse of bubbles and a toasty, honeyed nose in perfect balance.

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## Putting a sparkle into your wine offer

Sparkling wine is a wine with significant levels of carbon dioxide in it making it fizzy. The carbon dioxide is normally a result of natural fermentation. The latest research shows that there are up to 30 times more flavour-enhancing chemicals in the bubbles than in the rest of the drink, which improves the overall drinking experience.

The classic example of a sparkling wine is Champagne, made using the “méthode champenoise”, when the carbon dioxide is created from

secondary fermentation in the bottle. European law means that Champagne can only be classified as such when made in the Champagne region of France, but many other “traditional method” examples are produced in other countries and regions, such as Spumante in Italy, Cava in Spain, Sekt in Germany and Crémant in other regions of France or Luxembourg.

The United States is a significant producer of sparkling wine. California, in particular, has seen French Champagne houses open

wineries in the state to make American sparkling wine according to the Champagne method. Recently the United Kingdom, which produced some of the earliest examples of sparkling wine, has started producing Champagne-style wines again, such as Three Choirs Classic Cuvée.

Sparkling wine is usually white or rosé (although there are examples of red sparkling wines) and the flavour can range from very dry “brut” styles to sweeter “doux” varieties.

# Tempting 2010 trends

A few simple ideas and tweaks to your wine offer can help you expand your business in the year ahead

**W**hile wine drinking on a regular basis is fairly new to the UK, we have not been immune to changes in tastes and fashion over the years. We've moved on from Blue Nun and Piesporter of the 1970s and '80s, but as a nation are still partial to slightly sweeter wines, particularly when new to the drink.

However, you don't need to be a wine buff to make a few simple tweaks to your offer. So here's a look at some of the ideas that will sustain and grow your business in 2010.

## This week's top tip

Improve your customer service around the wine category. Your front-line staff are your best asset. Ask your wine supplier for help.

### Let's hear it for the girls

Make your wine offer visible to your female customers; most don't know what they want to drink when they arrive, so you have plenty of opportunity to influence them with displays, promos and helpful barstaff.

Women are driving the rising sales of rosé and sparkling wines. Californian rosés such as White Zinfandel and White Grenache are sweeter than their European counterparts, while pink sparkling wines are now seen as everyday indulgences.

Our '90s love of Chardonnay has switched to the more easy-drinking style of Pinot Grigio, but make sure you still have both on your list.

### Food sales

Undoubtedly, one of the biggest opportunities for wine is through the growth in food sales in pubs. Here, staff training is key when it comes to recommending wines to serve with meals or choosing a decent range of wines to complement your menu.

Don't forget your glassware. It should be clean and re-conditioned regularly. Also, why not consider carafes? They are making a return to fashionable dining tables these days. A 500ml carafe can be easily shared between two diners without the pressure of trying to finish off a whole bottle, and can be sold at a lower price point.

### Premiumisation

As more drinkers enjoy wine in pubs there are lots of opportunities to encourage them to trade up price bands through realistic cash-margin pricing and promotional offers. If customers begin to appreciate that an extra £2 or £3 a bottle means a much better drinking experience they



might move up to that price point. Your list must have a good range of wines with a "ladder" approach to pricing. Your supplier should be able to help you with this.

## Cabernet Sauvignon

Cabernet Sauvignon is one of the most widely-planted grape varieties and is grown in nearly every major wine-producing country in the world.

A dark purple grape that produces wines with flavours of blackcurrant, it is particularly suitable for ageing in oak.

The wine's high tannin content, oak influences and high alcohol levels all shape how well it matches with different foods.

Old World wines, such as Bordeaux, have earthier influences and pair well with roast meats. Wines from cooler climates, with vegetal notes, suit casseroles. New World wines, with more up-front fruit flavours, pair well with bolder dishes that have lots of different flavours.

When the cheese board is served, the different styles of Cabernet Sauvignon work well with many types of cheese.

## Case study: Lucy Barron-Reid, the Bull, Benenden, Kent

With the help of WaverleyTBS we invested in a Verre de Vin system, which means we can offer every one of our wines by the glass. This has been an enormous boost to our wine sales and particularly in attracting the girls into the pub for social drinks.

I see women coming into the Bull to share a bottle of wine between them and they might order a bowl of olives or some

bread to nibble on. Women seem to be moving towards lighter, more floral wines such as Pinot Grigio and Sauvignon Blanc and away from heavier, oaked wines such as Chardonnay.

At the weekends women love that indulgent treat of a glass of Prosecco – we serve it in long, fluted glasses and it adds some glamour. And all our staff are very well trained.



## Festive recommendations from WaverleyTBS

In the run up to the Christmas party season, add dessert wines or port to your Christmas wines. They look the part. They are a perfect end to a festive menu and complement the puddings and cheese boards, as well as your profit margins.

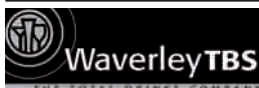
Concha Y Toro Late Harvest

Sauvignon Blanc from Chile is a golden sweet wine with complex notes of ripe figs, peaches and papayas.

Nederburg Noble Late Harvest from South Africa is bright yellow and gold with aromas of dried apricots and raisins.

Warre's Otima 10-year-old Tawny Port is rich tawny in colour with an excellent nose of nuts and mature fruit. It is light and delicate on the palate.

Call 0844 556 2566 or go to [www.waverleytbs.co.uk](http://www.waverleytbs.co.uk) for details of your local depot.



Crystal clear: it's imperative to keep the glassware spotlessly clean

# Uncork a festive approach

There are always a few ways to improve your Xmas wine offer

**P**reparing for the festive season and thinking about the year ahead? Then run through Wine Seller's 12 days of Christmas

**1** Have a look at your wine range offer. Can it be refreshed? Check through the wines that you sell and make sure you have the top-selling white varieties, such as Sauvignon Blanc and Pinot Grigio, as well as the top reds: Shiraz and Merlot. Don't forget to include some rosés and sparkling options too.

**2** Price your list with a reasonable cash margin rather than percentage margin to encourage trial and trading up.

**3** Keep glassware spotlessly clean and reconditioned regularly.

**4** Keep it fresh – using single-serve bottles or wine-saving systems. Your customers will keep coming back if they have a fresh (and clean!) glass every time.

**5** Store your wines properly – whites in the fridge and reds at room temperature.

**6** Display your wines throughout the pub – tent cards, chalk boards, displays on or behind the bar. If your customers can't see what's on sale, they won't buy.

**7** Train up your staff so that they know which wines to recommend. They should be confident about how to serve wine and, most importantly, which wines make you the most money.

**8** Match your wines to your food menu. Even if it's steak and ale pie with a Shiraz or

fish & chips with a Pinot Grigio, it shows your customers that you care about wine.

**9** Get your regular customers to choose your house wines or wines by the glass in a fun tasting night. If they have made the decisions, they're far more likely to buy wine.

**10** Promote your wines. Remember, wine sales are driven by the girls, so think pink, think bubbly and think nibbles! How about a bottle of rosé, four glasses and a bowl of nibbles for £10? They'll be ordering their second bottle before you know it.

**11** Remember key calendar dates at the start of the year and make sure wine plays its part in Valentine's Day, Mothering Sunday and Easter. They're all key wine occasions for the girls.

## Tempranillo

Tempranillo is a variety of black grape widely grown to make full-bodied red wines in its native Spain. It grows best at relatively high altitudes, but it also can tolerate a much warmer climate.

It is the main grape used in Rioja, and is often referred to as Spain's "noble grape". Its name is derived from the Spanish word "temprano", (meaning "early"), a reference to the fact that it ripens several weeks earlier than most Spanish red grapes. In the last 100 years it has been planted in South America, USA, South Africa, Australia and Canada.

Tempranillo wines can be consumed young, but the very best ones are aged for several years in oak barrels. The wines are ruby red in colour, with aromas and flavours of berries, plum, tobacco, vanilla and even leather. Tempranillo matches well with beef, lamb and roast turkey – perfect for winter dishes.



**12** Seek out advice. There are various places where you can search for advice on wine and creating a wine list. You can look into training courses for yourself or your staff. Your supplier should also be able to help and if they can't then consider switching to one who will.

WaverleyTBS's general enquiries line is 0844 556 2566 or go to [www.waverleytbs.co.uk](http://www.waverleytbs.co.uk) for details of your local depot.

## WaverleyTBS's seasonal recommendations

Here are some ideas to suit all tastes for Christmas turkey and all the trimmings:

Oliver & Greg's Chardonnay is delicious with traditional Christmas dinner, with soft aromas, a balanced acidity, plenty of ripe fruit and a rich, rounded finish.

For a full bodied and intense rosé alternative, try Espiral Old

Vine Rosé, packed with raspberry fruit and a touch of vanilla. This choice is full of flavour and deep in colour and is made with 100% Tempranillo grape.

Brian McGuigan Private Bin Shiraz on-trade exclusive matches well with the complex combination of flavours from the turkey, stuffing and all trimmings. It's not too overpowering and will appeal to all.



# Three easy steps with **WaverleyTBS**



1. Create your wine list



2. Offer wine by the glass



3. Match wine with food



We're here to guide you through the whole process.

Speak to your local WaverleyTBS representative for full details.

Contact 0844 556 2566 or go to [www.waverlytbs.co.uk](http://www.waverlytbs.co.uk) for more information

