

# TASTING ROOM

AT PHANTOM CREEK ESTATES

## MISSION

*The Tasting Room at Phantom Creek Estates' mission is to serve our guests a memorable tasting experience which is a combination of learning and fun.*

*Our mission extends throughout our Estate, to create some of the best wine in Canada. Our wines are estate grown and harvested by our Farming Team, lead by Amy Richards; processed, aged, and bottled by our Winemaking Team, Led by Mark Beringer; all to ensure our mission, of unabashed quality in an uncompromising setting.*

*The South Okanagan landscape offers us beauty and bounty. With the best produce in Canada our talented culinary team, lead by Chef Alessa Valdez & Sous Chef Elizabeth Kalin, create dishes that emphasise the importance of the local, and independent providers they work with.*

## BRAND AMBASSADOR

Reporting to the Management Team, the Brand Ambassador is responsible for creating and delivering a memorable guest experience before, during, and after their arrival at the Estate, executing the Tasting Room Mission by educating our guests about wine in a fun atmosphere.

## WHAT YOU WILL OWN & IMPROVE

- Advanced knowledge of Reservation systems, specific understanding of phone etiquette and demeanour and an understanding of floor operations and flow.
- Upholding the standards of service set out by the Management Team and deliver with an attention to detail.
- Creating memorable experiences for our guests by providing service, interaction, and education above expectations.
- Expanding your knowledge of wine by delivering experiences at different levels of luxury.

## WHAT YOU ALREADY KNOW

- Previous experience in a Food & Beverage role, ideally in a wine related upscale environment.
- WSET level 2 or above or equivalent certification is a big asset but not required if you have a background in the wine industry.
- Intermediate knowledge of food and wine, with an understanding of common culinary and wine terms and verbiage.
- A capacity to multi-task in a fast-paced environment whilst still maintaining a consistently high level of standards.

## WHAT YOU WILL LEARN

- Build a guest-first approach to hospitality. Embracing a brand culture that fosters empowerment and decision making to create and maintain positive guest experience.
- Advanced wine and culinary product knowledge, specifically regarding the life cycle of a Winery (grape growing, harvesting, wine production and wine sales) and the seasonal changes of a Tasting Room.
- Learning in depth about the Okanagan wine region by understanding how terroir and micro climates affect the final taste, quality and price of wines.

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## HOW SUCCESS IS MEASURED

- Sales: Employee sales are tracked through the POS system. Regular audits are conducted to see guest expenditure and identify average sales per order. These statistics are used to identify areas of opportunity for training and coaching.
- Reviews: Online review platforms like Tock, Google, Yelp. Management regularly checks reviews for positive (or negative) feedback, specifically when referencing service and their employees' performance.
- Repeat Clientele: Creating a positive and memorable experience that convert tasters into repeat customers, contributing to the reputation, and subsequent performance, of the Tasting Room.

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## DETAILS

- Competitive Hourly Rate
- Partial Uniform Provided
- Employee Discount on PCE Estate