

Being a Sommelier in Malta – The Local Stakeholders Perceptions and Expectations.

John Zahra

Bachelors Thesis
Diploma Programme in Culinary
Management
2017



Author(s) John Zahra	
Degree programme Degree Programme in Culinary Management	
Report/thesis title 'Being a Sommelier in Malta – The Local Stakeholder's Perceptions and Expectations.'	Number of pages and appendix pages 76 + 85
<p>The recent developments in the Maltese Hospitality industry have made local service providers push their efforts to provide better quality services to their clients both local and foreign. This more so in the scattering sector of hotels and restaurants</p> <p>In line with this development I have undertaken this thesis to get an insight into the expectations and perception of local stakeholders on the area of wine service in restaurants. For this goal I have undertaken three survey covering clients, employees and management personnel in the industry to collate data on their perceptions and expectations in this area of customer service.</p> <p>The data was collected via the Survey monkey platform and was completely anonymous to ensure complete ethical considerations. This work has found that the client perception is that wine service is sub standard due to improperly train service personnel while employees feel they do not get the required training and any training they get is superficial.</p> <p>The management feedback was that they try to give some sort of training to heir employees but the element of wineservice is not given priority and the the persons rsponsible for wine training are not exactly well veresed in professional wine service.</p> <p>This situation also has a ripple effect on the organisation of wineservice with situations such as compiling a wine list or cellar management whre no really qualified personneol are available and this type of work ends up being done by top management.</p> <p>The conclusion of this work is that should a professionally designed and implimented wine server course be availbale local industry stake holders would endorse it with open arms and and even sponsor its costs partially or otherwise beside take steps to advertise its availability to their employees and other industry segments that would be interested in participating.</p>	
Keywords Quality Service, Customer Care, Wine, Training, wine knowledge, Perceptions, Expectations	

Table of contents

1. Introduction	4
2. Research question	5
2.1 Selecting a research topic – Rationale and background	5
2.2 The research question	7
3. Research project aims and objectives	8
4. Literature review	10
4.1 Culture of wine drinking	10
4.2 Being a sommelier	11
4.3 Wine consumer typology	12
5. Research design methods	16
6. Finding of research	19
6.1 Findings of client survey	19
6.2 Findings of catering employee survey	29
6.3 Findings of hotel and restaurant management survey	40
6.4 Personal observations on wine service in restaurants	60
7. Reliability and validity of the research	61
8. Ethical considerations	62
9. Conclusion	64
10. Suggestions for future development	72
11. Evaluation of the thesis process and personal learning	73
12. References	75
13. Appendices	77
13.1 Questionnaire for Restaurant Clients.....	77
13.2 Questionnaire for Hospitality Catering Employees.....	79
13.3 Questionnaire for Hospitality Industry Management.....	81
13.4 Restaurant Clients Survey Summary.....	84
13.5 Hospitality Catering Employees Survey Summary.....	103
13.6 Hospitality Industry Management Survey Summary.....	127

1 Introduction

One of life's little pleasures is the opportunity of enjoying a good bottle of wine with family or friends. Unfortunately today there are a myriad of wines available for consumers and wines are as different as people. They all have their character, some are bubbly, some are dour, some are elegant and some are rough.

Finding the right wine for one's personal enjoyment can sometimes take a chunk of one's life and then it will be very difficult to prise you away from it to explore a new wine...unless there is that particular person who with his eloquence, knowledge and sometimes prodding good nature entices you to take the leap into the unknown and try a new style of wine and 'eureka' you may start seeing life in a different colour.

I have long felt that the level and quality of wine service in Malta needs to be given more importance in order to improve the end product for the benefit for all concerned as well as the enhanced performance of the local tourism industry.

My goal with this research orientated thesis is to get an insight into the main stakeholders in Malta, customers, employees, management, who experience wine service from different angles and using the appropriate survey tools as provided by the Survey Monkey platform, I managed to collate enough data to see what these people are experiencing and what perception and expectations they have on the topic of wine service from their particular perspectives. The referencing protocol used in present report was that of Harvard, as provided in Microsoft Word.

This research has highlighted a void in the wine service element of dining establishments with regards to wine service standards provision in Malta. This research has also bared a dire lack of training focussed on wine service as provided to employees and managements trying to cope with this void by ad hoc measures many a time wasting time and money to train personnel who have no inclination to learn about wine service.

At present the general feeling in restaurant clients is reflected by the now famous quote of Basil Fawlty *'I can certainly see you know your wine, most of the guests who stay here wouldn't know the difference between a Bordeaux and a Claret'* (Fawlty Towers – U.K.Comedy TV series).

This is the situation, servers of wine who do not really know what they are serving and are not capable of identifying or deciphering wine terminology and therefore failing to give clients the information required to make informed wine choices to optimise their wine preferences.

This work has managed to collect data from stakeholders to be able to outline the core elements for a professional wine service course which could start to fill the service void being experienced in wine service which will ultimately provide sommeliers who not only have the skill but also turn their work into an art.

I have to say that I found it very difficult to find appropriate and relevant and to a great extent I have constructed this research on my 40 year working experience in the catering industry in Malta and my 20 year lecturing and training on food and beverage service experience at the Institute of Tourism Studies also in Malta.

Finally I would like to take this opportunity to acknowledge the support of Anthony Moss MW for his support and thought sharing on my work as well as the support of my wife and family in the past months to allow me to put forward this work.

2 Research Question

2.1 Selecting a Research Topic – Rationale and Background

In today's modern Hospitality industry, the clientele are becoming more discerning, well-travelled and also have defined attitudes as to what they expect to be given when experiencing 'meal experiences' when dining out and spending good money for the services and products they get in return.

One aspect of this experience is the *provision of quality wine service* as part of the overall meal experience package. In this scenario there are four interested stake holders;

The Employers/Caterers: these require their staff to give optimal levels of service to ensure customer satisfaction, sustainable sales and profits as well as repeat business and business growth.

The Employees: the average employee seeks to better his job satisfaction levels in many forms and one of them being the knowledge that they are doing a good job and get satisfaction from their clients and employers with ripple effects such better pay and work conditions.

The Clients: this interested party seek better service and quality products giving them a sense of 'value for money' whenever they seek to have a meal out with family, friends or business associates.

The Wine Suppliers: these stake holder go to great lengths to promote their wines in best manner possible. Therefore it is in their interest that their products are presented and served in best way possible and suggested in right manner.

2.2 The Research Question

It is important to get the right question on which to start the research as it is the primer that should start the extraction of data and other information from the stakeholders and therefore helping to draw up the real scenario in which the topic being researched is being experienced and effecting the interested parties in different ways.

The question once decided should be able to create the basis of research objectives that are acceptable for the purpose in hand, usable in the context of the thesis work, have a purpose to help in improving a particular sphere of work and study.

One objective of the research question would be, in my case, to help in putting together a thesis that brings together information ranging from basic research to applied research. This continuum would lead to the end objective being to use the thesis finding as a springboard for a Master's thesis in the future.

The kind of research I envisage to achieve my goal would be conducted with mixed methods in the sense that it would require to use differing methods of data collection like questionnaires to the different stake holders combined with personal observations based on my past working experience and me being also a client who makes use of the services of catering establishments, observing and experiencing the service.

Formulating and clarifying the research topic is to be considered as the starting point of my research thesis. With the research question in mind I can and will move on to decide on the best way to get my hands on the data needed. This may take the form of a qualitative or quantitative approach. However I think a mix of both could better achieve the required work.

The basis for my research question was my considered opinion based on my work experience, my experience of service provided when eating out as well as during discussion with our restaurant clients at the Institute of Tourism Studies, that wine service is not always given due importance or priority by the persons responsible. I therefore felt that I should find out what the present situation is like on this aspect of service. In this context I put the research question to myself:

'What are the perceptions and expectations of the local stakeholders on being a sommelier in Malta?'

3 Research Project Aims and Objectives

The topic I intend to deal with in my thesis is something that really fascinates me as I also once had the job of a wine waiter in my earlier years in the hospitality industry. This work has the objective of collecting information about the current situation within the Maltese catering industry segment of the Hospitality industry with particular focus on wine service.

I also feel that within the stipulated time frame I can develop the necessary research skills to undertake my project making it achievable. On another note I feel that the topic I will choose will still be current when finished without putting any undue financial stress on my resources.

The work being planned by me has available a data base of wine aficionados, wine importers as well as hospitality management personnel besides text books and other sources. The topic chosen should meet the specifications of the examining institution and the work would have a connection between theory and real life in the working environment of the hospitality industry.

Defining the topic for research clearly and focusing on its nature will help me have clear objectives beside the well-defined research question. With this in mind I think and say that the project will provide fresh and updated insights connected with the topic chosen. It is of importance that all research made has a direct and clear relation to idea of the thesis topic.

The findings of the research, would enlighten me on the present wine service situation in Malta and also outline possible training needs required to develop skills and knowledge in this area. On the basis of these findings I a tool that can be used in the future to create a professional course to be delivered by my Institute for employees within the Maltese hospitality industry.

Sharp *et al.* (2002) mentions and discusses various types of literature that are of particular use for generating research ideas namely, articles in academia and professional journals, reports and books. As Whetten (1989) suggests and I aim to prove, the theory extracted from the literature should be *plausible, coherent explanation for why certain relationships should be expected.*

The theory and background data from the literature can then be integrated in or with the data collected from the quantitative research made via questionnaires and a qualitative data from in depth one to one interviews thus developing the project's aims and objectives into palpable material that is relevant.

The research objectives when clarified should and would go a long way to determine the factors associated with a professional wine service while hi-lighting gaps in it at the present moment generating training needs that can be moulded into a professional course for sommeliers(Saunders/Lewis/Thornhill 2016:66). Furthermore I propose to make the objective as 'SMART' as possible in the manner described by Maylor and Blackmon.

As stated by Clough and Nutbrown (2002:34), the 'just right' research question I have in mind is:

***'What is it like to be a Sommelier in Malta – The Local Stakeholders
Perceptions and Expectations.'***

I do feel that now is the right time, the right researcher, and the right setting and in a way being a question that can be considered as being 'too big', 'too small', or 'too hot'.

4 Literature Review

'Wine enjoyment has been with us for over 7,000 years.'

Robert G Mondavi – Wine Maker, Napa Valley, California, 2000

4.1 Culture of wine drinking

One might ask why music? Why books? Why friends? Why conversation? Why good food? The probable answer would be because these are all considered to be life enhancing. Without them our lives will be all the more poorer. In all cases we tend to learn to appreciate these things as we grow and develop and in the case of enjoying wine we have a unique opportunity to enjoy something that has played a part, and still is, in human civilization.

Wine drinking has been democratized in the last 50 years. There are today wines in all price ranges, for all budgets, for all kinds of consumers. Screwcaps and bag in boxes have eliminated the ceremonial opening and serving of a wine (Karlsson, 2016).

The respect for the "fine" wine. Or perhaps one should call it reverence? It sometimes verges on the religious... Old vintages, famous producers, famous vineyards. It happens to all of us at some point. A kind of reverence for the wine when you realize you have a grand cru or something similar in the glass.

Wine is a beverage. But wine, in my book, is not "just" a beverage. If it were, there would be no wines in such extreme price ranges as there are. A wine can never be as good in itself – as "just a drink" – that it is worth 100, 500, 1000 euro or more (Karlsson, 2016). People pay for the uniqueness of a specific wine that is made in small quantities, or because it is world famous, or because it comes from a historic vineyard etc. Nothing wrong with that. But you have to see the label when you drink it and you have to know, understand, why the wine is so costly. To taste such blind wine is pretty useless (or interesting, depending on your point of view...). The taste alone does not motivate the price. You drink an experience, not just a glass of wine.

Even as I am writing someone, somewhere is drinking a glass of wine and someone is serving it. Wine has always been an integral part of human life. At the most basic level it is a source of calories in people's diets, the poorer the individual, the less fuss is made about wine but the more vital it is for life. In the richer part of our societies where money is not a problem, wine is an icon of good living and this is the manner in which people look at wine today (Rand, 2000). People who are ready to spend on wine also expect it to be prepared and served in the best manner possible.

4.2 Being a Sommelier

With people ready to spend money on wine to celebrate and enjoy life more, creates opportunities for wine servers or sommeliers to employ their selling skills as they are provided the chance to advise and assist their clients in their selection and maximise the situation (Julyan, 2008). Such instances can go a long way to enhance the wine experience of the consumer.

The wine server has to be professional enough to take into consideration the client's preferences during any instance where his/her assistance is required from suggesting aperitifs, to combining wines with the food ordered as well as budget available and sometimes (and this is growing) the level of alcohol in a wine (Julyan, 2008). Clients are becoming more knowledgeable and demanding with more specific needs in their wine choices. This make it very important for wine servers to have an in depth knowledge of their wine and beverage portfolios. Many a time a 'compromise' wine is the final choice as people may have different tastes in wine and it is not easy to find one wine to suit all.

One other situation where the ability of a sommelier/wine server comes in handy is when a 'function' or food and beverage event is being organized and wine selection is required to suit the occasion, budget and clientele. Here s/he has to come up with a selection of wines, cocktails, mineral waters juices and other soft drinks.

Two major responsibilities of a sommelier or beverage server are to ensure all beverages are in the correct condition when served and that the customer receives the best possible service (Julyan, 2008). In my opinion to achieve this the server has to have a deep knowledge of the product and this can be achieved by having tasted wines on the wine list, knows how the spirits are made, and therefore being able to communicate with the client and explain the product if needs be. This meals also that they should be focussed. Furthermore they should also have a good insight into the food dishes offered with their cooking methods and degree of seasoning to enable suitable recommendations if requested. There may also be short meeting with the chef to update themselves about any changes on the menu and any new dishes being offered.

The millennium generation (ages 21-30) has shown the largest percentage increase in wine consumption over generation X (ages 31-42) and the baby boomers (ages 43-61) (Zraly, 2009). I put this down to the people having more disposable income and in today's 'experiential' society enjoying a good bottle of wine is considered as a must to enjoy life when with family, friends or even business associates. In Malta, over one million bottles of wine are consumed yearlyⁱⁱ with the majority imported as local producer do not have the capacity for this much production or varieties in wine style.

'Wine makes daily living easier, less hurried, with fewer tensions and more tolerance'.

-Benjamin Franklin

One of the most wonderful things about wine is its ability to bring us to our senses (Zraly, 2009). While all of most people's senses factor into the enjoyment of good wine, none does it better than the sense of smell combined with that of taste. And these two cannot really function if wine is not served at the right temperature. Client's sense of smell is important because it has an impact on everything from learning and loving to ageing and health but also not least to help enjoy a good meal with good wine.

Good wine service is a tool to facilitate the enjoyment of wine in conjunction with good food. Simply said wine and food are meant for each other. The dining habits of the world's best eaters, the French, Italians and the Spanish, these consider a good bottle of wine as essential in livening up even everyday dishes and in Malta it should be no different as we also like a good meal.

4.3 Wine Consumer Typology

Drinking wine with meals is meant to add enjoyment (Zraly, 2009). However all too often it ends up adding stress to people because of the many choices available and people shy away and end up taking a beer or mineral water instead. Good wine servers are needed here to help clients overpower their stress and feel safe in making an informed choice with the assistance of these personnel.

Wine consumers (Bauerhaus, 2016) have been grouped into characters that are called:

Enthusiast:

- Entertain at home with friends
- Consider themselves knowledgeable about wine
- Like to browse wine sections at stores
- Live in cosmopolitan centres, affluent suburban spreads or country setting
- Influenced by wine ratings and scores
- 47% buy wine in 1.5L as "everyday wine" to supplement their "weekend wine"

Image Seeker:

- Entertain at home with friends
- Consider themselves knowledgeable about wine
- Like to browse wine sections at stores
- Live in cosmopolitan centres, affluent suburban spreads or country setting
- Influenced by wine ratings and scores
- 47% buy wine in 1.5L as "everyday wine" to supplement their "weekend wine"

Every Day Loyals:

- Entertain at home with friends
- Consider themselves knowledgeable about wine
- Like to browse wine sections at stores
- Live in cosmopolitan centres, affluent suburban spreads or country setting
- Influenced by wine ratings and scores
- 47% buy wine in 1.5L as “everyday wine” to supplement their “weekend wine”

Engaged Newcomers:

- Entertain at home with friends
- Consider themselves knowledgeable about wine
- Like to browse wine sections at stores
- Live in cosmopolitan centres, affluent suburban spreads or country setting
- Influenced by wine ratings and scores
- 47% buy wine in 1.5L as “everyday wine” to supplement their “weekend wine”

Price Driven:

- I believe you can buy good wine without spending a lot
- Price is top consideration
- Shop in a variety of stores to find the best deals
- Use coupons and know on sale ahead of time
- Typically buy a glass of the house wine when dining out, due to the value

Overwhelmed:

- By number of choices
- Like to drink wine, but don't know what to buy
- May select by wine label design
- Want easy to understand info in retail
- Open to advice, but frustrated if no one is in the wine section to help
- If confused, won't buy anything
- However the typical wine consumer was classified way back in 2008 by Constellation /wines in the USA as the following (Penn, 2014)

Overwhelmed (23% of consumers):

- Overwhelmed by sheer volume of choices on store shelves
- Like to drink wine, but don't know what kind to buy and may select by label
- Looking for wine information in retail settings that's easy to understand
- Very open to advice, but frustrated when there is no one in the wine section to help
- If information is confusing, they won't buy anything at all.

Image Seekers (20% of consumers):

- View wine as a status symbol
- Are just discovering wine and have a basic knowledge of it
- Like to be the first to try a new wine, and are open to innovative packaging
- Prefer Merlot as their No. 1 most-purchased variety; despite “Sideways,” Pinot Noir is not high on their list
- Use the Internet as key information source, including checking restaurant wine lists before they dine out so they can research scores
- Millennials and males often fall into this category.

Traditionalists (16% of consumers):

- Enjoy wines from established wineries
- Think wine makes an occasion more formal, and prefer entertaining friends and family at home to going out
- Like to be offered a wide variety of well-known national brands
- Won't often try new wine brands
- Shop at retail locations that make it easy to find favourite brands.

The Savvy Shoppers (16% of consumers):

- Enjoy shopping for wine and discovering new varietals on their own
- Have a few favourite wines to supplement new discoveries
- Shop in a variety of stores each week to find best deals, and like specials and discounts
- Are heavy coupon users, and know what's on sale before they walk into a store
- Typically buy a glass of the house wine when dining out, due to the value.

Satisfied Sippers (14% of consumers):

- Don't know much about wine, just know what they like to drink
- Typically buy the same brand—usually domestic—and consider wine an everyday beverage
- Don't enjoy the wine-buying experience, so buy 1.5L bottles to have more wine on hand
- Second-largest category of warehouse shoppers, buying 16% of their wine in club stores
- Don't worry about wine and food pairing
- Don't dine out often, but likely to order the house wine when they do.

Wine Enthusiasts (12% of consumers):

- Entertain at home with friends, and consider themselves knowledgeable about wine
- Live in cosmopolitan centres, affluent suburban spreads or comfortable country settings
- Like to browse the wine section, publications, and are influenced by wine ratings and reviews
- 47% buy wine in 1.5L size as “everyday wine” to supplement their “weekend wine”
- 98% buy wine over \$6 per bottle, which accounts for 56% of what they buy on a volume basis.

Two surveys made six years apart highlight that some type of consumers remained the same such as the Wine Enthusiasts and the Image Seekers but new trends set like the Savvy Shoppers were supplanted by the ‘Overwhelmed’ consumer or the Satisfied Sippers were replaced by the Price Driven clientele (Penn, 2014) reflecting the ever increasing variety of wine choices and the recent financial crisis in the major wine markets. In the case of Malta, the consumer is experiencing a higher degree in his/her standard of living and tourist arrivals are a record high.

From my experience local clientele decide on wine purchasing on the occasion i.e. if they are celebrating in a fine dining restaurant or just out to have a pizza with friends etc. having said that, if they are paying for wine to be served, they expect to have a decent and efficient service for it. Finally the fields of Hospitality and Catering are a people’s business and it is essential for the long term sustainability of it to be able to provide professional and efficient services as the customer wants and expects... wine service included.

A Malta Tourism Authority report on Tourism in Malta for 2016, states that over 1.8 million Euro are spent in restaurants by tourist, add to this the amount spent by Maltese and you will have an idea of the money being spent by people.

Having looked at the literature and the customer typology surveys and my own practical experience in this field of service I have come to a conclusion that the establishments and servers in industry who are responsible for wine service have to face demands by a variety of customer types who are and are not well versed in wine but who are ready and able to spend good money on wine if the right environment is made accessible to them.

5 Research Design and Methods

I feel that this component of this study is very important as it is the channel with which I could reach out to the possible sources of information that can shed light on the present situation on the subject of this exploratory study.

The methods I used are qualitative and quantitative in nature. The three most common qualitative methods, are participant observation, data analysis, and focus groups. Each method is particularly suited for obtaining a specific type of data. Quantitative methods includes surveys, observations, and reviews of records or documents for numeric information.

A combination of the above approaches was the ideal as it sought the information required to answer the research question I put to myself (Saunders M., 2016, p. 163). The approach I took was to create focus groups of 'stakeholders' who have different experiences and views on the topic of the research question. These groups were Service and Management personnel in restaurants, Wine importers and manufacturers, and the general public (Diners). I have email addresses of these as part of a database I collated over time when deal with these people as part of my work.

The tool I chose to gather data was that of a questionnaire from which I could analyse information to bring our findings and bring forward conclusions and suggestions for further work which can be undertaken at a later date namely the creation of a professional Sommelier course delivered in the Institute of Tourism Studies.

The software used to deliver the survey questionnaire is that of 'Survey Monkey'. I opted for this software platform as I had some previous experience of it, not as a user but as a questionnaire respondent. I found it easy to use and clear in how it presented the questionnaires to possible respondents. Furthermore, it was able to collate the data from the questionnaires and present them in summary form as charts and analysis. Responses were to be further filtered by question to help with the findings and conclusions (vide Appendices 12.4 to 12.6).

The survey was introduced to the respondents by an *advance warning email* informing respondents of the study in advance and inviting their participation (Oppenheim, 1992, p. 104). The survey itself was accompanied by a covering email to explain the goal of the survey to the respondents (vide Appendix 12.1 to 12.3). The questions used were a combination of closed and open questions. These questions their positive and negative aspects such as the following;

open questions give freedom and spontaneity as well as opportunities to probe while they may also be time consuming, and demand more effort from the respondents.

Closed questions on the other hand require little time, no extended writing is needed, low cost, and easy to process. On the down side they may be a bit biased, sometimes they may be seen as crude and they may irritate respondents (Oppenheim, 1992, p. 115).

The questions used in my questionnaires were chosen to get information from the respondents on how they saw the situation of wine service from their own perspective. The clients were asked about their wine service experience when they dine out and what they expected from their servers, where they felt that improvement would help.

The employees were asked if they felt they were doing a good job in wine service, what training they received if any, would they like to have more training, what areas or topics would they like to see in any training provided, what their preferred course types would be regarding length and teaching modes etc..

Management were asked about the wine service levels being provide in their establishments, the availability of qualified personnel, what kind of training was provide to employees and how often, who is responsible for training, would they like to see a wine service course made available to front line employees etc..

The questionnaire design was aided by the literature found in the book called Questionnaire Deign by A.N. Oppenheim. To make sure they were in line with ethical and confidentiality requirements beside the usual information about gender, age, work experience, respondent type.

Due to the diversity of the respondents and in order to reach these people throughout the country I felt that the best and most expedient manner to distribute and collect information efficiently was the internet. Response was good and feedback showed a well-defined picture of the wine service level and quality being provided and experienced presently.

The research for this thesis was undertaken with the help of three questionnaires in the form of on-line surveys. The target audiences were restaurant clients, restaurant employees, persons who have undertaken wine studies at the Institute of Tourism Studies and catering establishment people responsible for the provision of wine service as part of their restaurant product.

The restaurant client survey had 141 respondents. The restaurant employee survey had 114 respondents and as I expected the catering establishment management personnel survey had 74. The 141 responses came through a web link (89) and a social media post (52), the latter being a Facebook page I administer (Mistral Wine Club Dinners @ Institute of Tourism Studies).

As part of this thesis are six appendices which show exact copies of questionnaires sent to the focus groups (Appendices 13.1 – 13.3) and summaries of the feedback received by me via the SurveyMonkey platform. (Appendices 13.4 -13.6).

The exact copy samples of the questionnaires used include a covering note to respondents where I described the objectives of my survey and ensured the confidentiality of any and all information given therein in line with normal ethical considerations.

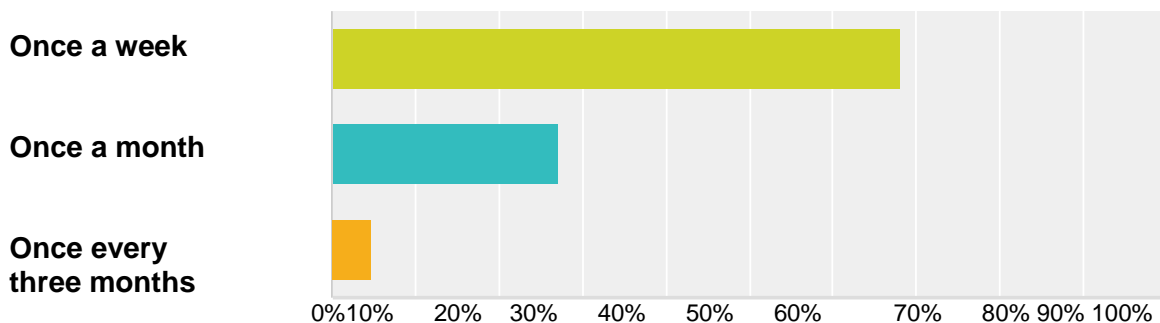
The survey summaries collated all the feedback received for each question put to respondents in the said on line survey questionnaires. These summaries also include additional comments and suggestions given by respondents and which all were included in the findings and conclusion chapters of this thesis.

6 Findings of Research

The following are the findings from the three surveys undertaken. A summary of the findings is included in the 'Conclusions' chapter of this thesis.

6.1 Research Findings for the Restaurant Client Survey

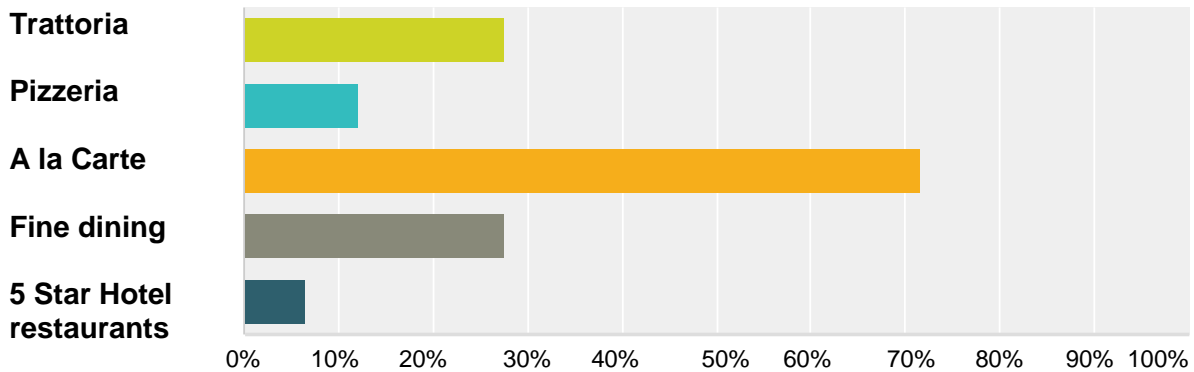
6.1.1 The question on how often the respondent dines out the feedback received was as follows: 68% dine out once a week, 27.2% dine out once a month and 4.8% once every three months.



Other comment responses state the following:

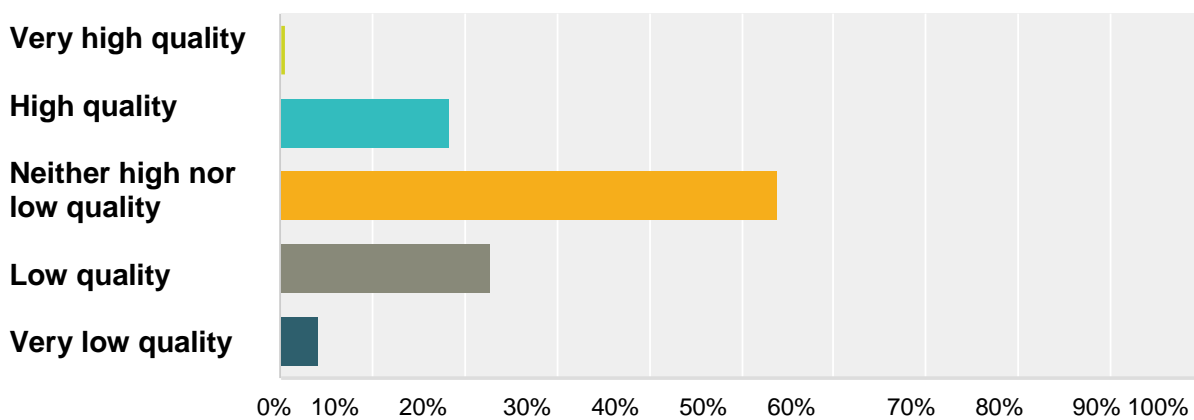
- 2-3 times a week
- Twice a week
- 2-3 times a month
- It all depends on special occasions, e.g. friends from abroad tend to eat out 4 times over a week's stay
- Once a fortnight
- Sometimes 2-3 times a month
- Twice a month
- Nearly once a day
- On special occasions. Birthdays
- 3 times a week
- Twice to three times a week
- Not regularly
- Twice a week
- Twice to three times a week
- Twice a week and on special occasions
- Some week three times

6.1.2 On the question of what the preferred restaurant type is the response was on the following lines:



- 27.66%, 39 respondents, prefer the trattoria casual dining outlets.
- 12.06%, 17 respondents, prefer the pizzeria type outlets
- 71.63%, 101 respondents, prefer A la Carte dining outlets
- 27.66%, 39 respondents, prefer fine dining outlets
- 6.38%, nine (9) respondents, prefer 5 Star Hotel restaurants
- Others just state 'local outlets', which I presume refer to Maltese cuisine serving outlets
- One stated just 'casual dining', which could mean different outlets but not fine dining
- One stated 'a mix of the above'

6.1.3 On the question of how would they rate the quality of wine service received, the feedback was as follows:



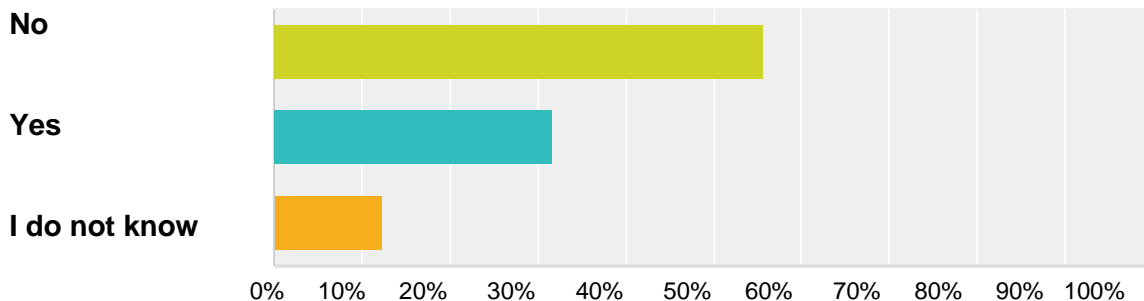
- 0.71%, one respondent, said very high quality
- 17.44%, or 26 respondents, said high quality

- 53.90%, or 76 respondents, said neither high nor low quality
- 22.70%, or 32 respondents, said low quality
- 4.26%, or six(6) respondents, said very low quality

6.1.4 On the question of how much is the respondent's average spend on wine, food or other beverages the feedback was as follows:

- Euro 5-10 on all items mentioned, 7 marked wine, one marked food and 82 marked other beverages.
- Euro 10-15 on all items mentioned, 35 marked wine, 22 marked food and 21 marked other beverages.
- Euro 15-20 on all items mentioned, 46 marked wine, 17 marked wine and two other beverages.
- Euro 25-25 on all items mentioned, 33 marked wine, 26 marked food and one marked other beverages.
- Euro 25 and over on all items mentioned, 16 marked wine, 59 marked food and one marked other beverages.

6.1.5 On the question if the preferred restaurants have a wine waiter, 12 skipped this question, the feedback was as follows:



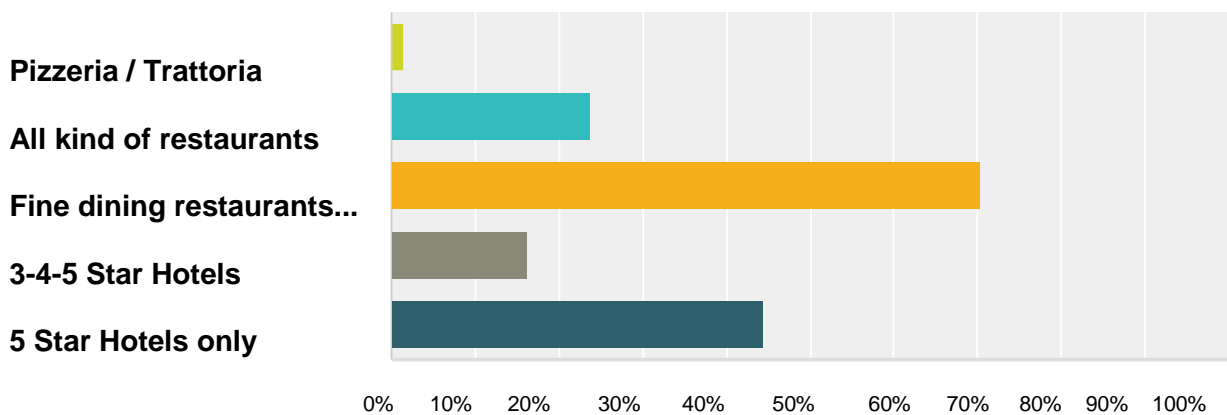
- 55.81% (72) of respondents answered 'no'
- 31.78% (41) of respondents answered 'yes'
- 12.40% (16) of respondents answered 'I do not know'

Other comments were as follows:

- 'never did'
- 'The local restaurants inflate the prices of wine too much, therefore I refuse to ask for the wine list'
- 'usually'
- 'Normally in Malta the same waiter that serves you serves the wine'
- 'only a few'

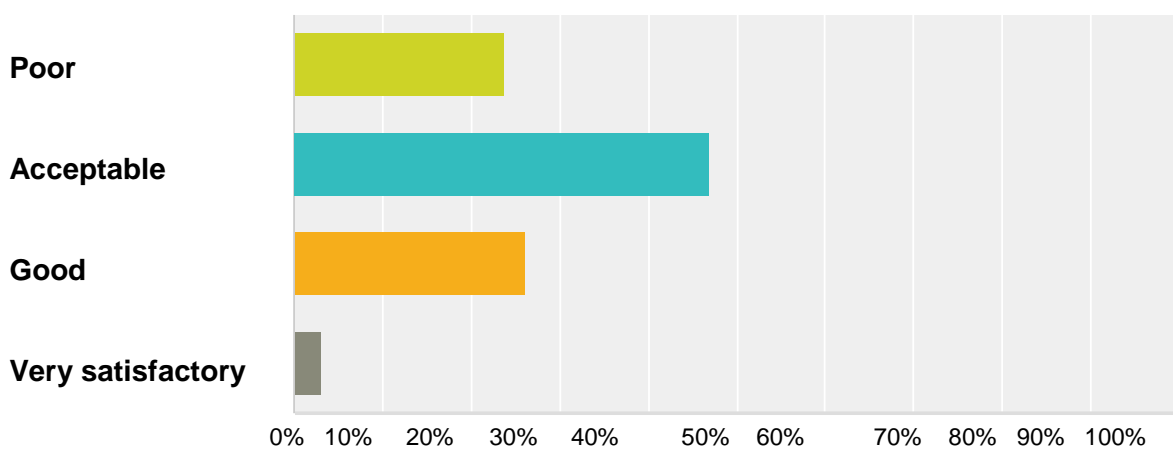
- 'Some do, other don't'
- 'sometimes'

6.1.6 On the question of, in what kind of restaurant do you expect a sommelier to be employed, the respondent feedback was as follows, with six respondents who skipped this question:



- Pizzeria / trattoria outlets, 1.48% or two respondents, mentioned this type
- All kinds of restaurants, 23.70% or 32 respondents, mentioned this type
- Fine dining restaurants only, 70.37% or 95 respondents, mention this type
- 3-4-5 Star hotels, 16.30% or 22 respondents, mention these types
- 5 Star hotels only, 44.44%, or 60 respondents, mentioned these
- One respondent mentioned chef proprietor /chef patron outlets

6.1.7 On the question about client experience when dealing with wine servers, the respondents, of which 11 skipped this question, reacted as follows:



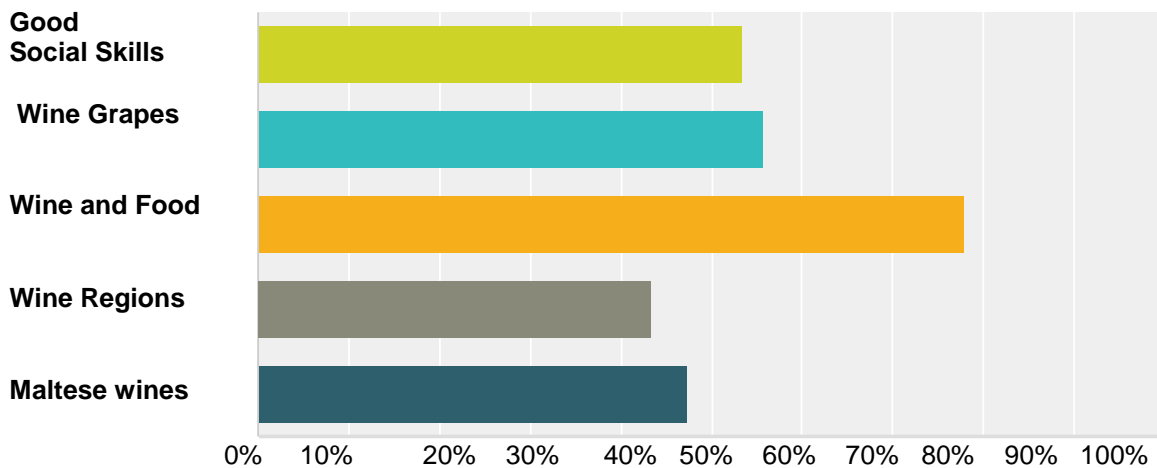
- 23.85% or 31 respondents, said their experience was 'poor'
- 46.92% or 61 respondents, said their experience was 'acceptable'

- 26.15% or 34 respondents, said their experience was 'good'
- 3.08% or 4 respondents, said their experience was 'very satisfactory'

Other comments received were:

- 'never experienced wine servers'
- 'Acceptable to poor'
- 'occasionally excellent'
- 'They just bring the bottle and open it for you. Sometimes they forget the cooler for white wines or do not serve it properly in glasses'

6.1.8 On the question of what kind of skills would be expected to be found in a wine server, respondents, 10 of which skipped this question, had the following feedback:



- 53.44% or 70 respondents, answered 'good social skills'
- 55.73% or 73 respondents, answered 'knowledge on wine grapes'
- 77.86% or 102 respondents, answered 'wine and food combination'
- 43.51% or 57 respondents, answered 'knowledge on wine regions'
- 47.33% or 62 respondents, answered 'knowledge of Maltese wines'

Other comments received were the following:

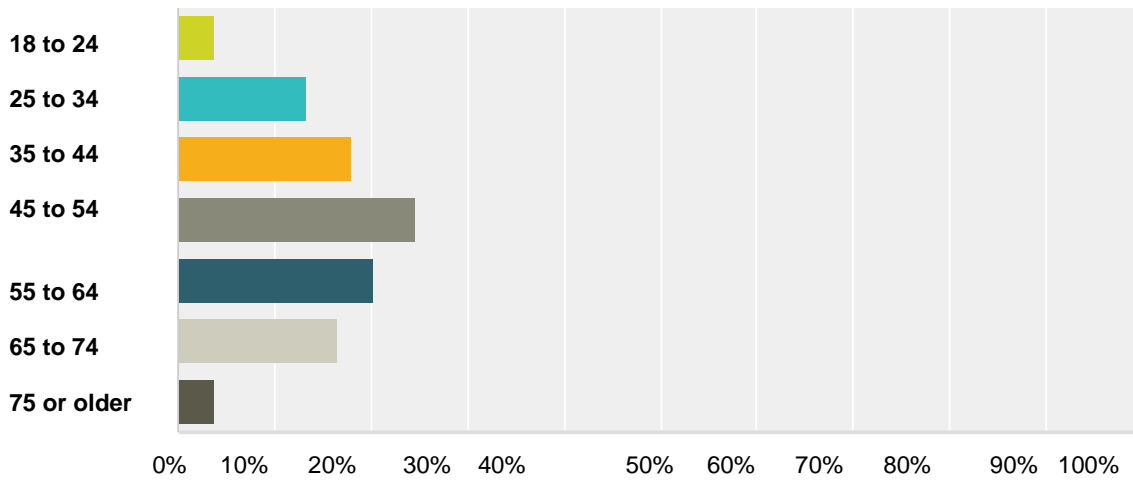
- 'basic=serve at the right temperature'
- 'All of the above'
- 'at least a knowledge on everything concerning wine'
- 'all of above but the first three the most important'

6.1.9 In this question respondents were required to add any other comments about wine service they see fit. 28 gave feedback and 113 skipped this part. Comment received were the following:

- A. 'The wine lists in general poor and very limited'
- B. 'Lack of wine in half bottles on wine lists and no control on measures for a glass of wine, when two glasses of wine almost cover the cost of half a bottle in some places and for a couple dinning out it will be nice to have half bottles'.
- C. 'Today we find many foreign wines, because of their low purchase cost yet high profitability, being served at tables and good Maltese wines are hard to find ... although many foreign wines are good to taste I miss having Maltese wines to introduce to my foreign guests ...'
- D. 'Must improve knowledge on local wines.'
- E. 'I find Maltese wines served in the local industry are quite on the high price than you buy off the shelve, it applies to foreign wine also. Lately in Spain staying in a 4 * hotel wine cost was 5 euros and not more than 10 euros in restaurants'
- F. 'In a lot of restaurant it is assumed that the male has ordered the wine and wine tasting is always offered to the male. Ethically the server is to ask who would like to taste the wine or ideally they would know who ordered the wine'
- G. 'We have yet to start with wine service in Malta'
- H. 'There is no expectation for a sommelier because my focus is on food and I am not interested enough in wine to give it that much importance. At a certain level however a sommelier forms part of the overall experience because very few people can actually distinguish grapes... which for some reason makes people uncomfortable when faced with an expert.
- I. 'Some restaurants employ waiters without giving them basic training on how to open a wine bottle! This is embarrassing and RIDICULOUS.'
- J. 'Extremely poor- most spill wine, they barely show you the bottle properly, and poor either too little or too much...and after the tasting they never pour the same amount in both glasses...the taster always seems to have more'
- K. 'I feel that although there has been an influx of east European nationals entering the hospitality trade in Malta of late, and most of them cannot be expected to learn Maltese, they should at least be trained in the various Maltese wines that are available - many of which far exceed the quality of imported wines.'
- L. 'red wine in Malta is very often served at room temperature which very often would be over 20 degrees'

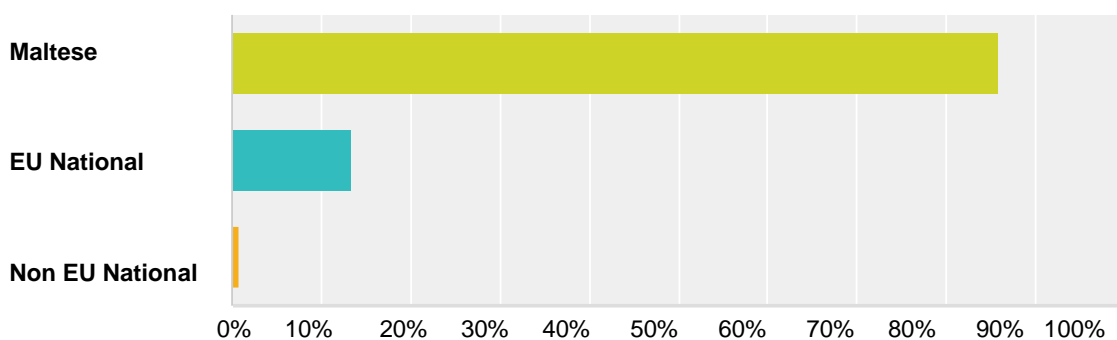
- M. 'I hate to choose wine from the wine list on my own because with the help of the sommelier one can choose the wine which suits own taste but also matches the food one is eating. It's not only which wine you like, it's the way it tastes with the food you're eating.'
- N. 'good knowledge of food combination'
- O. 'Some restaurants don't always have what's on their wine list.'
- P. 'Cost of wine is a major element. It makes the final bill reasonable or expensive. In my opinion if the cost of wine is kept at a reasonable price, lower than the present average, restaurants will get more clientele, or people may go more frequent.'
- Q. 'Wine knowledge in Maltese restaurants is very poor from owners down to waiters.'
- R. 'Most of the time it seems restaurants try and get away with the least possible service ... It is only when challenged they try to up the game (some failing miserably!!)'
- S. 'Usually disappointing - making some appropriate recommendations would add to the overall dining experience'
- T. 'Wine lists should be updated and wines should be stocked. Staff should be trained in basic wine knowledge and service.'
- U. 'Never tasted any better wine than that made locally at those who culture the vines in Malta. ??'
- V. 'It is no use having a good wine waiter and good service if the wine stocks are poor. emphasis should be made on the wine list that what it says is available....'sorry madam we don't have that today '....is heard quite often'
- W. 'Respect for client's taste and opinion'
- X. 'Food and wine combination is important as most of the time the waiters / sommeliers would have more knowledge of the food basics which has been ordered.'
- Y. 'I don't think wine related services are given priorities in Malta. People are not really educated in the wine cultures here'

6.1.10 on the question of age group I had 134 responses, 7 skipped this part. The feedback was the following:



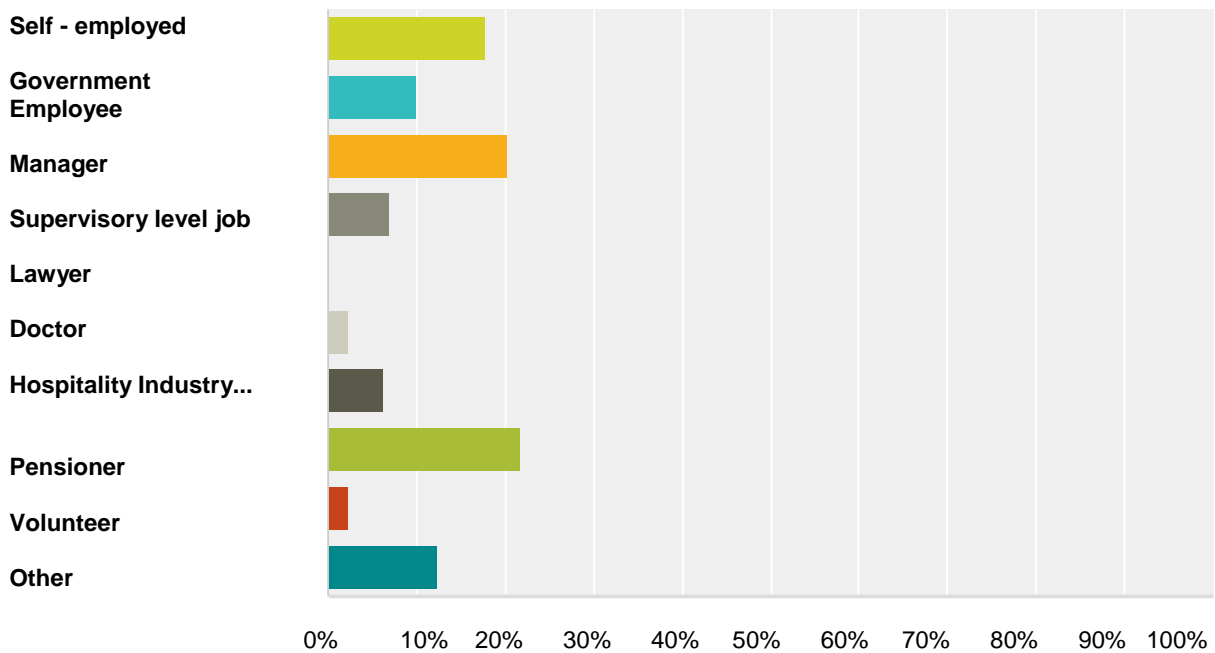
- 18-24 age group – 3.73% or 5 respondents were of this age group
- 25-34 age group – 13.43% or 18 respondents were of this age group
- 35-44 age group – 17.91% or 24 respondents were of this age group
- 45-54 age group – 24.63% or 33 respondents were of this age group
- 55-64 age group – 20.15% or 27 respondents were of this age group
- 65-74 age group – 16.42% or 22 respondents were of this age group
- 75 or older group – 3.73% or 5 respondents were of this age group

6.1.11 On the question of Nationality, 134 responses were received, 7 skipped this question. Feedback was as follows:



- 85.82% or 115 of the respondents were Maltese
- 13.43% or 18 of the respondents were EU Nationals
- 0.75% or 1 of the respondents was a non-EU National

6.1.12 Asked about their present job position, 129 respondents gave feedback and 12 skipped this question. Feedback was the following:



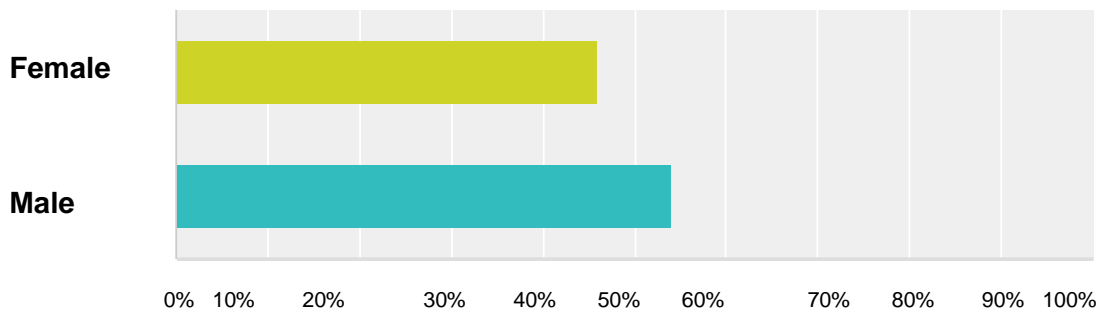
- 47.83% or 23 of the respondents were self-employed
- 10.08% or 13 of the respondents were Government employees
- 20.16% or 26 of the respondents were Managers
- 6.98% or 9 of the respondents were in Supervisory level jobs(not Managers)
- 0% or 0 respondents were Lawyers
- 2.33% or 3 of the respondents were Medical doctors
- 6.20% or 8 of the respondents were hospitality industry employees
- 21.71% or 28 of the respondents were pensioners
- 2.33% or 3 of the respondents were doing volunteer work
- 12.40% or 16 of the respondents were doing other work not listed above

Other comments and job titles put in the feedback under other comments were:

- 'consultant in auto I.D.'
- 'Volunteer with Volserv at Mater Dei Hospital (MDH)'
- 'clerk'
- 'student'
- 'part – time book keeper'
- Pharmacist'
- 'land lady'

- 'Lecturer'
- 'University Lecturer'
- 'Professor. University of Malta and also own a wines and spirits retail shop'
- 'retired'
- 'Housewife'
- 'University Professor'

6.1.13 The question of gender had 133 respondents, eight skipped this question. The feedback was the following:



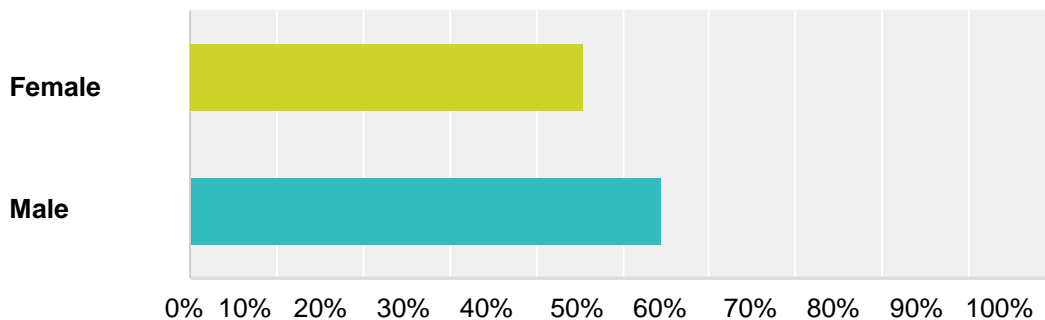
- 45.86% or 61 of the respondents were female
- 54.14% or 72 of the respondents were male

These findings showed a varied base of respondent types who eat out quite frequently in a different types of outlet. In their majority, they all feel that wine service is lacking in quality level and the persons responsible would be better if they are given appropriate

6.2 Research Findings for the Hotel and Restaurant Employee Survey

The second survey targeted employees in hotels and restaurants who had graduated from the Institute of Tourism Studies in recent years. Another target for this survey were persons who had undertaken wine studies at the Institute of Tourism /studies by following WSET (UK) courses in recent times. The data was collected via two web links. There were 114 respondents in this survey.

6.2.1 The first question was re gender. Feedback was as follows:



- 45.54% or 51 of the respondents was female
- 54.46% or 61 of the respondents was male

6.2.2 The next question regarded the kind of establishment where they are employed. 114 respondents answered this and 10 skipped the question. The feedback was the following:

- Hotels x 46
- Gelateria x 1
- Pizzeria x 1
- Wine and Spirits Importers x 6
- Wine and Spirits Distributors x 4
- Bars and Restaurants x 16
- Wine Sales x 3
- Private Equity Company x 1
- Food factory x 2
- Catering company x 4
- Destination Management Company x 1
- Wine Bar x 2
- Education x 6
- Health services x 2
- Not working x 2

- Airline x 2
- Banking services x 1
- Office work/clerk x 2
- Manufacturing x 1
- Tourism x 1

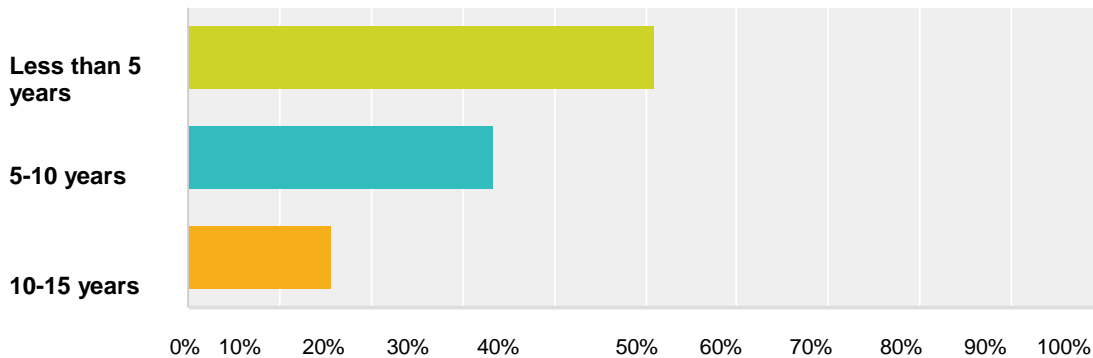
6.2.3 On the question of the job position, there were 104 responses and 10 skipped this part.

The feedback was the following:

- Restaurant owner x1
- Assistant Events manager x 1
- Headwaiter x 1
- Room Service agent x 1
- Shipping clerk x 1
- Company Director x 2
- Conference and Exhibition Executive x 1
- Business Development Manager / Wine Specialist x 1
- F&B supervisor x 1
- Assistant Manager x 1
- Lecturer x 2
- F&B executive x 1
- Student x 2
- Events Executive x 1
- Nursing Officer x 1
- Receptionist x 1
- Assistant Front Office Manager x 1
- Manager x 1
- Customer Service x 1
- Cabin Crew x 1
- Outlet Supervisor x 1
- Learning Support Assistant x 1
- Business Analyst x 1
- Teacher x 2
- Sous Chef x 1
- General Manager x 1
- Head Chef x 2

- Chef x 2
- Commis Chef x 6
- Cashier x 1
- Demi Chef de Partie x 3
- Client Relations Manager x 1
- Sous Chef x 1
- Administration x 1
- Chef de Rang x 1
- Guest Service Agent x 2
- Night Manager x 1
- Front office Supervisor x 2
- Export Manager x 1
- Accounts x 1
- Owner of restaurant x 1
- HR manager x 1
- Accounts officer x 4
- Front Desk Clerk x 3
- Finance services x 1
- F&B Coordinator x 1
- Captain x 1
- Bartender x 4
- Assistant F&B manager x 3
- Not working x 2
- Restaurant manager 1
- Barmaid x 1
- Technical Sales Associate x 1
- Waiter x 6
- Waitress x 2
- Head of Results x 1
- Sales Representative x 6
- Manager x 1
- Sommelier x 1
- Podiatrist x 1
- Pastry Sous Chef x 1
- I.T. Executive x 1

6.2.4 On the question of previous work experience in Hospitality Catering, there were 102 responses, 12 skipped this question. The feedback was as follows:



- 50.98% or 52 respondents had less than 5 years' work experience
- 33.33% or 34 respondents had 5-10 years' work experience
- 15.69% or 16 respondents had 10-15 years' work experience

Other comments regarding work experience were the following:

- 'Tartarun and Wejla by tartarun'
- 'none'
- 'never'
- '20 years'
- 20 + years

6.2.5 On the question if their establishments have a wine list there were 46 responses and 68 skipped this question. The feedback was as follows:

- 80.43% or 37 respondents said their establishment had one type of wine list
- 28.26% or 13 respondents said their establishment had two types
- 2.17% or 1 respondent said their establishment had no wine list

Other comments on this question were the following:

- 'champagne, Sparkling Wines, White wine, Rose wine, Red wine, Coravin selection, sweet wine'
- 'Common for all outlets'
- 'yes - one for every outlet'
- 'single type and wine pairing option'
- 'one wine list for all'
- 'Small outlets have a small wine list consisting of domestic and foreign wines'
- 'the other one with the dessert menu listed are the wines that goes well with'

- 'different wine lists for different outlets'
- 'In the main restaurant (a la carte) we have the master wine list'
- '1 for every outlet having 4 outlets'

6.2.6 On the question of who is responsible for changing or updating the wine list/s there were 48 responses with 66 skipping this question. The feedback was as follows:

- The Food and Beverage Manager x 12
- The Manager x 7
- The Restaurant Owner x 1
- The Sommelier x 5
- The Sommelier with the Food and Beverage Manager x 1
- The Restaurant Manager and Supervisors discuss and put forward Suggestion to the F& B manager x 1
- The owner of the restaurant x 5
- Management x 3
- Restaurant Manager x 3
- Restaurant Manager and the F&B Manager x 3
- Wine Manager x 1
- The head Sommelier x 1
- Conference and Events supervisors x 1
- The sommelier of the house with the respective manager and f&b manager x 1
- Wine servers x 3

6.2.7 On the question of how often the wine list is changed, there were 44 responses and 70 skipped this question. The feedback was as follows:

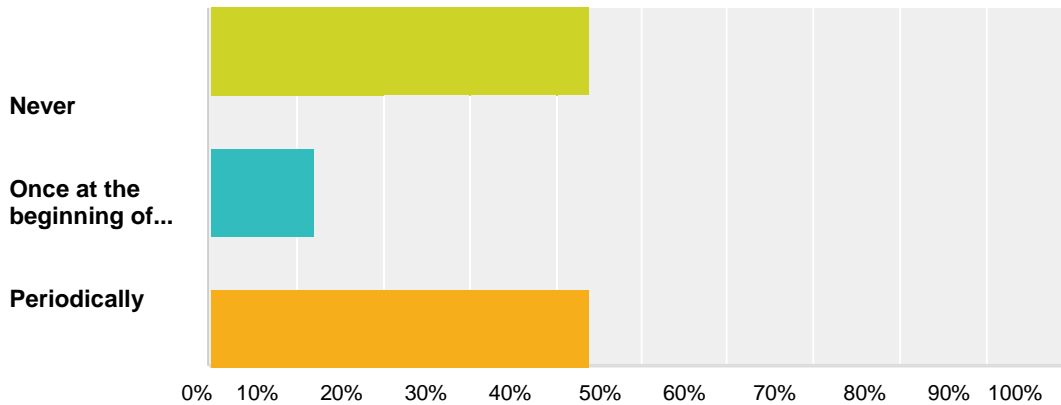
- 11.36% or 5 respondents said every 3 months
- 18.18% or 8 respondents said every 6 months
- 31.82% or 14 respondents said every 12 months
- 38.64% or 17 respondents said only when a wine is not available anymore

Other comments were the following:

- Those that change their wine list every 3 months do so because ne wines are introduced often.
- Those that change tier wine list every 6 months do so because suppliers tend to change their wine availability and this may vary to every 6-9 months.
- Those that change their wine list every 12 months change it if the manager see it fit.

- Those that change their wine list if it is not available anymore also said they change their wine to ensure they have the right variety for their clientele. Another point was that they change wines to put in wine with the right price.

6.2.8 The question on wine service training was answered by 41 respondents and 73 skipped this question. The feedback was as follows:



- 43.90% or 18 of the respondents answered 'never'.
- 12.20% or 5 of respondents answered 'once at the beginning of my employment'.
- 43.90% or 18 of respondents answered 'periodically'.

Other comments were on the following lines:

- 'We learn something every day'
- 'WSET A Level so nowadays I read about wines'
- 'This would be mostly targeted to whoever is working in food and beverage. i am unaware of the frequency of training'
- 'Currently have no info'
- 'once when the sommelier pulled me aside to teach me'
- 'Wine tastings every couple of weeks'
- 'I give training'
- 'We try as many different wines as possible, whenever possible and discuss tasting notes'
- 'Not really it has to be in conjunction with a supplier basic training'

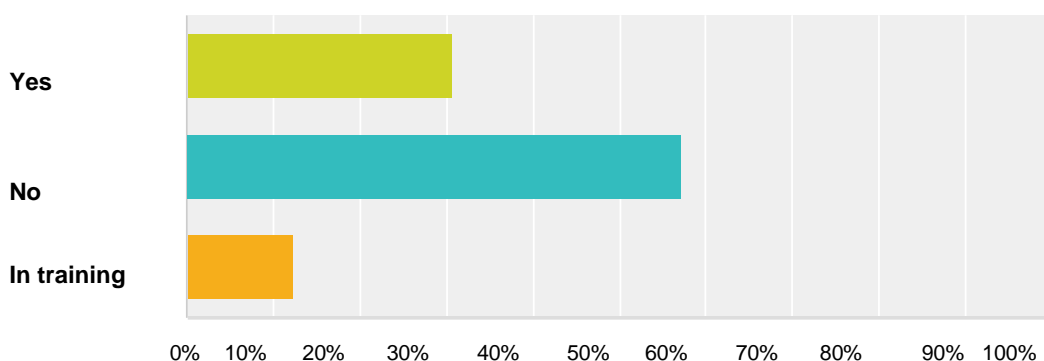
6.2.9 On the question of what should the responsibilities of the sommelier be the responses were 47 with 67 skipping this question. The feedback was the following:

- Making sure he knows the wines on the menu and pairings.
- Wine pairing with food, wine service in all it's aspects

- Helping everyone but mostly doing the things with wines
- Serving wine
- Excellent customer service, making sure the customer knows what he's getting and that he is happy with the wine server
- Starts from the basic knowledge on wine and goes all the way to help you choose and enjoy the wine that tickles your taste buds...
- Cellar maintenance, wine list, wine service, guest satisfaction
- Wine pairing
- Wine pairing
- To promote the wine to the customers
- good menu knowledge and excellent knowledge on wines
- explain the quality of the chosen wine explain why the wine is the best choice for a specific food
- talking to client about the wine and serving
- Providing the guest with the best service when ordering wine, be it knowledge on what to suggest and how to serve it in the proper way
- Describing and giving the guest a perfection wine experience and pairing to food
- Food and Beverage knowledge
- Serving Wines and Beverages.
- Updating and be knowledgeable about wines and spirits
- To taste, serve, store and sell wine
- Educate and serve wine to the guests
- Selecting best wine choices & making recommendations
- at the hotel I work at apart from stock rotation he states what wines to "push" to sell and he also is the one who matches wines with menu
- To offer the best wine with the meal
- Taking care of the beverage service
- stock taking, ordering wine, serving wine, polishing glasses
- Knowledge
- To up sell wines
- food and beverage matching and seeing that the wine presented is of quality
- Recommend ideal wine with client meal, serve wine In the correct method
- Wine list selection, storage of wines and wine recommendations
- to be able to help the customer choose and wine compare with food being ordered
- Knowledge of wine , serving wine , tasting- checking quality of wine

- Up selling, serving and pairings of wine
- In charge of wine list, wine coolers organization, employee training, customer recommendation on wine, wine market research
- Knowing the wine pairings , wine on wine list
- No everyone should know
- Vintages updating, stock control, ordering, new trends, bin end wines, promotions...
- He has to know what he's offering to the guest, and have wine information of what he's offering.
- Provide the best possible wine pairing to the chosen food
- Serve wine through passion, knowing his wines while making sure they suit the restaurant menus
- Advise the respective guests on wine according to their needs and taste also creating drink list some managing stocks selecting wines the sommelier has to share the knowledge with his/her colleagues
- Helping the customer choose the ideal wine to pair with their meal, serving the wine and making sure that all wines are kept in their respective ideal condition
- The have a good knowledge of wine and assist customers with their food and wine Combination
- to match wine with food, to present wines to costumers, to explain in details wine types
- Food Pairing, Prices, recommendations
- Know how to represent, serve and describe wines

6.2.10 on the question if respondents are certified professional wine servers, 49 responses were made and 65 skipped the question. The feedback was the following:

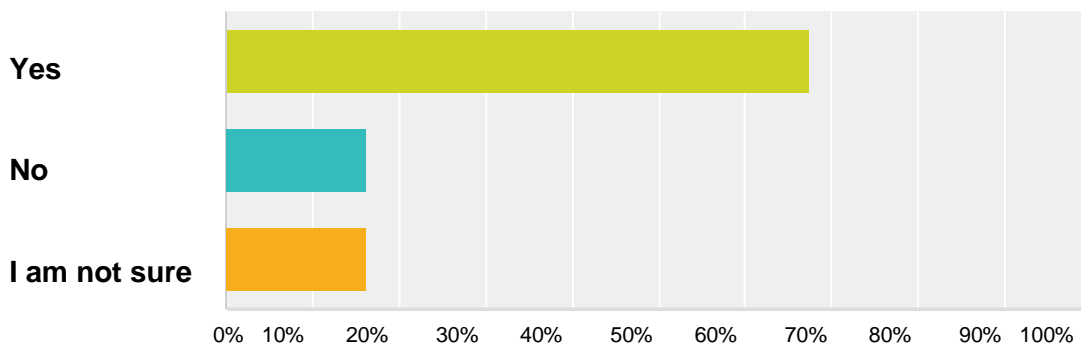


- 30.61% or 15 of the respondents answered 'yes'.
- 57.14% or 28 of the respondents answered 'no'.
- 12.24% or 6 of the respondents answered 'in training'

Other comments were the following:

- 'I took the intermediate wine course, I love wines and love any knowledge related to wines...'
- 'WSET A Level'
- 'WSET level 2'

6.2.11 on the question if respondents would be interested in taking a Professional Wine Server course there were 49 responses and 65 skipped this question. The feedback was as follows:



- 67.35% or 33 of the respondents answered 'yes'
- 16.33% or 8 of the respondents answered 'no'
- 16.33% or 8 of the respondents answered 'I am not sure'

Other comments were the following:

- 'I already did the WSET Intermediate course'
- 'Took one (beginner)'
- 'Already did the WSET introductory course'
- 'Qualified in wine & spirit education trust level 1 and level 2'
- 'Definitely interested!'

6.2.12 On the question of interest in undertaking a Professional Wine Server course and in what format they would prefer it to be, there were 47 responses and 67 skipped the question.

The feedback was the following:

- 26 respondents opted for the short term – 3 months course format.
- 6 respondents opted for the long term – 6 months course format.
- 1 respondent opted for the full time course format.
- 9 respondents opted for the on-line course format.
- 7 respondents opted for sponsored course format.

6.2.13 Asked what subjects should be important to be included in a professional wine Server Course, there were 50 responses and 64 skipped this question. The feedback was as follows:

- 38 chose wine regions.
- 39 chose wine grapes.
- 46 chose wine and food combination.
- 25 chose wine law.
- 38 chose wine label knowledge.
- 45 chose Wine service techniques.
- 27 chose French wine terminology.
- 26 chose Italian wine terminology.
- 38 chose Maltese wine knowledge.
- 38 chose wine making techniques.
- 31 chose spirits knowledge.
- 27 chose cocktail making techniques.

6.2.14 asked how the respondents rate the level of wine service in their establishment, there were 48 responses and 66 skipped this question. The feedback was the following:

- 8 said it was excellent.
- 20 said it was very good.
- 12 said it was good.
- 7 said it was satisfactory.
- 1 said it was poor.

6.2.15 Asked how can wine service levels be improved the respondents gave 32 responses and 82 skipped this question. The feedback responses were the following:

- More on-the-job and classroom training.
- Technically the only person well informed and fluent in wines is the manager Mr. Stephen Schiavone therefore any and all special requests when it comes to wine are dealt with by himself. Should the establishment wish to improve its' wine service levels I would suggest employing more well trained and educated staff members with good wine knowledge.
- More individual training long term throughout employment
- I wish to have more training

- I believe that who works in the business should have some basic knowledge on wines, the least one could do is read... Only being passionate about wines can make a good wine server, pouring into a glass is not enough!
- More needs to be done by establishments to give basic wine training to their staff.
- proper training in establishments
- Give specific training periodical to the staff.
- I suggest that a person who knows about wines is compulsory in all catering establishments
- I feel there is room for improvement in most establishments when it comes to wine service and owners/managers should invest in the right training to their staff
- Clearer for nonprofessional wine servers
- Employ professionals and/or develop them
- tasting to all the workers that are in connection with food
- We have an extremely high standard but there is a reason we only have 1 star meaning both food and fog can improve
- Periodic training to all employees and employees must take this training seriously
- more intense service training
- By knowing what the person is selling and has a great passion for wines.
- More vacancies requiring this profession and on job training and present courses should be more recognized and appreciated (referring to WSET)
- More knowledge and constant training
- More training and knowledge in general. Change of perception of wines from local clientele
- Professional training in 5 star establishments to improve wine service levels of f and b attendants
- Wine importers should do more tastings and give information out for those in the industry
- Training is crucial
- Appropriate training
- More training and more wine tasting by wine suppliers
- Plus all the marked questions in question 13 I feel that local wine producers & wine importers should help those individuals interested in wines to invite in there cellars showing them and teach them more on how wine is harvested, stored, bottled etc.
- First of all nowadays not too much people love to work in the hospitality industry so most of the workers don't do the job with passion but just for the money, so it will more

difficult for us who understand the value of service to try to teach the staff and you know that by the time they learn they will be ready to move on to another job!

- taste more wines and learn more about grapes and regions including unique selling points
- The course is quite extensive, very detailed and expensive could be more student friendly?
- More dedicated people, more knowledge about food and wine
- Interest in it and study
- Encourage every waiter/server at restaurants to know at least a little knowledge about wines not just determine red from white.

The employees in this survey feel that while they see themselves as doing a good job regular on the job training would help improve present skill levels and a specialized training course would arouse their interest in attending for such a course, if only to improve their own knowledge and capability.

6.3 Research Findings for the Hotel and Restaurant Management Survey

The third survey undertaken was aimed at persons who are in middle management or higher, including restaurant owners on the local scene whose details were taken from the Institute of tourism Studies' data base of catering and hospitality establishments used in Internship unit of the Institute. There were 74 respondents for the survey and the following are the findings.

6.3.1 Gender

The respondents' gender was 21.21% female and 78.79% male.

6.3.2 Work experience in Hospitality catering.

14.29% of respondents had less than 5 years work experience in this hospitality industry's catering sector, 26.19% had 5 – 10 years' work experience and 59.52% had 10 – 15 years' work experience. Furthermore there were respondents with work experience that spans 15 to 40 years' work experience. All in all a nice balance.

6.3.3 Type of business where respondents work or worked.

To this question respondents gave the following feedback; 35.48% restaurants, 35.48% 5 Star hotels, 9.68% 4 Star hotels, 1.61% local wine producers, 17.74% were importers or distributors of wine.

6.3.4 Respondents' Job Position at the Work place.

Those that opted for this question gave the following responses:

- 1 said, 'Various, hospitality and catering industries'.
- 1 said, '3 Star hotel'
- 1 said, 'Two adjoining hotels, one four star and one five star'.
- 1 said, 'I work in a 4 star hotel and in a restaurant'.
- 1 said, 'Club and restaurant'.
- 1 said, 'Catering establishment'.
- 3 said, 'Operations Manager'.
- 7 said, 'Restaurant manager'.
- 6 said, 'Director'.
- 7 said, 'Food and Beverage Manager'.
- 1 said, 'Marketing Executive'.
- 1 said, 'Sales Manager'.
- 1 said, 'Outlet manager'.
- 4 said, 'General Manager'.
- 4 said, 'Manager'.
- 2 said, 'HR Manager'.
- 1 said, 'Catering Operations Manager'.
- 6 said, 'Owner (restaurant)'.
- 1 said, 'Wines Executive'.
- 1 said, 'Bars Manager'.
- 1 said, 'Chef'.
- 1 said, 'Assistant Restaurant Manager'.
- 1 said, 'Assistant General Manager'.
- 1 said, 'Chief Executive Officer'.
- 1 said, 'HR Coordinator'.
- 1 said, 'Food and Beverage Operations Manager'.
- 2 said, 'Hotel Manager'.
- 1 said, 'Learning and Development Manager'.
- 1 said, 'Sales executive in a hotel'.
- 1 said, 'Restaurant Supervisor'.
- 1 said, 'Sales Manager/Business Partner'.
- 1 said, 'Training Manager'.
- 1 said, 'Wines and Spirits Brands Manager'.

- 1 said, 'Stores supervisor (hotel)'.
- 1 said, 'Chef de Rang in a 5 star hotel restaurant'.
- 1 said, 'Sous Chef'.
- 1 said, 'Owner/Manager'.
- 1 said, 'Company Director'.
- 1 said, 'Director of Sales'.

6.3.5 How much importance is to wine service in local catering establishments, views and suggestions. 38 respondents opted for this question and the feedback was the following:

- *'Not that much, most establishments focus more on getting the wine on the table and pouring it into glasses, rather than actual understanding of what wine service is all about'*
- *'Very little'*
- *'Not much. This can be easily identified through the lack of assigned individuals to perform the job. Many a time, the wine server would be also juggling with other tasks that the operation would require'.*
- 'I think all restaurant understand the need of a good wine list but mostly are dictated by the suppliers. the wine service in local establishments is basic but good'
- 'Not enough importance - Room for improvement'.
- 'Very little importance given. Wine suggestions rarely given. Wine is normally served by food servers'.
- 'Importance to wine is on the up, especially throughout the last 3 years'.
- 'Importance to wine is on the up, especially throughout the last 3 years'.
- 'Very little importance in my opinion. Staff are the ones that require the knowledge in order to increase the interest and improve revenue deriving from wine sales'.
- 'I think that wine service is very important towards the catering industry, however in general, we do lack the knowledge and true experience of the proper wine service given'.
- 'Importance for the service of wine and wine knowledge has increased drastically over the past decade. I still feel that there are few people in the industry that are capable in providing the necessary information about wines, grapes, regions and taste to guests requesting it. There need to be more awareness among people working in the industry of the value of wine and this can come only be done through tuition and will from the individuals to learn more'.

- '7/10... It is becoming a challenge to find employees who understand in wines.. Most of them do not even know how to open a bottle of wine... constant training and supervision is required'.
- 'In 5 star hotels it is very important to have a high standard of wine servers, however due to the high demand for personnel and limited supply of classically trained persons employment has turned towards unskilled workers (mainly local students working on P/T basis and foreigners happy to do any job as long as they earn a living) and therefore training for this skill would need to be on going due to the high turnover of such personnel. Due to this at times this training may be given secondary importance in relation to the importance of teaching these people on how to get the job done. Probably a useful option for the industry would be a simple 2/3 day basic course offered (upon payment) by the I.T.S on a monthly basis (or even more frequent depending on the success rate and demand).
- 'Very much important and in fact we give training to encourage the knowledge on wines so we can ensure that the guest is getting the information required about wines'.
- 'Limited importance. There seems to be general knowledge by the waiters regarding the wines offered, however, I have not experience detailed wine explanations, pairings with food, etc.'
- 'Unfortunately most of the times it is overlooked and only tackled when it's a little too late'.
- 'It depends where you eat, good restaurant give a great importance to the wine they serve'.
- 'It varies widely between restaurants. A few give a lot of attention and importance. The majority consider it as just another beverage. Serving staff need to be trained that good wine service will lead to more customer satisfaction. They need to be specifically trained on the wines on their lists to be able to respond to customer queries'.
- 'Little importance since recruitment has become too difficult and everyone is employing inexperienced people'.
- 'Not much, but it is becoming more popular nowadays'.
- 'I feel that in the high end restaurants a lot of importance is given to wine service. However in other restaurant categories, wine service culture is basic. Both the actual wine importers and restaurant owners/managers need to invest more on service employees to ensure that wine service levels offered are optimum'.
- 'It all depends on which catering establishment you are at. There are good restaurants and indeed do give a lot of importance to wine service, however, there are others that simply have no wine knowledge whatsoever'.

- 'Not enough'.
- 'Average'.
- 'Not as necessary'.
- 'In my opinion wine service in establishments is very minimal. Wine producers should play more a good role by providing more training in the establishments. Apart from educating and expanding the knowledge of wine, they will be up selling their products'.
- 'Wine service is given importance, however further training is often required'.
- 'It depends on the establishment but personally I think it's below average. I think this is because the food & beverage industry isn't seen as a career but as an in between jobs. Thus most F&B attendants aren't professionals like other countries'.
- 'Wine service is still being given importance. However, before it used to be more important since most of the 5 Star Hotels used to employ a wine sommelier'.
- 'Not much use to be given in the past but in the last few years this is changing as people are travelling and dining abroad, hence expecting the same or similar service. Nowadays the people in service don't just want to know about food but also about wine. Lately from my end I focusing in doing wine list where the wine are listed according to the palate, light, medium or full bodied'.
- 'Fair'
- 'It is highly important. Not all establishments give importance in the wine service I suggest that restaurant owners should take this more seriously and invest time in learning and teaching the wine service aspect to their teams. My only concern wines in commercial restaurants are only seen as a profitable aspect'.
- 'I think not everywhere the same there is places which they give 90% and there is others which give less than 50% of the wine service'.
- 'According to the star rating of establishment local catering establishment gives different level of importance to the wine service. According to me wine service is extremely important for the success of an event, banquet or meal and establishment should properly train their staff for wine service'.
- 'Far too little. It could hardly be any poorer'.
- 'We give a lot of importance to wine service, as it's crucial in our work to be professional and offer the best to our patrons. We host wine tastings sessions at work to educate our staff the best we can very often. The waiters have to study the characteristics of all wines that we have on the wine list so that they would be able to suggest the right ones when asked. We open a bottle of wine every evening with our dinner and make sure that everyone tries it. We cannot instill the passion for wine in certain waiters, as some of them do not even like wine, but at least we try to give them

the knowledge, and we insist that they are present when we host wine tasting sessions. It would be nice to have more wine courses, that are short, not very expensive and that would cover at least the basics, as sometimes being a very busy establishment we do not have the time to offer the proper training’.

- ‘I don't believe many establishments give the necessary training’.
- ‘A decent level which seems to be improving’.

6.3.6 How important is good wine service for the establishment's customers? 38 respondents gave their feedback to this question. Basically all stated that in their books their clients give importance to good wine service in their meal experience outlook.

6.3.7 Use of wine lists in the dining room. 31 respondents said that their establishments use wine lists in their dining units and the rest opted not to answer this question, I presume they see this question as superfluous as they might feel a restaurant is not a restaurant without a wine list. Other comments to this question were:

- ‘Presently I work with an importation company. I previously owned a restaurant and we did use wine lists’.
- ‘Not applicable as I do importation’.
- ‘As a winery we offer various trade educational programmes. How to engineer a wine list is one of them’.

6.3.8 Who is responsible for changing or updating the wine list? There were 36 respondents for this question and the details that emerged about wine list updates and changes were the responsibility of the following:

- The Operations Manager together with the Restaurant Manager
- Manager
- Restaurant Manager
- All front of house employees and directors
- Outlet manager
- Food and Beverage Manager
- Owner
- Restaurant Manager / Food and Beverage Manager
- Food and Beverage Director, Bars Manager, Restaurant Manager
- Food and Beverage Management

- Bars Manager
- Food and Beverage Manager with Operations Manager
- Food and Beverage Manager and General Manager
- Beverage Manager
- Food and Beverage Manager and Director of Operations
- The Sommelier with the help of the Outlet Managers
- Owner does it with wine suppliers
- Food and Beverage manager, Restaurant Manager and also Restaurant Supervisors
- The Boss with the manager and chef
- Sommelier

6.3.9 On the question of professionally trained wine servers employed the responses amounted to 31. Of these 45.16% answered in the affirmative. 54.84% answered no and no one said they were never needed. Further comments were as follows:

- 'Depends what CV's are received'.
- 'They learn by being trained and on the job... with monitoring and supervision'.
- 'If available on the labour market'.
- 'You don't find like at the moment even waiters you cannot find'.
- 'Partially, some staff trained others not at all'.
- 'We would in our cellars if we could find one that's properly trained and has the right work ethic, command of both Maltese and English'.

6.3.10 On the question of wine training provided in establishments, 94.44% responded positively and 5.56% negatively. While other comments were:

- 'Basic training – opening a bottle of wine and serving guests'.
- 'My company provides wine training recently sent for Marsovin wine training'.

6.3.11 Asked where does wine training for personnel takes place, 50% of respondents said in house, 47.22% said in-house and out of house while 2.78% said out of house. Other comments were:

- Wine suppliers
- Mostly on the job

6.3.12 the typical recipient of wine service training given got the following responses.

- All the employees
- Ordinary servers who have worked for more than a season with us
- Basic wine service training.
- Entry staff
- Untrained staff, staff from non EU countries... etc.
- As mentioned above it would be mainly local students working on P/T basis and foreigners happy to do any job as long as they earn a living.
- Food and Beverage servers
- Fine Dining waiting staff, supervisors, assistant manager and managers
- Somebody who shows an interest in wine.
- Wine tasting
- None
- Head Waiter, Experienced waiters whom we normally assign to serve wine in our a la carte restaurants and bars
- Restaurant Servers, Bar Attendants & F&B Managers
- Waiting Staff
- Wine servers, supervisors, order takers
- Restaurant Server / Bar server
- F&B team members
- Sales representatives & also we provide this service to our Horeca clients
- F&B Servers (waiting staff)
- Day to day training
- New team members
- Presentation of specified brand (Marsovin) wines on sale in the establishment, complete description, tasting, brochures and note taking.
- All sales staff
- All the staff besides the dishwasher and cleaners would attend to our in house training.
- Front of house staff and on occasion long standing kitchen staff
- All foh f&b staff

6.3.13 Asked who is responsible for wine service training in catering establishments the responses received highlighted the following:

- Myself
- manager
- Restaurant Manager
- wine service training companies
- Outlet manager
- F& b manager
- Myself and other waiters
- Food & Beverage Manager
- Restaurant manager, F&B supervisor
- Restaurant and Bars Managers and Supervisors whilst they are also doing the day to day running of the operation.
- Food and Beverage Manager
- Sommelier / Bars Manager / online trainings provided by company
- I used to do it myself or enlisted the help of trained persons.
- Bars manager and restaurant manager
- F&B supervision
- Outlet Managers
- MYSELF
- Food and Beverage Manager
- Local Wine Provider
- F & B Manager
- Managers & Suppliers
- F&B Manager
- Head waiters and food and beverage manager
- F&B Manager; Training Manager
- Wines & Spirits Brands Executive
- Training Manager & Restaurant Manager
- Myself
- Restaurant Manager
- Sommeliers, suppliers, local wine makers.
- Head bartender
- F& B department and Restaurant supervisor

- The manager together with our suppliers like Cassar and Camilleri, Bicanter, IV cellars, Enba, Rausi and many more.
- Outsourced experts
- F&B director

6.3.14 Responsibility for wine promotion in establishments rests on a variety of persons as the following responses show:

- Myself
- line staff
- Station waiters
- Sales Team
- Director's
- Purchasing manager
- Outlet managers
- Myself
- Restaurant Manager
- Food and Beverage Manager
- myself
- Food and beverage servers including head waiters
- Sommelier / waiters
- Myself when I owned the restaurant.
- Restaurant manager
- Senior management with F&B management
- Supervisors together with the team
- Food and Beverage Manager
- Each venue has its representatives
- Marketing Dept.
- F&B Manager, Bars Manager, Respective outlet manager
- F&B Manager / General Manager
- F&B department
- Wines & Spirits Brands Executive & Marketing Executive
- F&B Manager
- Myself as the company is still quite small
- F&B Manager in collaboration with the wine supplier

- All food and beverage team members
- Usually I will promote it
- Restaurant Supervisor
- I oversee this.
- Our bar attendants and the waiter or waitress in charge of the menus.
- Front of house manager
- As above

6.3.15 asked about what topics are included in their wine service training, 36 respondents had the following to say. To give their feedback a list of topics was part of the survey.

- Wine and food – 5.77%
- Opening of wine bottles – 6.23%
- Wine service sequence – 6.11%
- Handling unexpected situations in wine service – 4%
- Customer care – 4.83%
- Alcohol consumption legislation – 3.61%
- Wine terminology – 5.48%
- General wine knowledge – 5.66%
- Maltese wine classifications – 4.47%

6.3.16 Survey participants were also asked to say what a sommelier is. 30 respondents gave feedback to this questions and the following points were put in:

- 'A person, who is there in the industry to educate customers and also keep the level of wine service at a high level'.
- 'A knowledgeable and skilled beverage server'.
- 'A Somm is that person in the restaurant responsible of the entire beverage list'.
- 'Person suggesting and serving wine in a restaurant'.
- 'A person knowledgeable and expert on wines. Specializing in all aspects related to wines'.
- 'Wine professional'.
- 'A sommelier is a person who with his knowledge on wines can help clients make the right decision on what wine to consume depending on their tastes'.
- 'Someone who serves wine in a professional manner, is knowledgeable about the wine, and can suggest proper wine pairings for guests'.
- 'Someone who is expert on wines'.

- 'A trained professional in wine production, distribution, service'.
- 'A person trained in wine and wine service'.
- 'Sommelier is a person who has a good knowledge of wine'.
- 'Someone who has been trained in wine knowledge, including wine-pairing and wine service'.
- 'A professional who can assist clients to choose wine that they like and that will go with their food order. One who can give a brief on the wine and also can communicate with guests'.
- 'Wine Server'.
- 'a wine service 'expert' who is responsible for the restaurant's cellar and can confidently promote and serve wines and suggest food pairings'.
- 'Waiter who specializes in wines'.
- 'An individual in charge of serving both alcoholic and non-alcoholic beverages'.
- 'Trained and knowledgeable wine professional'.
- 'A trained and knowledgeable wine professional, who specializes in all aspects of wine service as well as wine and food pairing. Assisting guests to choose the perfect wine with their meal'.
- 'Someone who is highly trained on different classifications of wine; wine pairing and service'.
- 'A professional wine server'.
- 'A waiter in a restaurant who has charge of wines and their service: a wine steward'.
- 'A sommelier is responsible for the development of wine lists, and books and for the delivery of wine service and training for the other restaurant staff'.
- 'He is the guy to sell wine and know all the necessary things that customer can ask on wine'.
- 'An qualified and trained wine server/expert responsible for wine service in the restaurant dining room'.
- 'A person who knows his wines, especially the ones that are in demand and can recommend wines for the right occasion apart from running back of house'.
- 'A trained, knowledgeable and professional wine waiter'.
- 'A Sommelier is a trained wine professional'.
- 'A person who has a good level of wine knowledge, gained through formal training and whose job role is focused on the wine experience of our customers'.

6.3.17 Participants were also asked to state what they feel being a sommelier entails. There were 28 respondents for this question and the feedback received was as follows:

- 'A good knowledge of wines, meticulous in service, charming and patient'.
- 'Good knowledge of wine; regions, grapes, vintages, and skilled in food pairing as well as knowledge of spirits, pre- dinner and after dinner drinks, together with tobacco'.
- 'A great deal of knowledge on wine but also all other beverages. Including how and what to buy'.
- 'Vast experience and knowledge on grapes and bottling wines'.
- 'Proper handling and bottle opening - Provide proper glass wear adequate of the wine - Knowledgeable on the grape varieties and able to suggest wine for clients - Temperature to store wine - Ideal storage for wine'.
- 'A sommelier need to be a wine connoisseur and a good sales person'.
- 'Someone who understands different grape varieties, regions of where wine is produced, wine pairing with food, someone who can describe wines to clientele'.
- 'Good knowledge on wines, someone who can recommend the best wine to go with specific dishes and someone who has the taste for it'.
- 'Having gone through extensive training and earned the appropriate certification that proves thorough knowledge in the production of wine depending on regions, grape varieties, etc. Furthermore, thorough knowledge in food pairings and also being able to identify the needs / preferences of customers and make recommendations / sales accordingly'.
- 'It entails having a very good knowledge of wines and how it should be served, paired, etc.'
- 'a good knowledge of wine'.
- 'Having a good knowledge of wines, wine service and wine pairing and being able to guide guests to a satisfactory choice of wine within their set budget. Especially having a good knowledge of the wines at their establishment'.
- 'A professional staff member who is knowledgeable in wine'.
- 'years of training and experience combined with wine education (e.g. diplomas)'.
- 'Many years of training as the subject is very complex and continuous training as every harvest is different'.
- 'Wine knowledge, Wine service skills, upselling capabilities, high emotional connection (emotional intelligence) with clients, overall management and control skills in relation to stock levels, ability to train others in the field, strong self-presentation and overall soft skills'.

- 'Professional training'.
- 'Enthusiasm, food lover hence wine pairing could be involved. Open minded to diversity of food and cuisines'.
- 'Extensive training on various types of wines, correct storage and care for wines, as well as correct service techniques'.
- 'Having an excellent knowledge of wine, how to taste and serve wine, knowing the region and the variety of the grape from where the wine originates'.
- 'Presenting a varied list with wines of different palates. Wine and food knowledge of the wine and food served in the establishment'.
- 'Working along with the culinary team, they pair and suggest wines that will best complement each particular food menu item. This entails the need for a deep knowledge of how food and wine, beer, spirits and other beverages work in harmony'.
- 'Not easy everybody with his own experience'.
- 'Connoisseur of wine and food, skilled, qualified, charismatic individual oriented to provide memorable experience every time to the guests'.
- 'As above. It is not a glorified wine waiter with a WSET certificate and a fetish for all things foreign. It is so much more than that and having the right personality is key'.
- 'A trained, knowledgeable and professional wine waiter'.
- 'The sommelier is responsible to know detailed information about the wine such as vineyards, vintages ratings, grapes regions, trends and how to maintain and store wine etc. Wine sommeliers create wine lists, they suggest and serve wine to customers, and they train employees, Pair wine with food'.
- 'Pride, thirst for knowledge, passion'.

6.3.18 Survey participants were also asked to state where one would expect to find professional sommeliers employed to provide the required wine services. 32 respondents had the following outlook based on the list of establishment types provided in the survey. The answer choices requested were definitely, sometimes and not necessary. The establishment types suggested in this question were 5 Star hotels, 4 Star hotels and fine dining restaurants.

5 Star Hotels	29 x Definitely	2 x Sometimes	0 x Not necessary
4 Star Hotels	9 x Definitely	16 x Sometimes	5 x Not necessary
Fine Dining Restaurants	29 x Definitely	3 x Sometimes	0 x Not necessary

Feedback breakdown Q 18

Other comments received were:

- 'Wine bars'
- 'Lounges'
- 'Given the size/turnover of our restaurants, one could expect that the sommelier would be a waiter specialized in wine knowledge'.
- 'Highly believe all establishments should have a professional trained sommelier'.
- 'And caterers that take the business serious'.

6.3.19 Participants when asked to state what they see as being the preferred skills they would like to see in a sommelier, 31 respondents gave the following feedback on a list of skills provided in the survey itself:

- General wine knowledge – 90.32% opted for this skill.
- Wine label terminology – 48.39% opted for this skill.
- Maltese wine classification – 54.84% opted for this skill.
- Wine and Food pairing – 87.10% opted for this skill.
- Wine Law – 29.03% opted for this skill.
- Wine grape characteristics – 74.19% opted for this skill.
- Wine quality levels – 58.06% opted for this skill.

Furthermore other comments were:

- 'and much more such as regions, etc.'
- 'Ability to cross/up sell'.
- 'Great presentation skills, selling techniques, pleasant personality, pairing of food'.

6.3.20 Participants were also asked to give reasons why an establishment would need the services of a professional sommelier. 31 respondents gave their feedback on this question and the details were as follows:

- 'In my industry a professional sommelier will help in sourcing wines and also in training for our employees and also customers'.
- 'improve the customer experience and increase revenue'.
- 'the market is too small and premature in this sector for a 60 cover restaurant to have full time professional Somm'.
- 'To guide the diner'.

- 'To offer a better experience to our customers, but to also re-ignite the interest of many students to study such an interesting job'.
- 'I think that a sommelier will give the client a nice experience/atmosphere'.
- 'A sommelier is needed to enhance the restaurant product. A sommelier would give a value added to the establishment that he / she is working in as well experience to the guests'.
- 'To upsell wines... to improve overall dining experience'.
- 'Professionalism, extended service to the guest'.
- 'Because the field of wines is very vast and having someone dedicated is recommended in some establishments in order to provide better service'.
- 'Just like a professional chef is employed to handle the kitchen, the same when it comes to wine'.
- 'Pair wine with food'.
- 'For advice on wine pairing, especially if choosing an unusual dish'.
- 'To up sell and also to give the wow experience to my guests'.
- 'As an inspiration for choosing your wine'.
- 'It enhances the possibility for diners to have "fun" experimenting for new wine experiences'.
- 'creation of wine lists, cellar management, food/wine pairing, training of junior staff on wine service'.
- 'It is important the guest are given as much information as possible when purchase wine'.
- 'Primarily for customer satisfaction, and also to re-enforce the reputation of the establishment'.
- 'Advise guests on wine options Pass on knowledge Wine & food pairing'.
- 'Assisting guests to choose their wine it's an asset. Apart from you are providing a professional service the sommelier is up selling your products'.
- 'To enhance the quality of service offered in an establishment, and possibly generate more sales on wines'.
- 'to provide a complete professional service'.
- 'Apart from providing a better services, this help also in up selling more wines'.
- 'To enhance your wine list, do enhance the customer dining experience and drive revenue'.
- 'To be more professional on work and also for upselling'.
- 'To provide the best experience to the guests, to delight their sense, to provide wine culture'.
- 'To enhance the dining experience and run the establishment cost effectively'.

- 'For any questions that may arise'
- 'To improve sales'.
- 'Enhance the Beverage experience'.

6.3.21 Participation in a wine server course was the next question put to survey participants. There were 30 respondents for this question and their feedback was as follows:

- 80% said they would be interested in participating.
- 3.33% said they were not interested in participating.
- 16.67% said they were not sure about participating.

One respondent state that 'we are not a fine dining restaurant and we do not have the clientele for such a market'.

6.3.22 Participants were asked to say their preferred mode of study for a wine server's course they said they would be interested in participating in. there were 30 respondents for this question and the feedback was on the following lines:

- **FULL TIME** (Direct classroom) – 27.78%
- **PART TIME** (Direct classroom – evenings only) – 48%
- **DISTANCE LEARNING** (On-line) – 0%
- **A COMBINED APPROACH** (Direct Classroom /Online) – 39.13%

6.3.23 As a follow on to the question on mode of study, participants were requested to say their preferred duration of the course for a professional wine server. 27 responses were received for this question and the feedback was as follows:

- 24 months – 0%
- 12 months – 11.11%
- 6 months – 44.44%
- 3 months – 25.93%
- 1 month – 11.11%
- 2 weeks – 7.41%

Other comments were the following:

- 'depending on level of delivery'
- 'Depends on the intensity of the training classes and the content of the course'
- 'Depends on intensity'
- 'we would like short wine courses for our waiters'

6.3.24 The next question to participants was regarding course content. They were requested to list a few topics they saw as being essential in any professional wine server course. 19 responses were received with the following feedback:

- 'The importance of quality. The cost of cheap prices. Wine service (storage, the right glass)'
- 'wine politics'
- 'Maltese classification - Labeling and legislation - Grape varieties and food - Wine storage and temperature'
- 'Wine as well as other alcoholic beverages'
- 'I am not a wine expert but anything that the employee can benefit from with regards to wine knowledge'.
- 'Grape varieties, production methods, specification of regions, pairings'
- 'Wine pairing with food'
- 'Food pairing, Grape varieties'.
- 'Quality / price ratio Small wine producing regions Small producers'
- 'grape varieties and regions, understanding labels, cellar management, wine jargon, tasting, food pairing, ageing of wines. From a hotel point of view, having a wine expert in your team can help also from a marketing perspective like having your in-house wine expert running a blog on our website on his recommendations for the month or uploading of videos on YouTube on our in-house wine sommelier giving a tasting explanation about a particular local wine of the month which we can then share on all social media and website. I believe that such activities add value to the establishment for our current and prospective clients, which can only happen if you have the right qualified candidate in your team'.
- 'Wine & Food combination, characteristics of grapes, local wine, selling wine'.
- 'Vinification and viticulture'
- 'Maltese wines Wine & food Grapes varieties'
- 'Grape, climate and terroir knowledge. Wine making knowledge Wine and food pairing'
- 'Wine Knowledge, Grape Variety, Wine Service Procedures, Wine Regions, Wine & Food Combination'
- 'History of wine making Local wines makers and wine yards Pairing food with wine Basic and intermediate topics included in ITS training Wine events Importance of wine service to complete a perfect meal'
- 'As above'.

- 'How to open, serve and store wine properly. The characteristics, grape varieties, producing countries and some wine terminology'.

6.3.25 Participants were asked about the possibility of establishments sponsoring a professional wine service course held at the Institute of Tourism Studies. There were 29 respondents for this question and their feedback was as follows:

- Yes definitely – 10.34%
- There is a very good chance – 31.03%
- Not sure – 51.72%
- No – 6.90%

Other comments were:

- 'I am interested to attend myself though'
- 'This is not a decision I would make but I will push it'.

6.3.26 asked on what the preferred type of sponsorship would be, 17 responses were received. Their feedback was as follows:

- Full sponsorship – 0%
- Part sponsorship – 47.06%
- Sponsorship of wines for course – 29.41%
- Sponsorship for guest speakers – 11.76%
- Sponsorship for winery visits – 5.88%
- Sponsorship for vineyard visits – 5.88%

Other comments were:

- 'Vouchers'
- 'This is not a decision I would make but I will push it'.
- 'not sure'
- 'Or even full if the course fee is right'
- 'accommodation for foreign guest speakers'
- 'Depends hence I cannot put a percentage in 27'.
- 'I don't know, you have to speak to my boss about that'.

6.3.27 Participants were also asked if their establishments would be ready to help in promoting the course to employees and other interested parties in the industry. 30 responses were received and only two said they would not be ready to help promote an eventual professional wine server course with the remaining 28 saying they would flavour this idea.

6.3.28 Participating establishments in this survey were also asked if there was a possibility of themselves providing specialized speakers to take part in an eventual professional wine server course. 30 responses were received on the following lines:

- Yes – 13
- I think so - 1
- Possibly - 1
- Maybe – 2
- Not specifically in wine knowledge, but more on elements of upselling and customer care - 1
- Not sure - 1
- Not really - 1
- Do not think so - 1
- No – 9

6.3.29 Participants were requested to put in any other comments, views or suggestions for this survey and nine respondents had this to add:

- 'There is a need for a wine specialist in the catering industry, even though it is mostly (in my opinion) expected in hotel and fine dining establishments. However, I think that it is a nice thing to share the knowledge of wine and give the clients the experience rather than let the client choose and read random description on a wine list'.
- 'No'
- 'Knowledge and appreciation about wine and wine service needs to be present also in restaurant owners. Unfortunately, we see too often people who have no idea of the catering industry opening up a restaurant and have not even thought of their wine list a week before opening. Clearly not enough importance being given to it'.
- 'I wish to see more wines lists presented by palate as this helps the customer for a better wine and food combination'.
- 'No'

- 'Would be interested to attend future wine trainings organized by ITS Professional wine tasting events organized by ITS for larger audience than students'.
- 'Good luck'.
- 'Having a wine sommelier in a fine dining restaurant is expected, but in a casual restaurant such as ours, it's difficult'.
- 'No'

All in all management survey respondents are of the opinion that they provide training they deem fit. Also they would be interested in supporting a professional wine training course in different ways but they would prefer it to be three to six months long at the most and delivered in a mix of online and classroom delivery.

6.4 Personal observations on wine service

My personal observations on the subject of wine service when eating out is that at the present moment very few outlets of a certain quality and level of service have properly trained personnel in wine service.

I have seen it again and again, servers who:

- do not know vintages of wine available on wine lists
- do not know what wines are available or not
- do not know what a wine tastes like, just say dry or sweet
- do not pour a first taste of the wine after opening but start to pour around the table
- little or no change of glassware if a wine is changes
- little knowledge of any label terminology like 'Classico' or 'Riserva'
- minimal knowledge of grape varieties used to make the wines they are serving
- no topping up of wines

I could go on and on but the above give a glimpse of the present situation some servers also have a problem of proper communication as they are foreigners with little capacity in the English language.

7 Reliability and Validity of the Research

The main issues for structured research relate to aspects of reliability: observer error, informant error, time error and observer effects (Saunders, et al., 2012, p. 361). In order to minimise informant error, I opted to send my survey to focus groups with direct interest in the subject of the thesis. It was also essential that the time at which I conducted an observation, it did not provide data that was untypical of the total time period in which I was interested. What I noticed was happening all around me and the point I noted were the norm as there was sign of any unexpected occurrences that may have deviated the normal work procedures.

The questionnaires I used were collated using the SurveyMonkey platform and this helped with the internal validity of the questionnaires' ability to measure the intended feedback from participants as I was concerned that the findings actually represent the reality of what I was trying to measure (Saunders, et al., 2012, p. 429). Bloomberg et al (2008) refer to content validity and the questionnaires were deemed as being adequate to provide coverage of the investigative nature of the questionnaires.

I agree that observation has high ecological validity but may be affected by observer error, observer bias and observer effects. These issues, in my opinion, were minimised or overcome by my familiarisation, interpretive rigour (Saunders, et al., 2012, p. 362).

8 Ethical considerations

There are always ethical considerations to a greater or lesser degree depending on whether or not one is using human subjects and the level of invasiveness my intervention or data collection tool type I will utilise.

Every endeavour will be made by myself to ensure no poor practices and harm takes place (non-maleficence) and at the same time promote ethical practices that encourage public and private good (beneficence) (Saunders M., 2016, p. 245)

The importance of the integrity and anonymity is at not at stake for the participants in the questionnaire survey I will have undertaken in this study. In the focus group questionnaires, a covering note will inform participants on the criteria for participating in the focus group survey (Integrity and Objectivity) (Saunders M., 2016, p. 243).

Participants will not be forced to participate in any way and it will be clear that they do so on a voluntary basis as they agree and wish to provide input for my research (Voluntary nature of participation and right to withdraw) (Saunders M., 2016, p. 244). Any personal data will be protect according to the Data Protection Act on the Laws of Malta (ACT XXXI of 2001).

All participants were promised anonymity, and when their feedback and any quotes were used from their questionnaire forms, they would not be mentioned by name or place of work in such a way that it should not be possible to backtrack them later to the participants (privacy of those taking part) (Saunders M., 2016, p. 244).

Therefore, only their lines of work or society background will be mentioned to indicate the provenance of the information (Avoidance of harm) (Saunders M., 2016, p. 243). Contact will be made directly via emails with each participant and their anonymity was also stated in the introduction covering note they received as part of the email.

Any names of restaurants, hotels and other recognisable places in the quotes from the participants will also be made unrecognisable, and instead given names such as, for example, "Restaurant X". This was done so that the establishments mentioned in the quotes, either favourably or unfavourably, would not be caused any harm by the statements made. The responsibility for third-party liability was also taken into account.

The ethical considerations are not linked to a particular part of the questionnaire survey process, but should be included in all parts of the interview process. Kvale (1997) divides the ethical

considerations into seven different areas based on the stage of research, i.e. topic, planning, interview situation, transcription, analysis, verification, and reporting.

During the course of my research for this thesis I have based my work on the principles as proffered by Bryman and Bell (Bryman, 2007). I made sure that participants were not subjected to any harm by ensuring anonymity and therefore ensuring their dignity and the full consent was obtained by providing a covering letter to my surveys were these goals ere explicitly mentioned.

I also ensured that the date was kept confidential by using a well know research platform such as Survey Monkey which included the anonymity of both individuals and organisations. At no time did I exaggerate or try to deceive participants about the objectives of the research.

My communication with participants was done with transparency and no misleading information was provided to these. Participants took part in my research on a voluntary basis and no use was made of any offensive, discriminatory or other unacceptable language in the formulation of the survey questionnaires.

I also made sure that any and all works referred to in this thesis are referenced as per the Harvard (Anglia) system as provided in Microsoft Word. The best possible level of objectivity was adhered to in the analysis of the feedback to ensure a clear and true picture of the participant feedback (Bryman, 2017).

9 Conclusions and suggestions for development

After having delved into the findings of the three surveys undertaken into three segments of people who are direct stakeholders when it comes to the subject of wine service levels in Maltese hospitality catering establishments.

9.1 Restaurant Client Survey

Participants for this survey were people who eat out at least once a week in establishments that vary but fine dining outlets to trattorias, in hotels of 5 Star to 3Star level. This indicated to me that they had a good outlook on the wine service being offered in the catering market.

The participants' age groups shows a nice spectrum of the typical person who dines out varying from 27 to 75 years of age. The predominant nationality of respondents was Maltese but there were some foreign nationals residing in Malta. This ensured a balanced source of information on which to base my conclusions.

The overwhelming feeling (over 80% of respondents) was that the level of service is very low and haphazard which clearly indicated the need to have better prepared and trained personnel who would be in a position to compliment the client's dining experience with quality wine service. Diners when eating out spend an average of 15-20 Euro on wine, this showing that the wine cost of their meal is substantial and depending on consumption could add up to quite an amount when one asks for the dinner bill. When clients are ready to accept these charges they are owed a quality wine service. This also helps the wine served be appreciated better and at the same time affording value for money to diners.

Clients stated that most restaurants they visited do not have dedicated wine servers or sommeliers and it fall on their food servers to provide the required wine service which many a time is not up to standard where there were case where the wine was not served appropriately and basic levels of wine service were ignored showing the mediocre attitude prevailing in wine service.

Another point highlighted was that wine prices are deemed to be too expensive forcing customers to either not order wine or stop with the first bottle. My conclusions re this point is that it is true that sometimes prices are exaggerated by restaurateurs who seek to maximise profits which unfortunately backfires as orders drop or even do not come about resulting in loss of potential sales. Another view of mine is that the restaurant servers are not prepared to act as 'salespersons' when it comes to wine orders for their clients. This could be explained by lack of training, short staffing levels not allowing time to undertake wine sales or their lack of knowledge on the subject of wine place them at a disadvantage and therefore they refrain from acting as wine servers.

Clients expect dining establishments to have dedicated wine service personnel as they see such personnel as those that represent the service level being offered in the establishment. The only establishment type where this expectation was in trattoria type establishments this shows, in my book, that since these units tend to be less formal in their service outlook, sommeliers are not seen as being an integral part of their set-up. However they did not preclude that the basics of good wine service are still expected therefore servers in these outlets still need to be well versed in the need of good wine service.

Clients also noted that establishments run by 'chef Patrons', usually small dining units with a seating capacity of 20 to 40 are good at food preparation but lack when it comes to wine service provision. These kind of service establishment have multiplied in Malta over recent years as experienced chefs opted to start their own restaurant after a career in top hotel locally or abroad. These people are good at their work but very few can be considered as experts when it comes to wine or wine and food pairing and this effect their food servers, and clients note this negative side effect on the meal experience.

Client experience Vis a Vis wine servers seems to be on the lines of poor to acceptable with only a minority of 26% of respondents saying it was good. This shows that wine servers or those providing this service need better soft skills enhanced with better wine knowledge and skills.

Participants experience on wine service in as far as availability of wines was negative in cases such as 'out of stock' wines not being marked as such on the wine lists and clients only finding out when they ask for the particular wines. This also shows me that restocking of wines is not given priority by management or there is no single person responsible to ensure continued stock levels are in place to cater for client needs. Such a situation could be dealt with if there is a professional person responsible to see that this situation does not occur and if it is not possible to provide such wines, clients are informed immediately they are given a wine list to make their choices.

Survey participants also noted that wine service is not given priority in establishments' shows that servers and their supervisors do not appreciate the service sequence expected in restaurants.

9.2 Hospitality Catering Employee Survey

51% of the participants in this survey have less than five years working experience in hospitality catering and their views gave me an indication of the 'present' situation of wine service in Malta. There still are establishments in 2017 which do not have a wine list to offer clients, let alone provide their staff with food and wine pairing let alone be in a position to offer suggestions to their clients.

Training of servers is done mostly at entry point in the respective establishments and some periodic training after that means the refreshing of knowledge and skills is haphazard and this means that focus is not ensuring servers are kept in optimum service levels when it comes to wine service. Furthermore there are still servers that were not given any form of wine service training.

This goes to show that making available some sort of professional training option is available to establishments and their employees. Findings also made evident that the majority of employees are trained to act as wine servers with the resulting drop in level in this area.

Employees show an interest in undertaking a professionally designed and implemented wine course either on their own steam or sponsored by their employers as they feel this improves career prospects besides making them more confident in their work.

Training courses in wine service are imagined as being short term with an in-built element. This is understandable as people already in employment may be hard bound to find adequate time to attend course with a long duration which could strain their work commitments. However training courses with different levels could allow employees to build their training in this area gradually at their own pace.

Employees feel that food service levels are good to excellent, reflecting the training received in this area which however does not provide the holistic positive experience to clients as the wine service element is the weak link in the service chain of the restaurants.

9.3 Hospitality Catering Management Survey

The majority of the participants are directly connected with food and beverage service while some are connected indirectly and these people are responsible for furnishing personnel with the required skills and knowledge when it comes to wine service in their establishments and the background experience, on average of more than 10 years, of these people gives more credence to their views and suggestions as it reflects the other side of the coin as far as the perception of wine service is in the present moment and their perception as to what form it should take and in what form it should be delivered.

78% of participants are in middle and top management position and the rest of the respondents are connected with sales development, wine importers and owners of restaurants and therefore have a vested interest in the present situation. The general feeling is that one does what one

can in the present situation however they all feel that improvements are need and the industry is reaching a situation where professional personnel are needed to sustain the development the industry is experiencing as well as the increased patronisation by more expectant clientele in their establishments.

Wine service as a part of the meal experience being provided is not being give due priority or importance for different reasons like lack of adequately trained personnel on the employment market, the simple inability of the personnel officers to find proper(experienced) service staff, an inbuilt lack of interest in present servers to enrich their knowledge in the service areas, which could be put down to lack of a proactive approach from their managements to show more commitment to a more professional service approach, in my day as a wine waiter I used to be given a commission on wine sales by my employer and this helped me in a number of ways, I took more interest in the wines I was serving, I polished my sales technique approach and interacted more with the clients to get to know their likes and dislikes and it helped me increase my appreciation of client needs and wine knowledge. Another situation could be that staff are not afforded in-house training time or facilities due to financial constraints, work pressure besides the fact that many establishments have no training facilities.

Management personnel agree that training courses should be short in length, not very expensive and the content should at least cover the basics required to provide an acceptable skills base to provide the basic wine service they see as being needed. Most establishment who offer wine service training in-house do this as part of the general induction training provided to employees with the result that is basic and with little or no 'onus' on detailed knowledge in this area of service. In fact 6% of participants stated that no sort of wine service training is provided to employees and therefore these are left to fend for themselves resulting in the negative feeling mentioned by clients earlier in the in this section of the thesis.

Wine lists in the industry are made by top management with very little input from front line personnel who have contact with clients and it is a known secret that top management may be professional in many aspects of running a catering business but when it comes to wine expertise that are lacking and the unavailability of properly qualified personnel in this area who would be able to give input in wine choices when creating or updating wine list content will eventually result in lower service quality for their clients.

The majority of hospitality catering establishments do not employ professional wine waiters and the solution applied is to give crash courses 'in-house' provided by middle management personnel who themselves are not professional wine servers and therefore this has to be

considered as a very 'ad hoc' way of providing a solution for their predicament. Management are 'hungry' to get their hands on professional food servers and would offer such people jobs 'immediately' if they are found and it is not easy to get the right people and if they need to be brought in from abroad the costs involved would certainly make such a move as not viable financially however a solution could be found locally by seeking personnel with the right attitude who are ready to undertake training to upskill themselves and their establishments.

Employee training organised by management for food serving staff, when given, is the same for all staff. While I accept and agree that staff training should be on the calendar of any professional management set-up worth its salt, it is evident that there is no move to try to pick out members of staff who have the right aptitude to take up the role of wine servers. In fact the staff who get any training are from all service departments and this in itself does seem to display a lack of appreciation that what is good for the goose, is not good for the gander. This in the sense that personnel should be looked at more closely and training should focus more on skill and knowledge improvement to help create the staff motivation that would result in more ownership of the service element as well as ensuring a more positive meal experience. Kitchen employees and the those deemed as 'long employed' are sometimes given training but not on wine and this in itself is a bit perplexing as these people should have a good insight in wines as it could help them when creating dishes or cooking food which in the end has to be consumed with the wines provided by their establishments.

Wine service training in establishments, when provided, is mostly given by food and beverage management personnel, 'buddy training' by other servers with the related risks of service defaults being transmitted in the new employees and any problems are only exacerbated in the establishment with the underlying ripple effects. On-line training is sometimes used but this could be a bit unreal on its own and employees of hotel chains are given the 'off the shelf' courses available with little attention to individual needs of the trainee and the environmental conditions of the local tourism industry scene. Other persons who are given responsibility for staff training in wine service are outlet managers, supervisors, wine suppliers, who might be knowledgeable about their product portfolio, but not on the intricacies of wine service, and on occasion outsourced 'experts', if the budget allows for this.

Having seen feedback and findings on the type of training given it is clear that the most importance is given to table side skills such how to 'open a bottle of wine' but very little to other peripheral topics like wine and food pairing, wine label terminology and how to deal with unexpected situations to mention but a few.

Many have a clear idea of what a professional wine server should be with comments like 'a trained wine professional who tries to enhance the client meal experience through good wine service'. This image is in stark contrast with the reality of the situation as there few and far apart personnel who fit this outlook of the professional wine server. Other management persons expect wine servers to be team players in the sense of communicating with kitchen chefs to enhance the dining pleasure with strong wine and food pairing skills, social skills, wine making techniques and wine origins. Another aspect of these professional personnel would be the ability to identify client needs and preferences, create wine lists as well as provide basic training to minor members of the food service teams or brigades.

The feeling that up class catering units should be manned with professional wine servers is generally agreed upon but also that service establishments that provide wine service like wine bars, night clubs and even second class licensed restaurants as well as 5 and 4 star hotels should ensure the availability of this type of personnel.

The preferred skills to be provided to person who are to act as wine servers/sommeliers are seen by managements as being 90% general wine knowledge, 74% wine grape characteristics, 58% wine quality levels, 55% Maltese wine classification, 48% wine label terminology, 29% Wine law and other topics such as ability to cross sell, upsell, presentation skills, selling techniques and as well as personality skills meaning that there is a vacuum that need to be filled as these aspects of wine service training are needed to be formulated into a viable programme for training wine servers.

Hospitality managements are still a bit wary about participating in the provision and support a profession wine course perhaps for the simple reason that there is no such product on the market on which to take a stance. On the other hand there is a good chunk that are ready to support such courses and if the opportunity arises for the participation in such course they would be ready to take the chance and support staff in undertaking these courses.

The preferred mode of study is on a part-time basis in classroom based environments, followed by a combined approach to training on the basis of a mix of online and classroom learning environment and the least mentioned was a full-time classroom based course which is in a way understandable as it is not always easy to get time off work to attend full time course be they during the day or in the evenings.

The preferred length of courses is of six months (44%), three months (26%), 12 months (11%), one month (11%), and two weeks (7%). On the basis of this and from my own experience

combined with a Recognised Prior Learning exercise, called P.A.T.H. (Proficiency Acknowledgment in Tourism and Hospitality), as introduced today in Malta (17.05.2017) under the auspices of the Malta Tourism Authority in conjunction with the Institute of Tourism Studies as the centre which vets applicant's prior experience a course based on the six month time frame would be doable with content topics of:

- Wine and food pairing
- Maltese wine
- Wine service temperature
- Wine service sequence
- Major wine regions
- Main grape varieties
- Wine making techniques
- Sales techniques
- Understanding wine labels
- Cellar management
- Wine jargon
- Wine ageing capability
- Marketing techniques
- Creating a wine blog page for establishments
- Spirits

Hospitality catering establishments are ready to sponsor a professional wine course to varying degrees with but there are still those that are unsure on this possibility either because they need the go-ahead from above or because they are waiting to see what can be proposed to see if whatever it is, suits their needs and at the same time seeing how accessible it will be and at what cost although funds could be available through local employment agencies and European Union development funds for the worker development. From the feedback received I have to conclude that 93% of the management have a favourable outlook to such course being made available.

Furthermore if such a wine server course were to be created and proposed to local hospitality catering establishment, they would not hold back in sponsoring cost to different degrees and with different services like provision of free accommodation to foreign speakers or guest lecturers, even providing such speakers through their contact abroad to cover topics such upselling, customer care, wine and food pairing. This approach would be a very good way to

make the industry take ownership of the course and in turn lead to a push for enrolment by employees as it would be seen as something which is being supported by their managements and affording them a way to move forward in their careers.

10 Suggestions for Further Development

The need for wine service professionals is felt throughout the top part of the hospitality catering segment of the Maltese tourism industry and the clientele as well as employees who feel that they are at a disadvantage in this area of customer service and with the provision of such a professional wine course the industry would be allowing itself a tool to help itself and its employees as well as other stakeholders for an improved product for the benefit of all concerned.

The way forward would be to put together a professionally designed and delivered wine service course and publicise its availability to increase awareness in the industry of this new service. It is also a good basis for my next step in my studies at Haaga-Helia for the Masters Degree in International Hospitality Management.

11 Evaluation of the thesis process and personal learning

During the last few months I have worked to put together this thesis on wine service in Malta with the idea of giving a picture of the situation being experienced in the local catering industry by different stakeholders namely clients, employees and their managements.

My perception that wine service in Malta needs to be spruced up was the motivation for the idea behind this thesis and at the same time the knowledge that a tool needs to be created to offer a solution to the present predicament in the area of wine service in local hotels and restaurants in the form of a professional wine server course.

I feel that this work has provided a clear overview of local and international literature which focus on current relevant opinions on the subject. The research method applied were the most suitable in the situation to reach as many as possible interested parties and that is why I chose to use online surveys through the Survey Monkey platform to achieve this objective.

The findings and conclusions I hope were presented in a coherent, understandable and correct form which reflects the results of my research while answering my research question as proposed at the beginning of the process by clear and systematic analysis and not speculation. With the help of the knowledge collected through my thesis I feel that I can contribute to the next step in the obtaining of my next goal in creating a professional wine service course planned and implemented on the basis of my thesis.

I feel that my work is original in the sense that such research was never undertaken locally and I also feel that my work is objective, conscientious and understandable providing a coherent insight into the defined research question, methods and results. I hope that my work is readable and used adequate language to address practical issues. Furthermore I hope that my work is able to provide readers with a clear and interesting overview of the research undertaken.

This work has made me more aware and more adept to using relevant research methodologies and practical criteria as I feel they are important in achieving required goals. I have also strived to adhere to the research plan, even if I have met many constraints along the way, which only strengthened my resolve to do the best possible on my own steam.

Finally I can safely say that this work was an overall learning experience for me and it has made me a better person and a more knowledgeable person who only has the goal of doing something to improve the local hospitality industry employees and their career prospects while providing a

tool to improve the standard of service in wines from the present level of quality to a higher level for the good of all concerned.

My lifelong work experience is based on this hospitality industry and I would like to be able to do something to improve the service skills and reputation of those involved in order to improve their standing and also their career prospects.

12 References

- Altushost, 2016. *Why is marketing important for a successful business?*. [Online]
Available at: <https://www.altushost.com/why-is-marketing-important-for-a-successful-business>
[Accessed 23 3 2017].
- Bryman, A. & B. E., 2007. *Business Research Methods*. 2nd ed. London: Oxford University Press.
- Bryman, A. & B. E., 2017. *Research Methodology*. [Online]
Available at: <http://research-methodology.net/research-methodology/ethical-considerations/>
[Accessed 17 May 2017].
- Business Dictionary, 2016. *Businessdictionary.com*. [Online]
Available at: <http://www.businessdictionary.com/definition/consumer-markets.html>
[Accessed 23 March 2017].
- Businessdictionary, 2016. *Businessdictionary.com*. [Online]
Available at: <http://www.businessdictionary.com/definition/driving-forces.html6>
[Accessed 2 October 2016].
- Businessdictionary, 2016. *Businessdictionary.com*. [Online]
Available at: <http://www.businessdictionary.com/definition/trend-pattern.html>
[Accessed 2 October 2016].
- Decanter Magazine, 2016. *Decanter Magazine*. [Online]
Available at: <http://www.decanter.com/>
[Accessed 24 October 2016].
- Dictionary.com, 2016. *Dictionary.com*. [Online]
Available at: <http://www.dictionary.com/browse/aesthetic>
[Accessed 16 october 2016].
- Dictionary, M.-W. L., 2016. *Merriam-Webster.com*. [Online]
Available at: <http://www.merriam-webster.com/dictionary/aesthetic>
[Accessed 16 October 2016].
- Dornenburg, A. & Page, K., 2010. *What to drink with What you Eat*. 6th ed. New York: Bullfinch Press.
- Fattorini, J. E., 1997. *Managing Wine and Wine Sales*. 1st ed. london: International Thomson Business Press.
- Goldstein, E., 2006. *Perfect Pairings*. 1st ed. Los Angeles: University of California Press.
- Kotler, P. R., Bowen & Make, 2014. *Marketing for Hospitality and Tourism*. 6th ed. Edinburgh: Pearson Education Limited.
- Lawler, E. O., 2008. *Lessons in Wine Service from Charlie Trotter*. 1st ed. New York: 10 Ten Speed Press.
- Lewis, R. E. & Chambers, R. E., 1989. *Marketing Leadership in Hospitality - Foundations and Practices*. New York: Van Nostrand Reinhold.
- Mackander, M., 2015. *ABC news*. [Online]
Available at: <http://www.abc.net.au/news/2015-09-02/10-things-that-annoy-waiters-the-most/6742856>
[Accessed 5 September 2016].
- Malta Tourism Authority, 2016. *Tourism in Malta - 2015*, Valletta: Malta Tourism Authority.
- managementhelp.org, 2016. *managementhelp.org*. [Online]
Available at: <http://managementhelp.org/marketing/advertising/defined.htm>
[Accessed 26 March 2017].
- Oppenheim, A., 1992. *Questionnaire Design, Interviewing and Attitude Measurement*. 2nd ed. London: Pinter Publishers Ltd.
- Parr, R. & Mackay, J., 2010. *Secrets of the Sommeliers*. 1st ed. Berkeley: 10 Ten Speed Press.
- Philpott, V., 2013. *hostelbookers*. [Online]
Available at: <http://www.hostelbookers.com/blog/travel/best-breakfast/>
[Accessed 2 1 2017].

Prensky, M., 2015. *Wikipedia.com*. [Online]
Available at: https://en.wikipedia.org/wiki/Digital_native
[Accessed 21 2017].

Rush, C., 2006. *The Mere Mortal's Guide to Fine Dining*. 1st ed. New York: Broadway Books].

Saunders, E. B., A., T. & Lewis, P., 2012. *Research Methods for Business Students*. 6th ed. Harlow, England: Pearson.

Schofield, T., 2016. *Study.com*. [Online]
Available at: <http://study.com/academy/lesson/what-is-a-marketing-information-system-definition-benefits-example.html>
[Accessed 23 March 2017].

Stewart, G., 2014. *gettystewart.com*. [Online]
Available at: <http://www.gettystewart.com/the-future-of-eating-food-trends-predicted-for-2018/>
[Accessed 21 2017].

Swipely, T., 2012. *Upserve*. [Online]
Available at: <https://upserve.com/blog/why-do-customers-complain-a-look-at-diners-most-popular-complaints/>
[Accessed 4 September 2016].

Wine Spectator, S., 2016. *Wine Spectator*. [Online]
Available at: <https://www.google.com.mt>
[Accessed 24 October 2016].

Zraly, K., 2009. *Windows on the World of Wine - Complete Wine Course, 25th Anniversary Edition*. 3rd ed. New York: Sterling Publishing Co.Ltd.

13 Appendices

13.1 Questionnaire for Restaurant clients

The Level of Wine Service in Maltese Restaurants

Dear Respondent,

I am in the process of reading for a degree in Hospitality Management and as part of my studies I am putting together a thesis on the quality and level of wine service and wine service expectations in the Maltese Hospitality Catering environment. Please be so kind as to fill in this short survey /questionnaire according to your views and opinions. The objective of this research is to gather information on the level of awareness of the value of having professional sommeliers or wine waiters in quality hospitality catering establishments and the services these can give to clients and businesses. With your help, I would be able to outline the content topics which would in turn help to create a professional Wine Service Training Course to enhance the qualities of Hospitality Catering personnel in Malta.

This questionnaire is designed to collect data in different sections, but be assured that all feedback from it will be used solely for the purpose described above and I guarantee confidentiality.

Thank you for your time and support.

John M Zahra

Lecturer – Institute of Tourism Studies

john.m.zahra@gov.mt

PLEASE GIVE YOUR VIEWS ON THE FOLLOWING:

1. Gender?
2. Age group
3. Present job position.
4. How often do you dine out?
–
5. What is your preferred restaurant type?
–
–
6. Do you buy wine with your meals?
–
–
7. What is your average spend on wine?
–
–
8. Do your preferred restaurants have wine servers?

6. What do you imagine a Sommelier as being?
7. In what kind of establishment do you expect a Sommelier to work?
8. Name a few tasks you expect a Sommelier to do.

9. *Have you had an experience of dealing with a Sommelier? If yes, please describe that experience briefly below.*
10. *Which would be your preferred skills in a Sommelier be?*
11. *Why would you need the services of a Sommelier when you dine out?*
12. *Would you be more comfortable buying wine with your meal if a sommelier was available?*

Other remarks:

13.2 Questionnaire for Hospitality Catering Employees

The Level of Wine Service in Maltese Restaurants

Dear Respondent,

I am in the process of reading for a degree in Hospitality Management and as part of my studies I am putting together a thesis on the role of the Sommelier and wine service expectations in the Maltese Hospitality Catering environment. Please be so kind as to fill in this short survey/questionnaire according to your views and opinions. The objective of this research is to gather information on the level of awareness of the value of having professional sommeliers or wine waiters in quality hospitality catering establishments and the services these can give to clients and businesses. With your help, I would be able to outline the content topics which would in turn help to create a professional **Wine Service Training Course** to enhance the qualities of Hospitality Catering personnel in Malta.

This questionnaire is designed to collect data in different sections, but be assured that all feedback from it will be used solely for the purpose described above and I guarantee confidentiality.

Thank you for your support.

John M Zahra

Lecturer – Institute of Tourism Studies

john.m.zahra@gov.mt

A - Background of Respondent (as applicable):

I. Gender :

—

II. Place of work:

—

—

III. Type of Hospitality Catering business:

—

a. Hotel/Star rating

—

b. Restaurant / Classification

—

IV. Your Position at the Work Place:

—

V. Previous work experience in catering establishments

B – Wine service at your place of Work:

i. Does your establishment have a wine list/s?

—

ii. If yes, how many wines make up your wine list/s

—

iii. Who has the direct responsibility for wine service in your dining areas?

—

iv. How do you promote wine sales?

—

v. How often are wine changed on the wine list?

—

C - The Sommelier

1. What is a Sommelier?

2. What do you imagine being a Sommelier to entail?

3. In which type of catering establishment do you expect a Sommelier to be employed?

4. Name a few tasks you expect a Sommelier to do.
—

5. Which would be your preferred skills in a Sommelier?

6. Why would you need the services of a Sommelier?

D – Participating in Professional Wine Service Course

a. Would you or your establishment be interested in participating in such a course?

—

b. What mode of study would be preferred

—

—

- 1) Full-time
- 2) Part-time
- 3) Distance learning
- 4) A combined approach

c. What would be the ideal duration, in weeks or months, of the course according to your preferred choice above?

d. Can you list a few elements that you would expect to be included in a prospective wine service course?

E - Other remarks:

*Thank you once again for your time and assistance to make our Hospitality Personnel Better!
John Zahra*

13.3 Questionnaire for Hospitality Management

The Level of Wine Service in Maltese Restaurants

Dear Respondent,

I am in the process of reading for a degree in Hospitality Management and as part of my studies I am putting together a thesis on the role of the Sommelier and wine service expectations in the Maltese Hospitality Catering environment. Please be so kind as to fill in this short survey/questionnaire according to your views and opinions. The objective of this research is to gather information on the level of awareness of the value of having professional sommeliers or wine waiters in quality hospitality catering establishments and the services these can give to clients and businesses. With your help, I would be able to outline the content topics which would in turn help to create a professional **Wine Service Training Course** to enhance the qualities of Hospitality Catering personnel in Malta.

This questionnaire is designed to collect data in different sections, but be assured that all feedback from it will be used solely for the purpose described above and I guarantee confidentiality.

Thank you for your support.

John M Zahra

Lecturer – Institute of Tourism Studies

john.m.zahra@gov.mt

A - Background of Respondent (as applicable):

VI. Gender :

–

VII. Place of work:

–

–

VIII. Type of business:

–

a. Local Wine Producer

–

b. Importer/Distributor of Wines

–

c. Producer and Importer of Wines

–

d. Other (please specify)

–

IX. Your Position at the Work Place:

–

X. Previous work experience

–

–

B – Wine service comments:

vi. Does your business provide clients with a wine list/s?

–

vii. Do you have professionally trained sommeliers in your employ? If yes how many?

–

viii. Where and how were these trained?

–

ix. Who has the direct responsibility for wine promotion?

–

x. Do you provide wine training?

-
- xi. If yes where do you do this?
-
- xii. What type of person is the typical recipient of this training?
-
- xiii. How often do you give wine training?
-
- xiv. What do you include in your wine training services?
-
- xv. Do you feel that wine service training is not given due importance in local establishments?
-

C - The Sommelier (Wine Server)

- 7. What is a Sommelier?

- 8. What do you imagine being a Sommelier to entails?

- 9. In which type of catering establishment do you expect a Sommelier to be employed?

- 10. Which would be your preferred skills in a Sommelier?

- 11. Why would you need the services of a Sommelier?

D – Participating in Professional Wine Service Course

- e. Would you or your business be interested in participating in such a course?
-
- f. What mode of study would be preferred?
-
- 1) Full-time – direct classroom
- 2) Part-time – direct classroom (evening)
- 3) Distance learning
- 4) E-learning
- 5) A combined approach
-
- g. What would be the ideal duration, in weeks or months, of the course according to your preferred choice above?

- h. Can you list a few elements that you would expect to be included in a prospective wine service course?
-
- i. Do you think your business would be ready to sponsor a professional wine service course held at ITS?
-
- j. If yes what degree / level of sponsorship would be forthcoming?
-

- 1) Full Sponsor
- 2) Part Sponsor

—
k. Would your business help in promoting such a course?

—
l. Is there a possibility of your business providing specialised speakers to participate in such an eventual course?

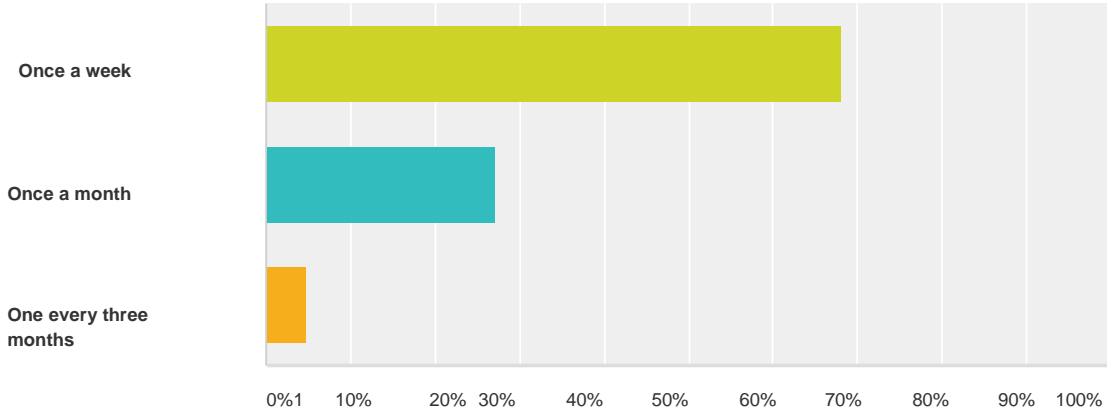
E - Other remarks:

Thank you once again for your time and assistance to make our Hospitality Personnel better!
John Zahra

13.4 Restaurant Client Survey Summary

Q1 How often do you dine out?

Answered: 125 Skipped: 16



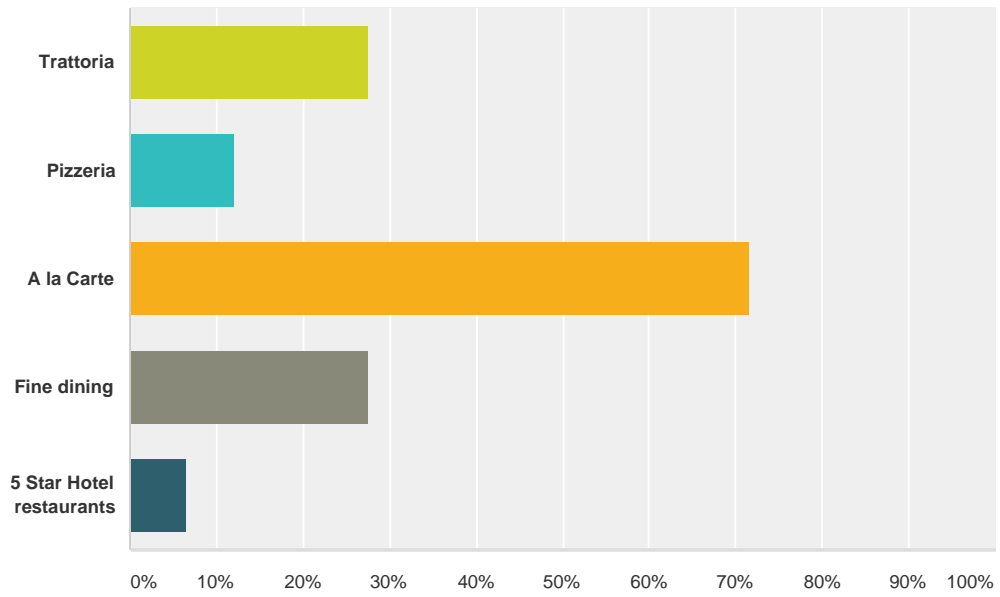
Answer Choices	Responses
Once a week	68.00%
Once a month	27.20%
Once every three months	4.80%
Total	125

#	Other (please specify)	Date
1	2-3 times a week	9/21/2016 12:30 PM
2	twice per week	8/22/2016 7:57 AM
3	Twice/three times a month	8/10/2016 4:04 PM
4	It all depends on special occasions ex friends from abroad tend to eat out 4 times over a weeks stay	8/9/2016 8:08 PM
5	Once a fortnight	8/8/2016 4:34 PM
6	Twice a week	8/8/2016 4:20 PM
7	sometimes 2-3 times a month	8/7/2016 7:15 PM
8	twice a month	8/6/2016 8:08 PM
9	Nearly once a day	8/6/2016 6:37 PM
10	2/3 times a week	8/6/2016 6:24 AM
11	And on special occasions . . .birthdays, etc	8/6/2016 6:24 AM
12	3 times a week	8/5/2016 8:07 PM
13	2 to 3 times a week	8/5/2016 6:53 PM
14	no regularity	8/5/2016 6:33 PM
15	Twice a week	8/5/2016 5:25 PM
16	Twice to three times a week.	8/5/2016 5:21 PM
17	Twice a week	8/5/2016 4:36 PM

18	and on special occasions	8/5/2016 3:15 PM
19	some weeks 3 times	8/5/2016 2:51 PM
20	twice a month	8/5/2016 2:41 PM

Q2 What is your preferred restaurant type?

Answered: 141 Skipped: 0

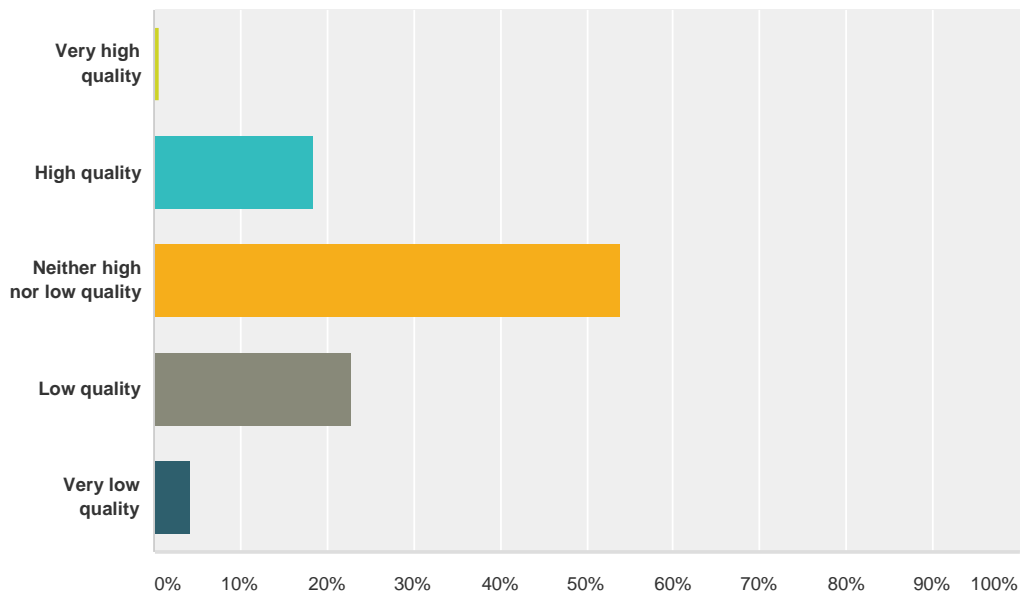


Answer Choices	Responses
Trattoria	27.66% 39
Pizzeria	12.06% 17
A la Carte	71.63% 101
Fine dining	27.66% 39
5 Star Hotel restaurants	6.38% 9
Total Respondents: 141	

#	Other (please specify)	Date
1	local	9/21/2016 12:30 PM
2	casual dining	8/6/2016 9:15 AM
3	A mix of above	8/5/2016 3:54 PM

Q3 How would you rate the quality of wine service received?

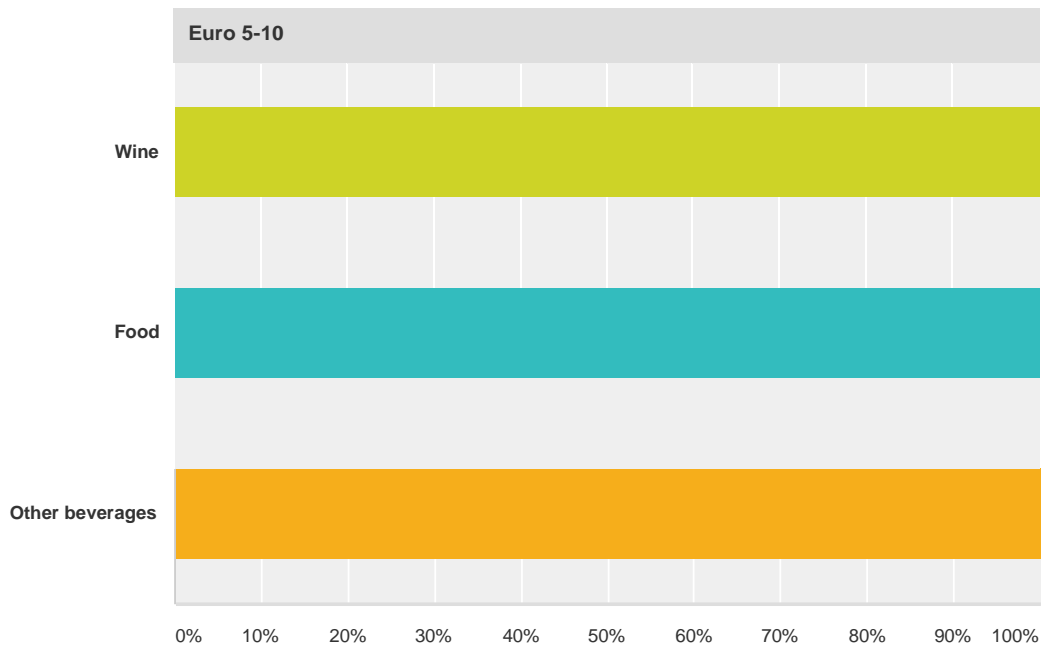
Answered: 141 Skipped: 0



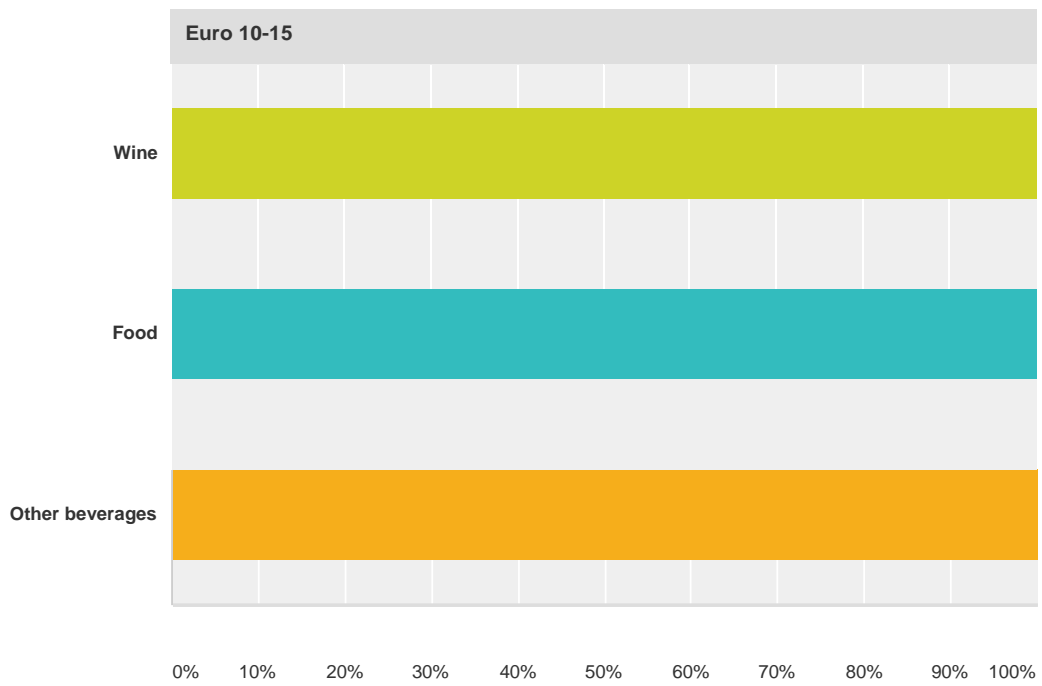
Answer Choices	Responses
Very high quality	0.71% 1
High quality	18.44% 26
Neither high nor low quality	53.90% 76
Low quality	22.70% 32
Very low quality	4.26% 6
Total	141

Q4 What is the average of your spend on:

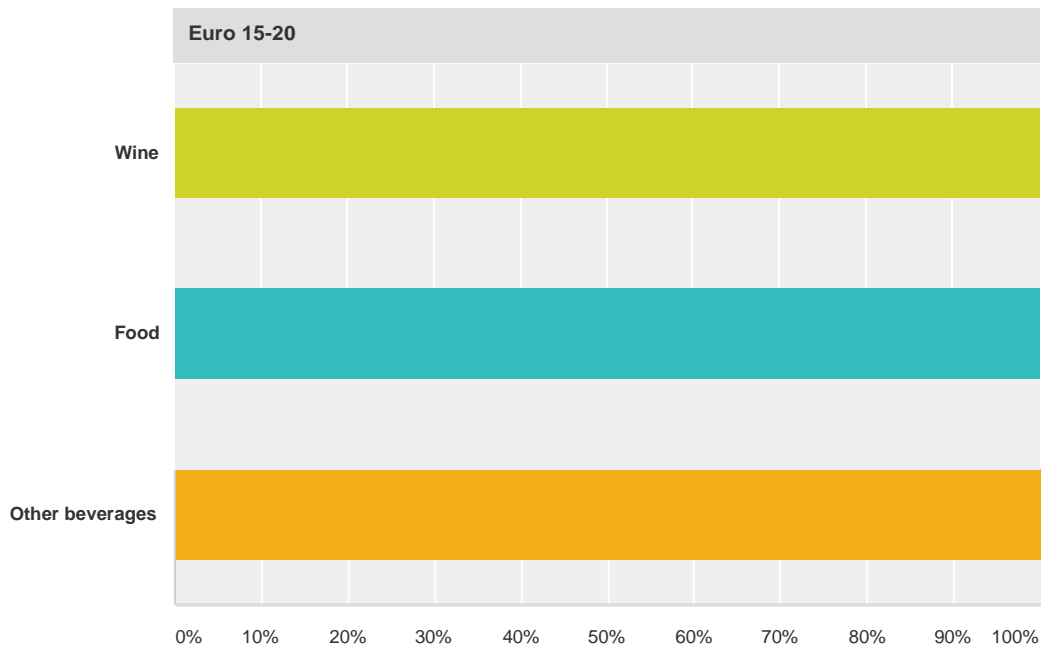
Answered: 130 Skipped: 11



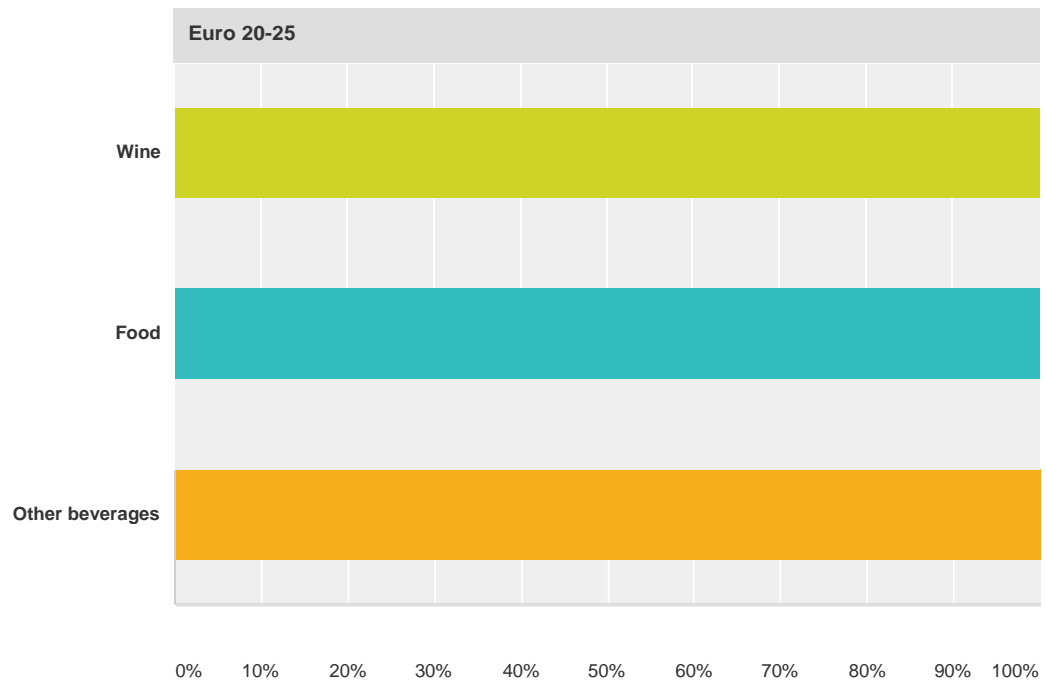
Euro 5-10



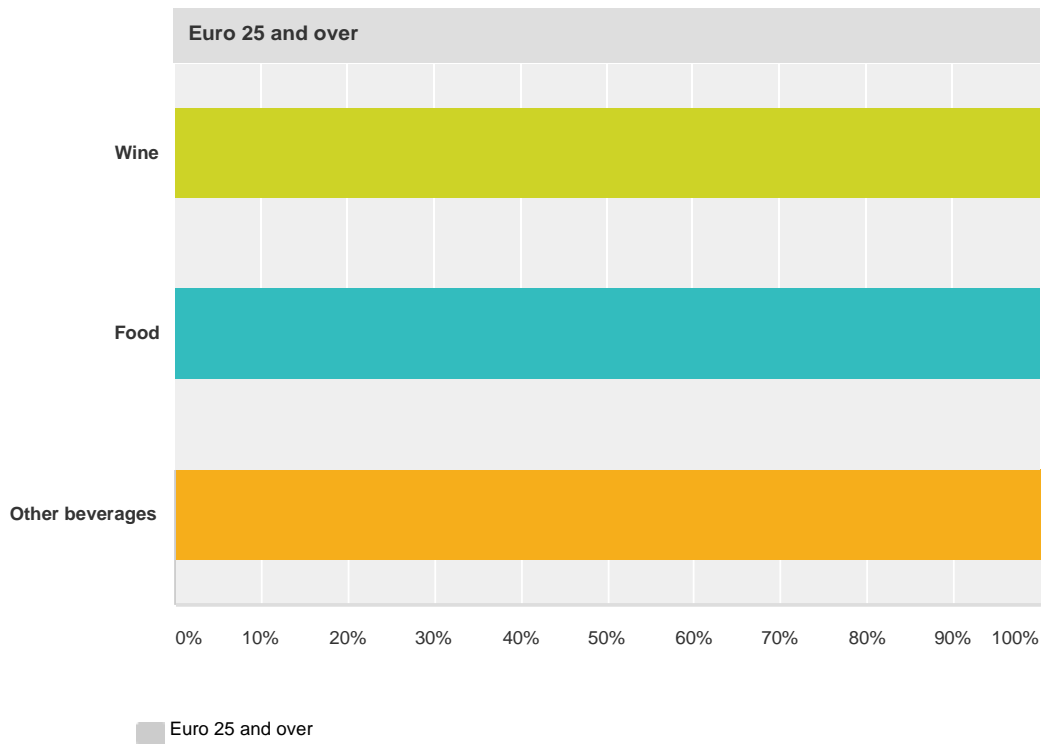
Euro 15-20



Euro 15-20



Euro 20-25

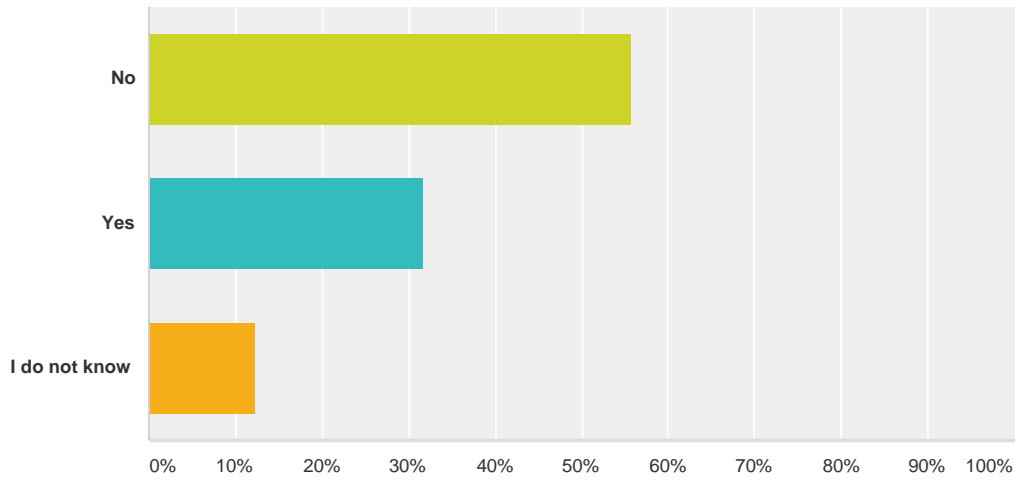


Euro 5-10		
	Euro 5-10	Total
Wine	100.00% 7	7
Food	100.00% 1	1
Other beverages	100.00% 82	82
Euro 10-15		
	Euro 15-20	Total
Wine	100.00% 35	35
Food	100.00% 22	22
Other beverages	100.00% 21	21
Euro 15-20		
	Euro 15-20	Total
Wine	100.00% 46	46
Food	100.00% 17	17
Other beverages	100.00% 2	2
Euro 20-25		
	Euro 20-25	Total
Wine	100.00% 33	33
Food	100.00% 26	26

Other beverages		100.00% 1	1
Euro 25 and over			
	Euro 25 and over		Total
Wine		100.00% 16	16
Food		100.00% 59	59
Other beverages		100.00% 1	1

Q5 Do your preferred restaurants have wine waiters?

Answered: 129 Skipped: 12

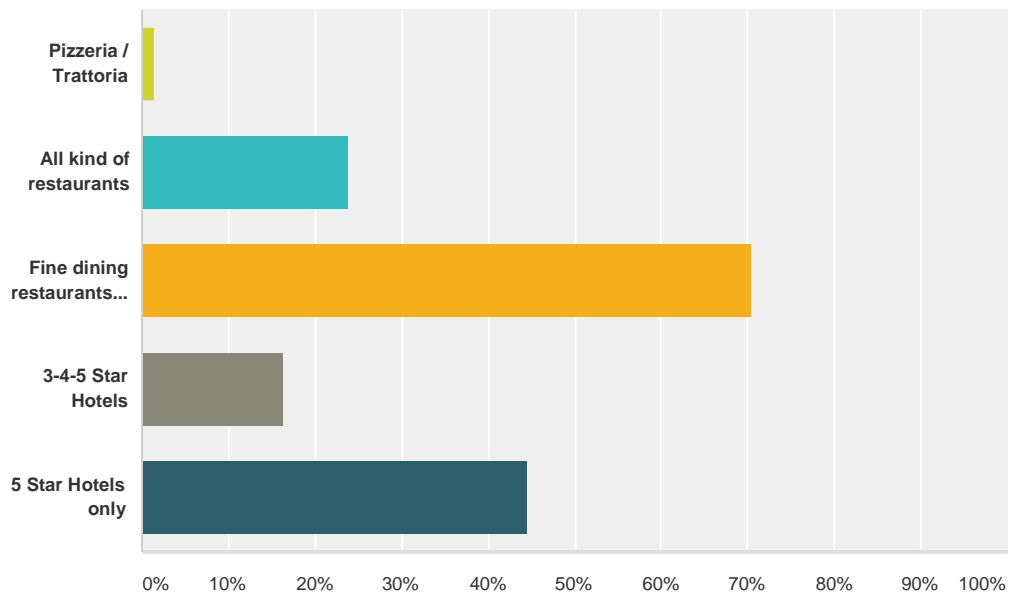


Answer Choices	Responses	
No	55.81%	72
Yes	31.78%	41
I do not know	12.40%	16
Total		129

#	Other (please specify)	Date
1	never did	9/21/2016 12:33 PM
2	The local restaurants inflate the prices of wine to much, therefore I refuse to ask for the wine list.	8/8/2016 12:54 PM
3	usually	8/5/2016 6:34 PM
4	Normally in Malta the same waiter that serves you serves the wine.	8/5/2016 5:26 PM
5	Only a few	8/5/2016 3:57 PM
6	some do, others don't	8/5/2016 2:43 PM
7	Sometimes.	8/5/2016 12:52 PM

Q6 In what kind of restaurant do you expect a Sommelier to be employed?

Answered: 135 Skipped: 6

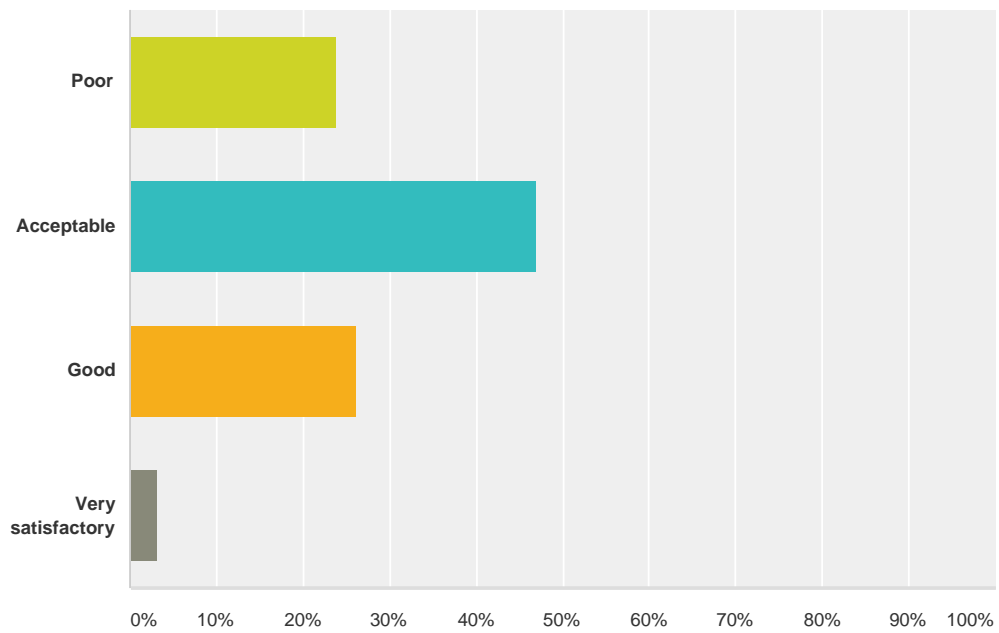


Answer Choices	Responses
Pizzeria / Trattoria	1.48% 2
All kind of restaurants	23.70% 32
Fine dining restaurants only	70.37% 95
3-4-5 Star Hotels	16.30% 22
5 Star Hotels only	44.44% 60
Total Respondents: 135	

#	Other (please specify)	Date
1	and chef-prop restaurants	8/5/2016 6:34 PM

Q7 What is your Experience of dealing with Wine Servers?

Answered: 130 Skipped: 11

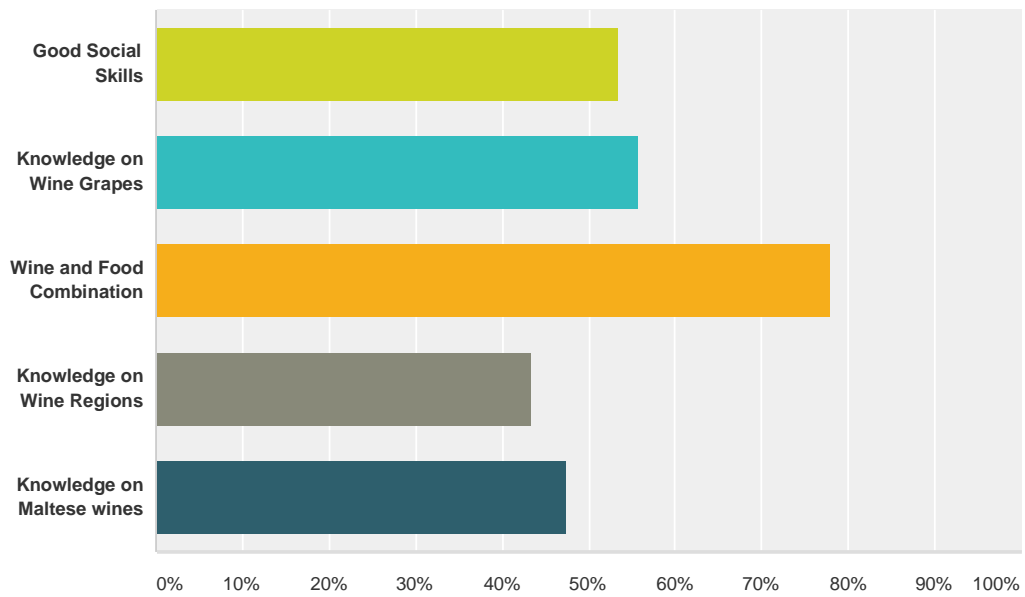


Answer Choices	Responses
Poor	23.85% 31
Acceptable	46.92% 61
Good	26.15% 34
Very satisfactory	3.08% 4
Total	130

#	Other (please specify)	Date
1	They just bring the bottle and open it for you. Sometimes they forget the cooler for white wines or do not serve it properly in glasses.	8/9/2016 12:02 AM
2	never experienced wine servers.	8/8/2016 12:54 PM
3	Acceptable to poor	8/5/2016 4:38 PM
4	Occasionally excellent	8/5/2016 3:57 PM

Q8 Which kind of skills would you expect in your Wine server?

Answered: 131 Skipped: 10



Answer Choices	Responses
Good Social Skills	53.44% 70
Knowledge on Wine Grapes	55.73% 73
Wine and Food Combination	77.86% 102
Knowledge on Wine Regions	43.51% 57
Knowledge on Maltese wines	47.33% 62
Total Respondents: 131	

#	Other (please specify)	Date
1	basic = serve at right temperature	9/21/2016 12:33 PM
2	All of the above	8/8/2016 8:59 PM
3	At least a knowledge of the wines on their wine list.	8/5/2016 5:26 PM
4	some general knowledge on everything concerning wine	8/5/2016 5:13 PM
5	All of above but these 3 most important	8/5/2016 3:57 PM

Q9 Feel free to add any other comments about wine service you see fit

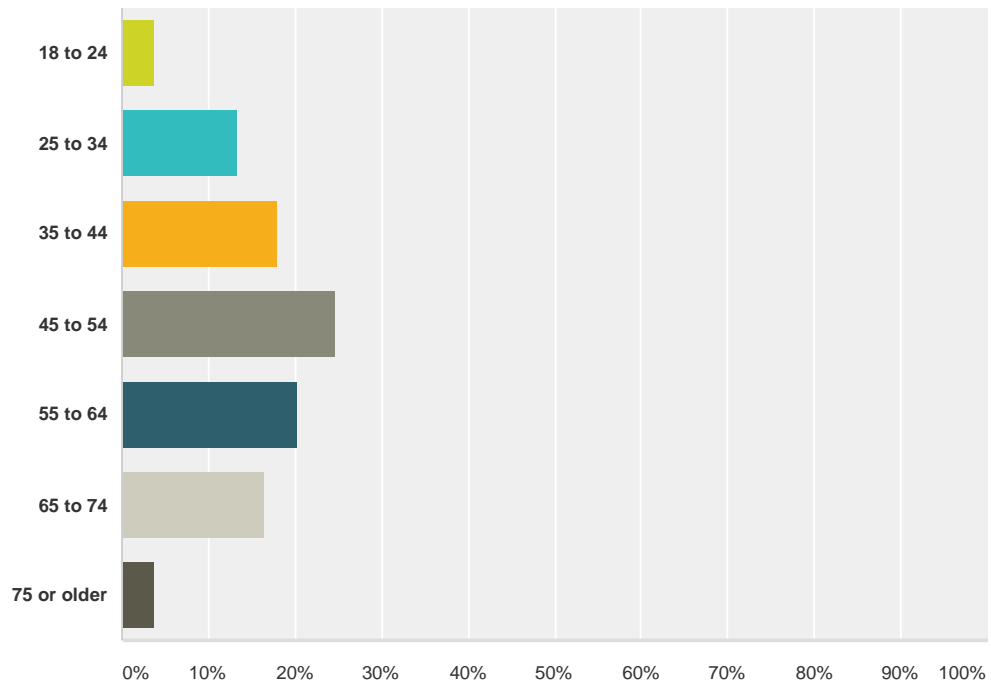
Answered: 28 Skipped: 113

#	Responses	Date
1	the wine list are in general poor very limited options, pricy for what you get, and very poor wine knowhow.	9/21/2016 12:33 PM
2	Lack of wine in half bottles on wine lists and no controll on measures for a glass of wine, when two glasses of wine almost cover the cost of half a bottle in some places and for a couple dinning out it will be nice to have half bottles.	8/13/2016 1:00 PM
3	Today we find many foreign wines, because of their low purchase cost yet high profitability, being served at tables and good maltese wines are hard to find ... although many foreign wines are good to taste I miss having maltese wines to introduce to my foreign guests ...	8/12/2016 12:01 PM
4	Must improve knowledge on lokal wines.	8/10/2016 2:35 AM
5	I find Maltese wines served in the local industry are quite on the high price than you buy off the shelve, it applies to foreign wine also. Lately in Spain staying in a 4 * hotel wine cost was 5 euros and not more than 10 euros in restaurants	8/9/2016 8:14 PM
6	In a lot of restaurant it is assumed that the male has ordered the wine and wine tasting is always offered to the male. Ethically the server is to ask who would like to taste the wine or ideally they would know who ordered the wine.	8/9/2016 4:26 PM
7	We have yet to start with wine service in Malta.	8/9/2016 12:02 AM
8	there is no expectation for a sommelier because my focus is on food and i am not interested enough in wine to give it that much importance. at a certain level however a sommelier forms part of the overall experience because very few people can actually distinguish grapes.. which for some reason makes people uncomfortable when faced with an expert.	8/8/2016 11:51 PM
9	Some restaurants employ waiters without giving them basic training on how to open a wine bottle! This is embarrassing and RIDICULOUS.	8/8/2016 4:35 PM
10	good luck	8/8/2016 4:28 PM
11	Yes	8/8/2016 12:46 PM
12	extremely poor- most spill wine, they barely show you the bottle properly, and poor either too little or too much..and after the tasting they never pour the same amount in both glasses...the taster always seems to have more	8/8/2016 9:21 AM
13	I feel that although there has been an influx of east European nationals entering the hospitality trade in Malta of late, and most of them can not be expected to learn Maltese, they should at least be trained in the various Maltese wines that are available - many of which far exceed the quality of imported wines.	8/6/2016 6:42 PM
14	red wine in malta is very often served at room temperature which very often would be over 20 degrees	8/6/2016 12:47 PM
15	I hate to choose wine from the wine list on my own because with the help of the sommelier one can choose the wine which suits own taste but also matches the food one is eating. Its not only which wine you like, its the way it tastes with the food you're eating.	8/5/2016 7:55 PM
16	good knowledge of food combination	8/5/2016 7:38 PM
17	Some restaurants don't always have what's on their wine list.	8/5/2016 7:07 PM
18	Cost of wine is a major element. It makes the final bill reasonable or expensive. In my opinion if the cost of wine is kept at a reasonable price, lower than the present average, restaurants will get more clientele, or people may go more frequent.	8/5/2016 6:24 PM
19	Wine knowlege in Maltese restaurants is very poor from owners down to waiters.	8/5/2016 5:26 PM
20	Most of the time it seems restaurants try and get away with the least possible service .. It is only when challenged they try to up the game (some failing miserably!!)	8/5/2016 5:21 PM
21	Usually disappointing - making some appropriate recommendations would add to the overall dining experience	8/5/2016 3:57 PM
22	Wine lists should be updated and wines should be stocked. Staff should be trained in basic wine knowledge and service.	8/5/2016 3:35 PM
23	Never tasted any better wine than that made locally at those who culture the vines in Malta. ??	8/5/2016 3:11 PM
24	it is no use having a good wine waiter and good service if the wine stocks are poor. emphasis should be made on the wine list that what it says is available....'sorry madam we don't have that today '....is heard quite often	8/5/2016 2:56 PM

25	None, except in Q3, the word "recieved" is a spelling mistake... It should of course be "received". It could of course be just a typo, but I think it reflects badly on you. (Just trying to help, please don't lynch me!)	8/5/2016 2:45 PM
26	Respect for client's taste and opinion	8/5/2016 2:32 PM
27	Food and wine combination is important as most of the time the waiters / sommilliers would have more knowledge of the food basics which has been ordered.	8/5/2016 1:04 PM
28	I don't think wine related services are given priorities in Malta. People are not really educated in the wine cultures here	8/5/2016 12:52 PM

Q10 What is your age?

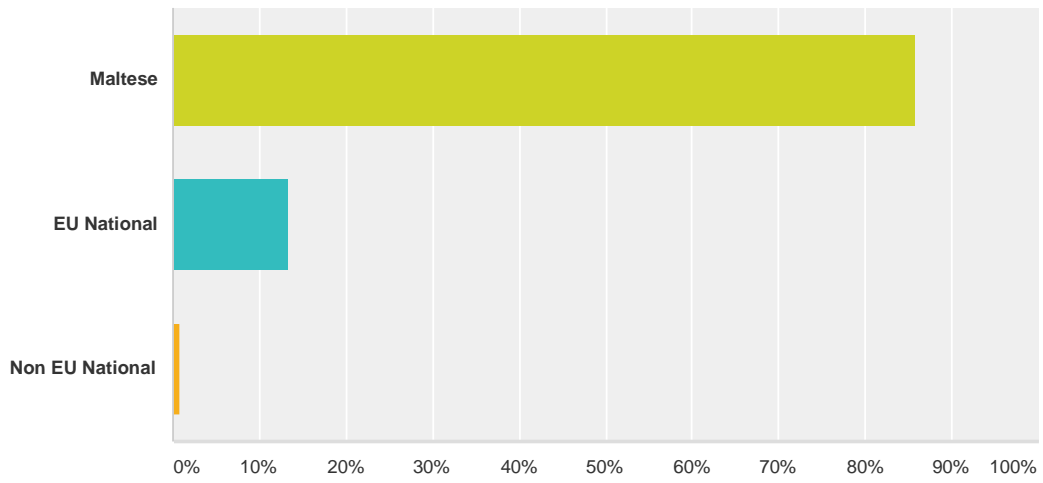
Answered: 134 Skipped: 7



Answer Choices	Responses
18 to 24	3.73% 5
25 to 34	13.43% 18
35 to 44	17.91% 24
45 to 54	24.63% 33
55 to 64	20.15% 27
65 to 74	16.42% 22
75 or older	3.73% 5
Total	134

Q11 What is your Nationality?

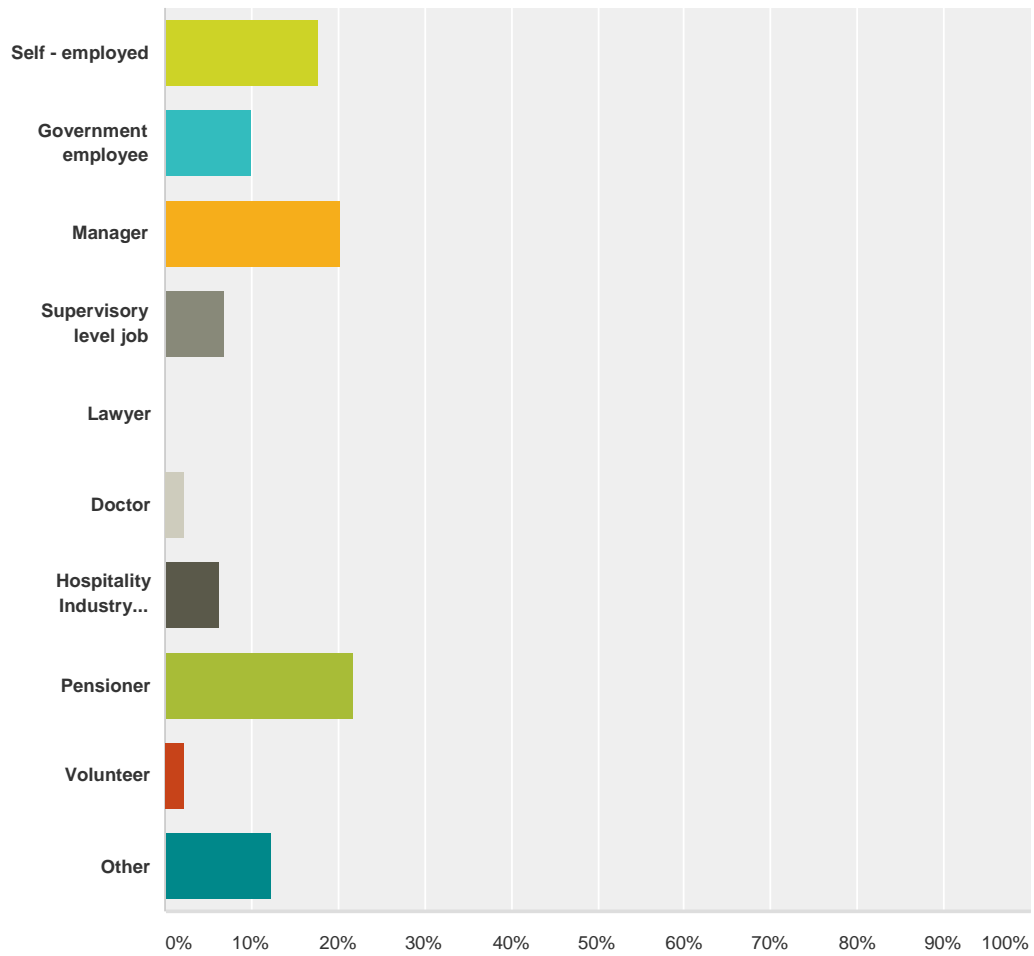
Answered: 134 Skipped: 7



Answer Choices	Responses	
Maltese	85.82%	115
EU National	13.43%	18
Non EU National	0.75%	1
Total		134

Q12 What is your present job?

Answered: 129 Skipped: 12



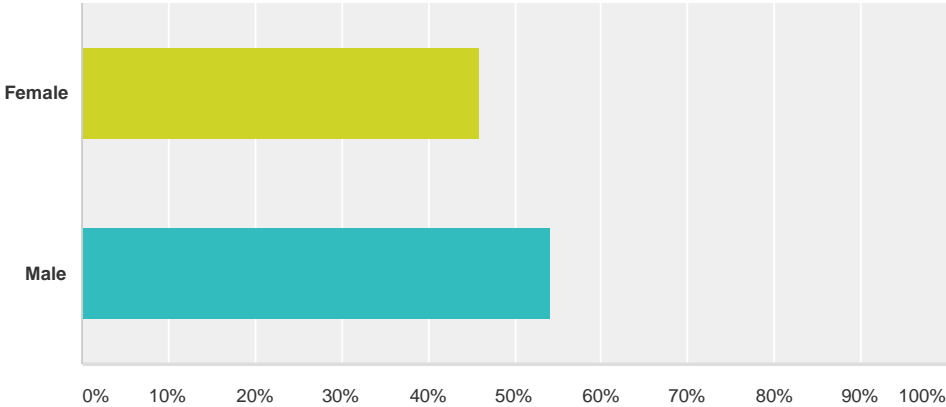
Answer Choices	Responses
Self - employed	17.83% 23
Government employee	10.08% 13
Manager	20.16% 26
Supervisory level job	6.98% 9
Lawyer	0.00% 0
Doctor	2.33% 3
Hospitality Industry employee	6.20% 8
Pensioner	21.71% 28
Volunteer	2.33% 3
Other	12.40% 16
Total	129

#	Other (please specify)	Date
1	Consultant in Auto ID.	8/13/2016 1:00 PM
2	Volunteer withh Volserv at MDH	8/9/2016 8:14 PM

3	Clerk	8/9/2016 6:26 PM
4	Student	8/8/2016 4:35 PM
5	Part time book keeper	8/8/2016 12:55 PM
6	pharmacist	8/8/2016 9:21 AM
7	kand lady	8/6/2016 8:10 PM
8	Lecturer	8/6/2016 1:12 PM
9	University Lecturer	8/6/2016 8:02 AM
10	Professor, University of Malta	8/5/2016 8:21 PM
11	and also own a wines and spirits retail shop	8/5/2016 5:15 PM
12	retired	8/5/2016 4:21 PM
13	Housewife	8/5/2016 3:12 PM
14	University Professor	8/5/2016 2:43 PM

Q13 What is your gender?

Answered: 133 Skipped: 8

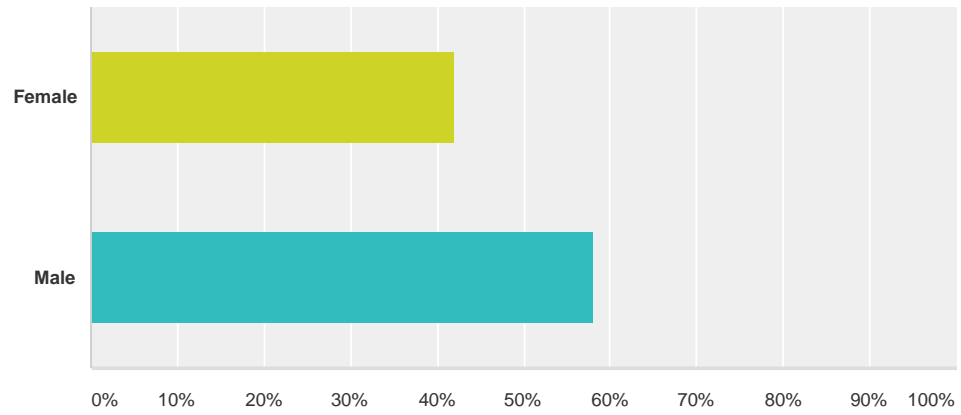


Answer Choices	Responses
Female	45.86% 61
Male	54.14% 72
Total	133

13.5 Hospitality Catering Employees Survey Summary

Q1 What is your gender?

Answered: 100 Skipped: 2



Answer Choices	Responses	
Female	42.00%	42
Male	58.00%	58
Total		100

Q2 State the kind of establishment you work in:

Answered: 93 Skipped: 9

#	Responses	Date
1	Sales	9/21/2016 6:17 PM
2	Cavallieri Hotel st Julians	8/18/2016 4:54 PM
3	hotel	8/16/2016 11:34 PM
4	Online gaming	8/16/2016 10:16 PM
5	Wine sales	8/13/2016 3:31 PM
6	Wine bar/ wine retail	8/12/2016 10:51 PM
7	restaurant in a hotel	8/12/2016 1:24 PM
8	Private Equity company	8/11/2016 2:53 PM
9	School	8/10/2016 4:16 PM
10	Hotel	8/10/2016 11:19 AM
11	Catering	8/10/2016 10:06 AM
12	restaurant	8/10/2016 1:47 AM
13	food factory	8/9/2016 7:25 PM
14	hotel	8/9/2016 2:50 PM
15	Wines & Spirits Importer	8/9/2016 7:46 AM
16	Wine bar	8/8/2016 9:48 PM
17	Sales & Marketing	8/8/2016 9:38 PM
18	Education	8/8/2016 8:31 PM
19	wine importation	8/8/2016 5:39 PM
20	Hotel	8/8/2016 5:18 PM
21	Hotel	8/8/2016 5:14 PM
22	Hotel	8/8/2016 11:23 AM
23	Health	8/7/2016 6:15 PM
24	hotel	8/7/2016 5:04 PM
25	Hotel	8/7/2016 3:54 PM
26	Wine importer	8/7/2016 1:48 PM
27	Kitchen	8/7/2016 10:54 AM
28	Hotel	8/7/2016 8:49 AM
29	Vecchia napoli	8/7/2016 8:24 AM
30	5 star hotel	8/7/2016 2:10 AM
31	Retail	8/6/2016 10:31 PM
32	Restaurant	8/6/2016 9:14 PM
33	Gelateria	8/6/2016 7:01 PM
34	Hotel	8/6/2016 6:43 PM
35	Factory	8/6/2016 6:12 PM
36	Education	8/6/2016 3:42 PM
37	Airline	8/6/2016 3:32 PM
38	Hotel	8/6/2016 1:20 PM
39	restaurant	8/6/2016 10:38 AM
40	Wine import Co.	8/6/2016 9:06 AM

41	1 Michelin Star Restaurant in 5 star hotel.	8/6/2016 12:38 AM
42	Health care	8/5/2016 10:59 PM
43	Hotel	8/5/2016 10:37 PM
44	Hospitality	8/5/2016 9:04 PM
45	Hotel	8/5/2016 8:37 PM
46	Wines & spirit distributor	8/5/2016 8:29 PM
47	hotel	8/5/2016 8:08 PM
48	Japanese restaurant	8/5/2016 8:01 PM
49	Catering service	8/5/2016 7:48 PM
50	education	8/5/2016 7:26 PM
51	Education	8/5/2016 7:25 PM
52	Corinthia palace hotel attard	8/5/2016 7:17 PM
53	Cranfield Univetsity	8/5/2016 7:08 PM
54	5 Star Hotel	8/5/2016 7:01 PM
55	Destination management company	8/5/2016 6:38 PM
56	Health Dept	8/5/2016 6:28 PM
57	Hotel	8/5/2016 6:21 PM
58	Wine bar	8/5/2016 5:29 PM
59	Hotel	8/5/2016 5:17 PM
60	Restaurant	8/5/2016 5:06 PM
61	Restaurant	8/5/2016 4:38 PM
62	5 star hotel	8/5/2016 4:26 PM
63	Bank	8/5/2016 4:24 PM
64	Ryanair	8/5/2016 4:11 PM
65	Restaurant	8/5/2016 4:10 PM
66	Restaurant	8/5/2016 4:00 PM
67	Restaurant	8/5/2016 4:00 PM
68	Office	8/5/2016 3:47 PM
69	Catering	8/5/2016 3:44 PM
70	Hospitalaty	8/5/2016 3:11 PM
71	Hotels	8/5/2016 3:05 PM
72	5 star hotel	8/5/2016 3:01 PM
73	Hotel	8/5/2016 2:56 PM
74	school	8/5/2016 2:52 PM
75	student	8/5/2016 2:43 PM
76	restaurant	8/5/2016 2:38 PM
77	Steakhouse	8/5/2016 2:37 PM
78	Hotel	8/5/2016 2:30 PM
79	Restaurant	8/5/2016 2:29 PM
80	Wine/Spirit Producer/Importer	8/5/2016 2:28 PM
81	Hilton	8/5/2016 2:22 PM
82	Hotel	8/5/2016 2:17 PM
83	Catering	8/5/2016 2:12 PM
84	None	8/5/2016 2:11 PM

85	Tourism	8/5/2016 2:10 PM
86	Hotel	8/5/2016 2:08 PM
87	Manufacturing	8/5/2016 2:07 PM
88	Clerical	8/5/2016 2:06 PM
89	Hotel	8/5/2016 2:04 PM
90	Hospitality	8/5/2016 2:02 PM
91	Family restaurant	8/5/2016 2:01 PM
92	Hotel	8/5/2016 1:50 PM
93	Restaurant	8/5/2016 1:48 PM

Q3 What is your present job position?

Answered: 93 Skipped: 9

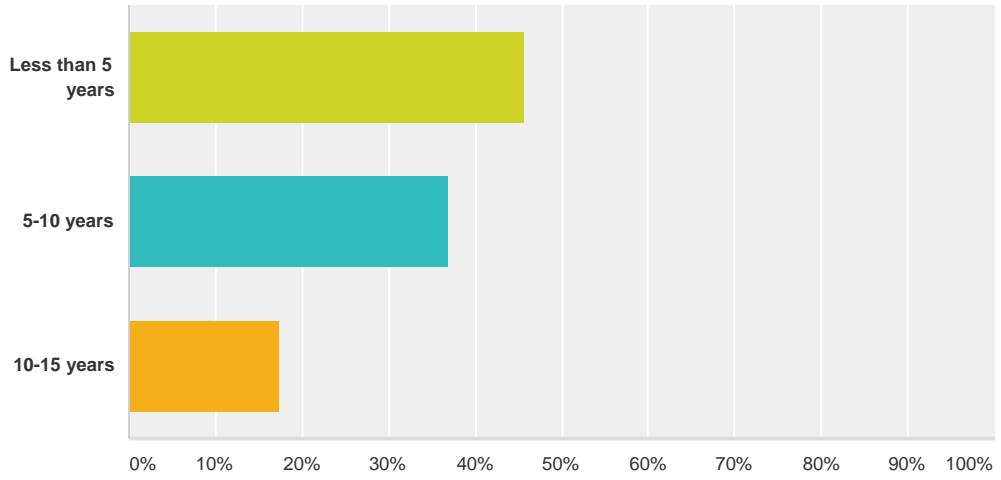
#	Responses	Date
1	Technical sales associate	9/21/2016 6:17 PM
2	Waiter	8/18/2016 4:54 PM
3	waitress	8/16/2016 11:34 PM
4	Head of Results	8/16/2016 10:16 PM
5	Sales rep	8/13/2016 3:31 PM
6	Manage the business	8/12/2016 10:51 PM
7	Sommelier	8/12/2016 1:24 PM
8	Business analyst	8/11/2016 2:53 PM
9	Teacher	8/10/2016 4:16 PM
10	GM	8/10/2016 11:19 AM
11	Commis chef	8/10/2016 10:06 AM
12	commis chef	8/10/2016 1:47 AM
13	commis chef	8/9/2016 7:25 PM
14	cashier	8/9/2016 2:50 PM
15	Client Relation Manager	8/9/2016 7:46 AM
16	Sales Rep	8/8/2016 9:38 PM
17	Lecturer	8/8/2016 8:31 PM
18	Administration	8/8/2016 5:39 PM
19	Chef de Rang	8/8/2016 5:18 PM
20	Sales Executive	8/8/2016 5:14 PM
21	Guest Service Agent	8/8/2016 11:23 AM
22	Night manager	8/7/2016 6:15 PM
23	FO Supervisor/Manager	8/7/2016 5:04 PM
24	Bartender	8/7/2016 3:54 PM
25	Export manager	8/7/2016 1:48 PM
26	Chef	8/7/2016 10:54 AM
27	Head Chef	8/7/2016 8:49 AM
28	Supervisor	8/7/2016 8:24 AM
29	Chef	8/7/2016 2:10 AM
30	Sales girl	8/6/2016 10:31 PM
31	Sous chef	8/6/2016 9:14 PM
32	Owner	8/6/2016 7:01 PM
33	human resource	8/6/2016 6:43 PM
34	Finance	8/6/2016 6:12 PM
35	Ex Assistant Head, Retired	8/6/2016 3:42 PM
36	Captain	8/6/2016 3:32 PM
37	Assistant F&B Manager	8/6/2016 1:20 PM
38	head chef	8/6/2016 10:38 AM
39	Director	8/6/2016 9:06 AM
40	Demi chef de partie	8/6/2016 12:38 AM

41	Podiatrist	8/5/2016 10:59 PM
42	Pastry sous chef	8/5/2016 10:37 PM
43	IT Executive	8/5/2016 9:04 PM
44	Supervisor	8/5/2016 8:37 PM
45	Sales executive	8/5/2016 8:29 PM
46	waiter	8/5/2016 8:08 PM
47	Assistant manager	8/5/2016 8:01 PM
48	F&B service	8/5/2016 7:48 PM
49	Lecturer	8/5/2016 7:26 PM
50	Lecturer	8/5/2016 7:25 PM
51	Food and beverage executive	8/5/2016 7:17 PM
52	Student	8/5/2016 7:08 PM
53	Waitperson	8/5/2016 7:01 PM
54	Events executive	8/5/2016 6:38 PM
55	Nursing Officer	8/5/2016 6:28 PM
56	Receptionist	8/5/2016 6:21 PM
57	Supervisor	8/5/2016 5:29 PM
58	Assistant front office manager	8/5/2016 5:17 PM
59	Manager	8/5/2016 5:06 PM
60	Waiter	8/5/2016 4:38 PM
61	F and b Supervisor	8/5/2016 4:26 PM
62	customer service	8/5/2016 4:24 PM
63	Cabin crew	8/5/2016 4:11 PM
64	Chef de partie	8/5/2016 4:10 PM
65	Demi chef	8/5/2016 4:00 PM
66	Sous chef	8/5/2016 4:00 PM
67	Accounts	8/5/2016 3:47 PM
68	Assistant manager	8/5/2016 3:44 PM
69	Supervision	8/5/2016 3:11 PM
70	Front Desk Agent	8/5/2016 3:05 PM
71	Restaurant manager	8/5/2016 3:03 PM
72	Outlets supervisor	8/5/2016 3:01 PM
73	Ass. Manager	8/5/2016 2:56 PM
74	learning support assistant	8/5/2016 2:52 PM
75	currently not employed	8/5/2016 2:43 PM
76	commis chef	8/5/2016 2:38 PM
77	Front of house- Supervisor	8/5/2016 2:37 PM
78	Commie	8/5/2016 2:30 PM
79	Kitchen helper	8/5/2016 2:29 PM
80	Business Deelopment Manager/Wine/Spirit Specialist	8/5/2016 2:28 PM
81	Commis chef	8/5/2016 2:22 PM
82	F&b service	8/5/2016 2:17 PM
83	Bar Tender	8/5/2016 2:12 PM
84	Student	8/5/2016 2:11 PM

85	Conference and exhibitions executive	8/5/2016 2:10 PM
86	Sales Executive	8/5/2016 2:08 PM
87	Director	8/5/2016 2:07 PM
88	Shipping clerk	8/5/2016 2:06 PM
89	Guest Service Agent	8/5/2016 2:04 PM
90	room service attendant	8/5/2016 2:02 PM
91	Head Waiter/Bartender	8/5/2016 2:01 PM
92	Asst Events Manager	8/5/2016 1:50 PM
93	Owner	8/5/2016 1:48 PM

Q4 Previous work experience in Hospitality Catering?

Answered: 92 Skipped: 10



Answer Choices	Responses
Less than 5 years	45.65% 42
5-10 years	36.96% 34
10-15 years	17.39% 16
Total	92

#	Other (please specify)	Date
1	Never	8/16/2016 10:16 PM
2	20 years	8/7/2016 8:24 AM
3	None	8/6/2016 6:12 PM
4	20 + years	8/5/2016 3:01 PM

Q5 Does your establishment have a wine list?

Answered: 43 Skipped: 59

Answer Choices	Responses
1 type	79.07% 34
2 types	30.23% 13
No wine list	2.33% 1

#	1 type	Date
1	Yes	8/12/2016 11:05 PM
2	one wine list	8/12/2016 1:26 PM
3	Yes	8/11/2016 2:55 PM
4	Yes	8/10/2016 11:21 AM
5	Yes	8/10/2016 10:09 AM
6	.	8/10/2016 1:50 AM
7	yes	8/9/2016 2:56 PM
8	yes	8/8/2016 9:59 PM

9	yes - one for every outlet	8/8/2016 7:41 PM
10	Yes	8/8/2016 5:22 PM
11	Temple Bar List	8/7/2016 3:57 PM
12	yes	8/7/2016 8:55 AM
13	Yes	8/7/2016 8:27 AM
14	Yes	8/6/2016 9:17 PM
15	yes	8/6/2016 6:45 PM
16	single type and wine pairing option	8/6/2016 12:43 AM
17	Local	8/5/2016 9:07 PM
18	Yes	8/5/2016 8:40 PM
19	Yes	8/5/2016 7:51 PM
20	one wine list for all	8/5/2016 7:06 PM
21	Yes	8/5/2016 5:32 PM
22	Yes	8/5/2016 5:20 PM
23	1 type	8/5/2016 4:43 PM
24	Yes	8/5/2016 4:35 PM
25	Yes	8/5/2016 4:13 PM
26	Yes	8/5/2016 3:48 PM
27	Small outlets have a small wine list consisting of domestic and foreign wines	8/5/2016 3:27 PM
28	yes	8/5/2016 3:22 PM
29	yes	8/5/2016 3:06 PM
30	YES	8/5/2016 2:43 PM
31	Yes	8/5/2016 2:15 PM
32	Yes	8/5/2016 2:14 PM
33	yes	8/5/2016 2:13 PM
34	Yes	8/5/2016 2:11 PM

#	2 types	Date
1	yes we have wine list	8/18/2016 4:58 PM

2	more than 2 types	8/7/2016 5:06 PM
3	Batibulan Bar List	8/7/2016 3:57 PM
4	yes	8/7/2016 10:59 AM
5	Foreign	8/5/2016 9:07 PM
6	Yes	8/5/2016 8:40 PM
7	yes	8/5/2016 8:13 PM
8	the other one with the dessert menu listed are the wines that goes well with	8/5/2016 7:06 PM
9	different wine lists for different outlets	8/5/2016 6:25 PM
10	Yes	8/5/2016 4:04 PM
11	In the main restaurant (a la carte) we have the master wine list	8/5/2016 3:27 PM
12	1 for every outlet having 4 outlets	8/5/2016 2:21 PM
13	o	8/5/2016 2:04 PM
#	No wine list	Date
1	It a factory canteen	8/6/2016 6:17 PM

Q6 Who is responsible for changing or updating the wine list/s?

Answered: 44 Skipped: 58

#	Responses	Date
1	The Food and beverage Manager	8/18/2016 4:58 PM
2	Myself and the staff	8/12/2016 11:05 PM
3	Sommelier	8/12/2016 1:26 PM
4	Restaurant manager	8/11/2016 2:55 PM
5	F&B Manager	8/10/2016 11:21 AM
6	The food and beverage manager	8/10/2016 10:09 AM
7	f&b manager	8/10/2016 1:50 AM
8	f& b manager	8/9/2016 2:56 PM
9	the owner	8/8/2016 9:59 PM
10	F&B Manager	8/8/2016 7:41 PM
11	Food and beverage manager	8/8/2016 5:22 PM
12	FB Managers	8/7/2016 5:06 PM
13	Keith Apap	8/7/2016 3:57 PM
14	Wine manager	8/7/2016 1:51 PM
15	Restaurant and hotel manager	8/7/2016 10:59 AM
16	resterant manager	8/7/2016 8:55 AM
17	Manager	8/7/2016 8:27 AM
18	Head chef	8/6/2016 9:17 PM
19	F and b manager	8/6/2016 6:45 PM
20	Sommelier	8/6/2016 12:43 AM
21	F&B Department	8/5/2016 9:07 PM
22	Food and beverage manager	8/5/2016 8:40 PM
23	the head sommelier	8/5/2016 8:13 PM
24	Restaurant manager	8/5/2016 7:51 PM
25	The head somieler	8/5/2016 7:06 PM
26	conference and events	8/5/2016 6:25 PM
27	Management	8/5/2016 5:32 PM
28	F&b manager	8/5/2016 5:20 PM
29	Owner	8/5/2016 4:43 PM
30	Restaurant manager+ f and b manager	8/5/2016 4:35 PM
31	Manager, supervisor and chefs	8/5/2016 4:13 PM
32	Owner	8/5/2016 4:04 PM
33	Mangagement	8/5/2016 4:02 PM
34	Manager	8/5/2016 3:48 PM
35	With rest manager & supervisors we discus and then we forward our suggestions to F&B manager	8/5/2016 3:27 PM
36	Manager or myself	8/5/2016 3:22 PM
37	F&B Manaher	8/5/2016 3:06 PM
38	The Sommelier	8/5/2016 2:43 PM
39	The sommelier of the house with the respective manager and f&b manager	8/5/2016 2:21 PM

40	Not really updated as it is a Whiskey bar	8/5/2016 2:15 PM
41	The manager	8/5/2016 2:14 PM
42	management	8/5/2016 2:13 PM
43	Our Sommelier	8/5/2016 2:11 PM
44	Manager	8/5/2016 2:04 PM

Q7 How often are the wines on the list changed?

Answered: 41 Skipped: 61

Answer Choices	Responses
Every 3 months	12.20% 5
Every 6 months	17.07% 7
Every 12 months	31.71% 13
Only when a wine is not available anymore	39.02% 16

#	Every 3 months	Date
1	Yes	8/12/2016 1:26 PM
2	N/A	8/7/2016 5:06 PM
3	yes	8/7/2016 10:59 AM
4	New wines are introduced often	8/5/2016 9:07 PM
5	Yes	8/5/2016 4:13 PM

#	Every 6 months	Date
1	Y	8/7/2016 3:57 PM
2	Yes	8/7/2016 1:51 PM
3	yes	8/7/2016 8:55 AM
4	roughly around 6-9 months	8/6/2016 12:43 AM
5	Yes	8/5/2016 8:40 PM
6	Yes	8/5/2016 5:32 PM
7	***	8/5/2016 2:43 PM

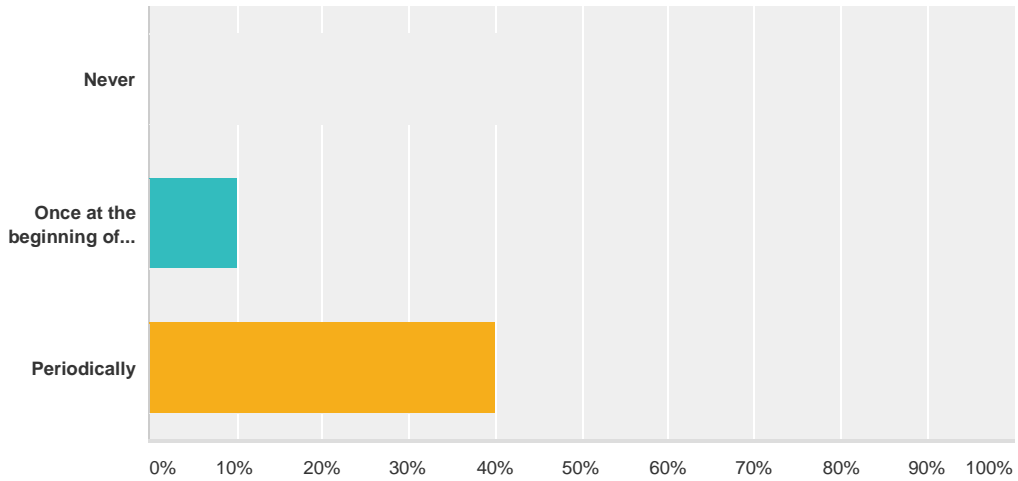
#	Every 12 months	Date
1	yes every 12 months	8/18/2016 4:58 PM
2	Yes	8/10/2016 11:21 AM
3	x	8/8/2016 9:59 PM
4	i believe its once every year	8/8/2016 7:41 PM
5	/	8/7/2016 8:27 AM
6	yes	8/5/2016 8:13 PM
7	Yes	8/5/2016 5:20 PM
8	12 months	8/5/2016 4:43 PM
9	Yes	8/5/2016 4:35 PM
10	/	8/5/2016 3:48 PM
11	12 months	8/5/2016 3:27 PM
12	Depending on duty F& B manager	8/5/2016 3:22 PM
13	o	8/5/2016 2:04 PM

#	Only when a wine is not available anymore	Date
1	We have changed it a few times until we found the right wines for the place	8/12/2016 11:05 PM
2	When not available	8/11/2016 2:55 PM
3	Yes	8/10/2016 10:09 AM
4	/	8/10/2016 1:50 AM
5	yes	8/9/2016 2:56 PM
6	Yes	8/8/2016 5:22 PM
7	Yes	8/6/2016 9:17 PM

8	*	8/5/2016 7:51 PM
9	only when a wine is not available anymore	8/5/2016 6:25 PM
10	X	8/5/2016 4:04 PM
11	This one	8/5/2016 4:02 PM
12	Yes	8/5/2016 3:06 PM
13	Depending on availability of wine price and customer satisfaction	8/5/2016 2:21 PM
14	yes	8/5/2016 2:15 PM
15	yes	8/5/2016 2:13 PM
16	Hardly Ever	8/5/2016 2:11 PM

Q8 Do you get wine service training at your place of work?

Answered: 37 Skipped: 65



Answer Choices	Responses
Never	48.65% 18
Once at the beginning of my employment	10.81% 4
Periodically	40.54% 15
Total	37

#	Other (please specify)	Date
1	We learn something everyday	8/12/2016 11:05 PM
2	WSET A Level so nowadays I read about wines	8/8/2016 9:59 PM
3	this would be mostly targeted to whoever is working in food and beverage. i am unaware of the frequency of training	8/8/2016 7:41 PM
4	Currently have no info	8/7/2016 5:06 PM
5	once when the sommelier pulled me aside to teach me	8/5/2016 8:13 PM
6	Wine tastings every couple of weeks	8/5/2016 4:13 PM
7	I give training	8/5/2016 3:27 PM
8	We try as many different wines as possible, whenever possible and discuss tasting notes	8/5/2016 2:43 PM
9	Not really it has to be in conjunction with a supplier basic training	8/5/2016 2:21 PM

Q9 What do you think are the job responsibilities of a sommelier?

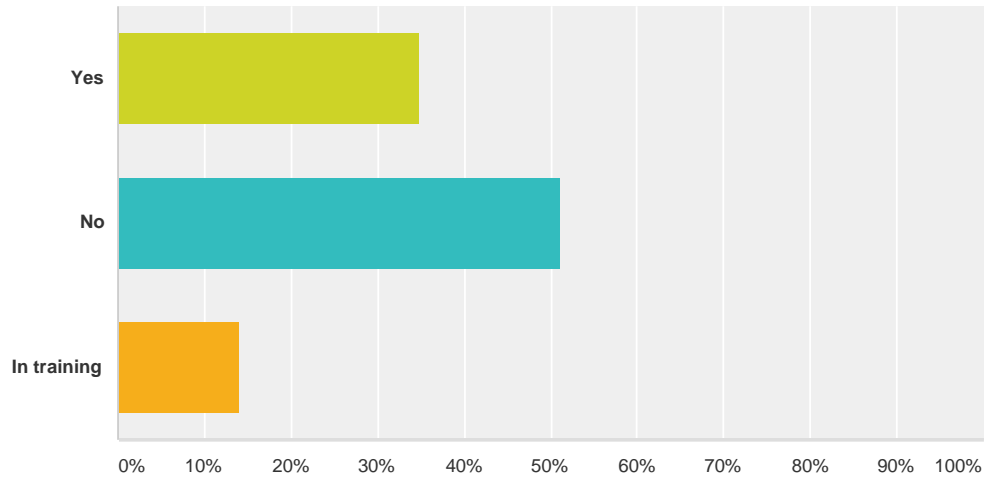
Answered: 42 Skipped: 60

#	Responses	Date
1	wine server	8/18/2016 4:58 PM
2	Starts from the basic knowledge on wine and goes all the way to help you choose and enjoy the wine that tickles your taste buds...	8/12/2016 11:05 PM
3	Cellar maintenance, wine list, wine service, guest satisfaction	8/12/2016 1:26 PM
4	Wine pairing	8/11/2016 2:55 PM
5	Wine pairing	8/10/2016 11:21 AM
6	To promote the wine to the customers	8/10/2016 10:09 AM
7	good menue knowledge and exelent knowledge on wines	8/10/2016 1:50 AM
8	explain the quality of the chosen wine explain why the wine is the best choice for a specific food	8/9/2016 2:56 PM
9	talking to client about the wine and serving	8/8/2016 9:59 PM
10	Providing the guest with the best service when ordering wine, be it knowledge on what to suggest and how to serve it in the proper way	8/8/2016 7:41 PM
11	Describing and giving the guest a perfection wine experience and pairing to food	8/8/2016 5:22 PM
12	Food and Beverage knowledge	8/7/2016 5:06 PM
13	Serving Wines and Beverages.	8/7/2016 3:57 PM
14	Updating and be knowlagable about wines and spirits	8/7/2016 10:59 AM
15	To taste, serve, store and sell wine	8/7/2016 8:55 AM
16	Educate and serve wine to the guests	8/6/2016 9:17 PM
17	Selevting best wine choices & making recommendations	8/6/2016 6:17 PM
18	at the hotel I work at apart from stock rotation he states what wines to "push" to sell and he also is the one who matches wines with menu	8/6/2016 12:43 AM
19	To offer the best wine with the meal	8/5/2016 9:07 PM
20	Taking care of the beverage service	8/5/2016 8:40 PM
21	stock taking, ordering wine, serving wine, polishing glasses	8/5/2016 8:13 PM
22	Knowledge	8/5/2016 7:51 PM
23	To up sell wines	8/5/2016 7:06 PM
24	food and beverage matching and seeing that the wine presented is of quality	8/5/2016 6:25 PM
25	Recommend ideal wine with client meal, serve wine In the correct method	8/5/2016 5:32 PM
26	Wine list selection, storage of wines and wine recommendations	8/5/2016 5:20 PM
27	to be able to help the customer choose and wine compare with food being ordered	8/5/2016 4:43 PM
28	Knowledge of wine , serving wine , tasting- checking quality of wine	8/5/2016 4:35 PM
29	Up selling, serving and pairings of wine	8/5/2016 4:13 PM
30	In charge of wine list, wine coolers organisation, employee training, customer recommendation on wine, wine market research	8/5/2016 4:04 PM
31	Knowing the wine pairings , wine on wine list	8/5/2016 4:02 PM
32	No everyone should know	8/5/2016 3:48 PM
33	Vintages updating, stock control, ordering, new trends, bin end wines, promotions...	8/5/2016 3:27 PM
34	He have to know what he's offering to the guest,and have wine information of what he's offering.	8/5/2016 3:22 PM
35	Provide the best possible wine pairing to the chosen food	8/5/2016 3:06 PM
36	Serve wine through passion, knowing his wines while making sure they suit the restaurant menus	8/5/2016 2:43 PM
37	Advise the respective guests on wine according to their needs and taste also creating drink listsome managing stocks selecting wines the sommelier has to share the knowledge with his/her colleagues	8/5/2016 2:21 PM

38	Helping the customer choose the ideal wine to pair with their meal, serving the wine and making sure that all wines are kept in their respective ideal condition	8/5/2016 2:15 PM
39	The have a good knowledge of wine and assist customers with their food and wine Combination	8/5/2016 2:14 PM
40	to match wine with food, to present wines to costumers, to explain in details wine types	8/5/2016 2:13 PM
41	Food Pairing, Prices, recommendations	8/5/2016 2:11 PM
42	Know how to represent, serve and describe wines	8/5/2016 2:04 PM

Q10 Are you certified as a Professional Wine Server?

Answered: 43 Skipped: 59

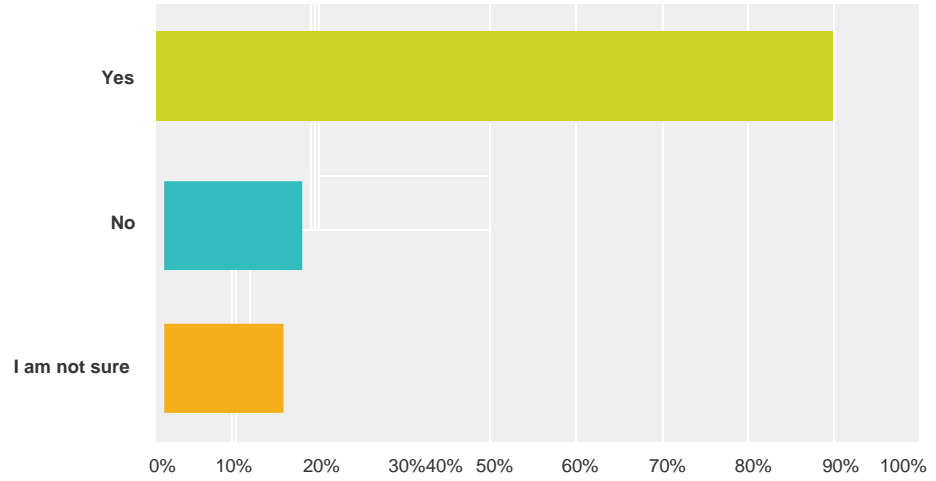


Answer Choices	Responses
Yes	34.88% 15
No	51.16% 22
In training	13.95% 6
Total	43

#	Other (please specify)	Date
1	I took the intermediate wine course , I love wines and love any knowledge related to wines...	8/12/2016 11:05 PM
2	WSET A Level	8/8/2016 9:59 PM
3	WSET IM 2	8/5/2016 4:35 PM

Q11 Would you be interested in taking a Professional Wine Server course?

Answered: 43 Skipped: 59

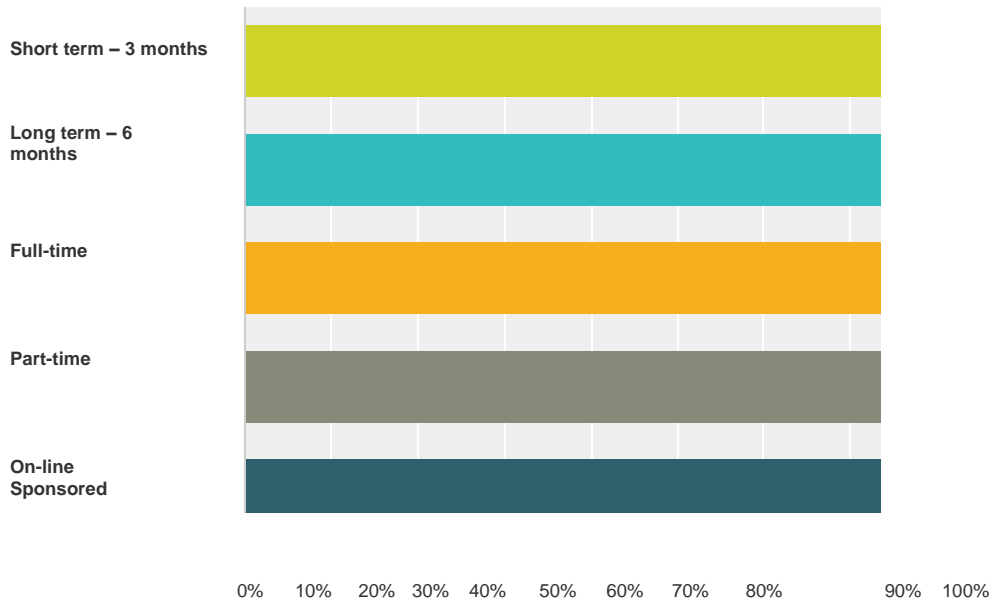


Answer Choices	Responses
Yes	69.77%
No	16.28%
I am not sure	13.95%
Total	

#	Other (please specify)	Date
1	i already did the WSET Intermediate course	8/8/2016 7:41 PM
2	Took one (beginner)	8/5/2016 9:07 PM
3	Already did the WSET introductory course	8/5/2016 4:04 PM
4	Qualified in wine & spirt education trust level 1 and level 2	8/5/2016 3:27 PM
5	Definitely interested!	8/5/2016 2:13 PM

Q12 If you were interested in undertaking a Professional Wine Server Course, how would you prefer it to be?

Answered: 41 Skipped: 61

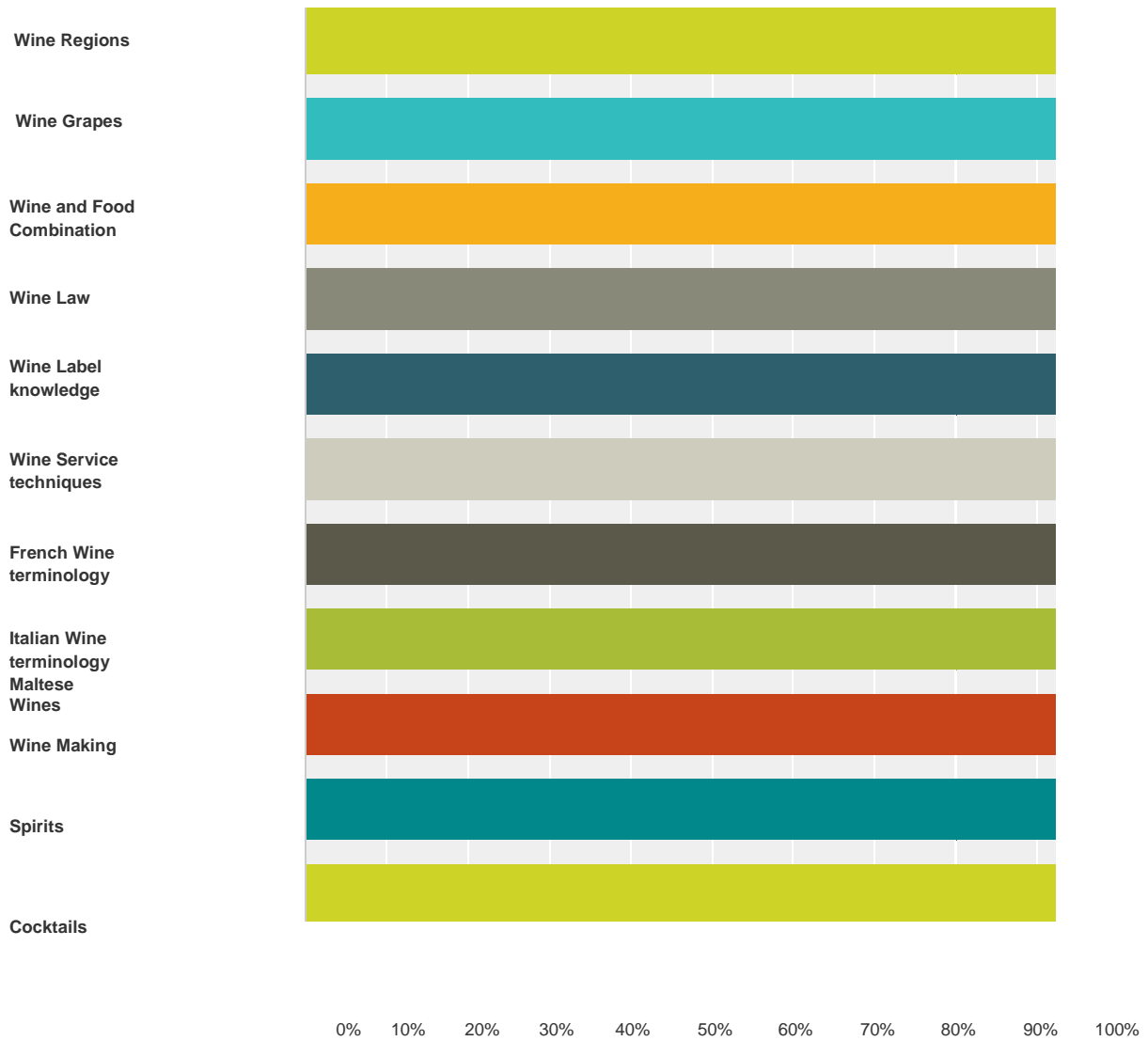


	(no label)	Total Respondents
Short term - 3 months	100.00%	21
Long term - 6 months	100.00%	6
Full-time	100.00%	1
Part-time	100.00%	17
On-line	100.00%	9
Sponsored	100.00%	6

#	Other (please specify)	Date
	There are no responses.	

Q13 Which of the following subjects do you feel would be important in a future Professional Wine Server Course? Mark any or all.

Answered: 44 Skipped: 58



	(no label)	Total Respondents
Wine Regions	100.00%	33
Wine Grapes	100.00%	35
Wine and Food Combination	100.00%	40
Wine Law	100.00%	21
Wine Label knowledge	100.00%	32

Wine Service techniques	100.00% 39	
French Wine terminology	100.00% 22	
Italian Wine terminology	100.00% 21	
Maltese Wines	100.00% 29	
Wine Making	100.00% 33	
Spirits	100.00% 30	
Cocktails	100.00% 26	

#	Other (please specify)	Date
	There are no responses.	

Q14 How would you rate the level of wine service in your establishment ?

Answered: 44 Skipped: 58

	(no label)	Total
Excellent	100.00% 8	
Very Good	100.00% 19	
Good	100.00% 10	
Satisfactory	100.00% 6	
Poor	100.00% 1	

Q15 How do you feel on what can be done to improve wine service levels?

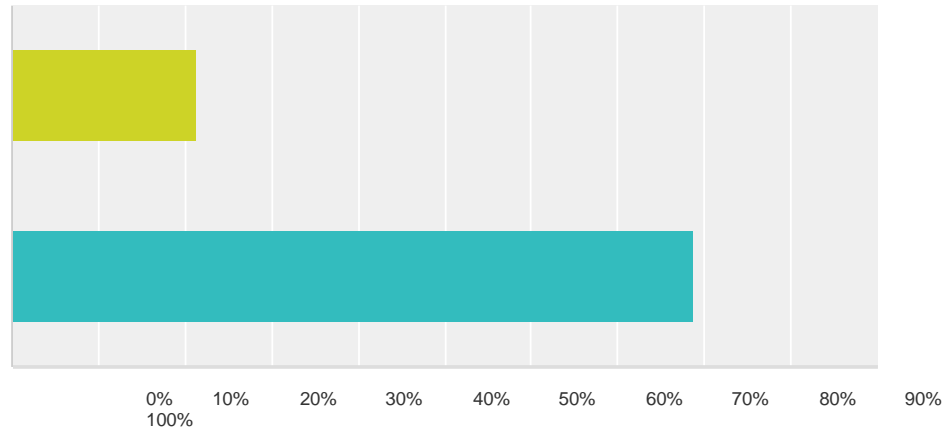
Answered: 29 Skipped: 73

#	Responses	Date
1	i wish to have more training	8/18/2016 4:58 PM
2	I believe that who works in the business should have some basic knowledge on wines ,the least one could do is read .. Only being passionate about wines can make a good wine server pouring into a glass is not enough!	8/12/2016 11:05 PM
3	More needs to be done by establishments to give basic wine training to their staff.	8/12/2016 1:26 PM
4	proper training in establishments	8/10/2016 1:50 AM
5	Give specific training peridiocal to the staff.	8/9/2016 2:56 PM
6	I suggest that a person who knows about wines is compulsory in all catering establishments	8/8/2016 9:59 PM
7	i feel there is room for improvement in most establishments when it comes to wine service and owners/managers should invest in the right training to their staff	8/8/2016 7:41 PM
8	Clearer for non professional wine servers	8/8/2016 5:22 PM
9	Employ professionals and/or develop them	8/7/2016 5:06 PM
10	tasting to all the workers that are in connection with food	8/7/2016 10:59 AM
11	We have an extremely high standard but there is a reason we only have 1 star meaning both food and fog can improve	8/6/2016 12:43 AM
12	Periodic training to all employess and employees must take this training seriosly	8/5/2016 8:40 PM
13	more intense service training	8/5/2016 8:13 PM
14	By knowing what the person is selling and has a great passion for wines.	8/5/2016 7:06 PM
15	More vacancies requiring this profession and on job training and present courses should be more recognised and appreciated (referring to WSET)	8/5/2016 6:25 PM
16	More knowledge and constant training	8/5/2016 5:32 PM
17	More training and knowledge in general. Change of perception of wines from local clientele	8/5/2016 5:20 PM
18	Professional training in 5 star establishments to improve wine service levels of f and b attendents	8/5/2016 4:35 PM
19	Wine importers should do more tastings and give information out for those in the industry	8/5/2016 4:13 PM
20	Training is crucial	8/5/2016 4:04 PM
21	Appropriate training	8/5/2016 4:02 PM
22	More training and more wine tasting by wine supplies	8/5/2016 3:48 PM
23	Plus all the marked questions in question 13 I feel that local wine producers & wine importers should help those individuals interested in wines to invite in there cellars showing them and teach them more on how wine is harvested, stored, bottled etc.	8/5/2016 3:27 PM
24	First of all nowadays not too much people love to work in the hospitality industry so most of the workers don't do the job with passion but just for the money ,so it will more difficult for us who understand the value of service to try to teach the staff and you know that by the time they learn they will be ready to move on to an other job!	8/5/2016 3:22 PM
25	taste more wines and learn more about grapes and regions including unique selling points	8/5/2016 2:43 PM
26	The course is quite extensive, very detailed and expensive could be more student friendly ?	8/5/2016 2:21 PM
27	More dedicated people, more knowledge about food and wine	8/5/2016 2:14 PM
28	Interest in it and study	8/5/2016 2:13 PM
29	Encourage every waiter/server at restaurants to know at least a little knowledge about wines not just determine red from white.	8/5/2016 2:04 PM

13.6 Hospitality Management Survey Summary

Q1 What is your gender?

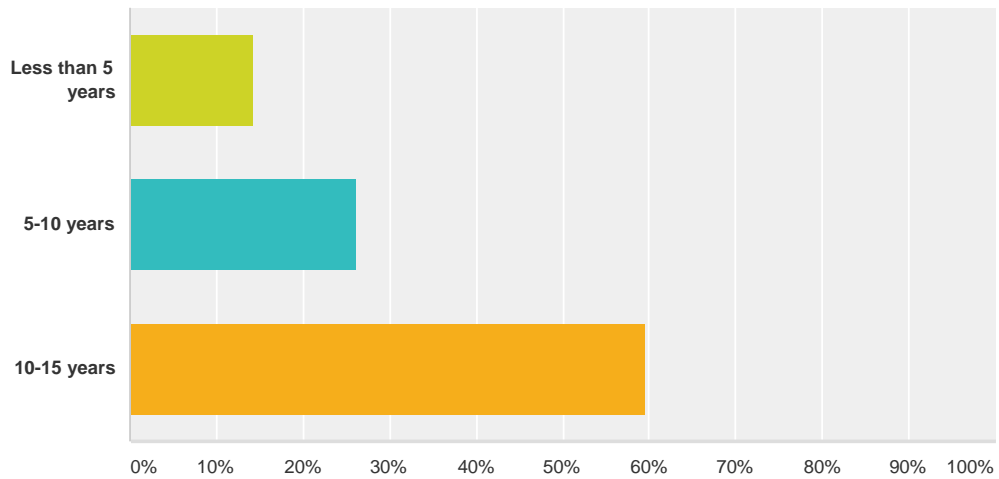
Answered: 66 Skipped: 0



Answer Choices	Responses
Female	21.21%
Male	78.79%
Total	

Q2 Please indicate your work experience in Hospitality Catering?

Answered: 42 Skipped: 24



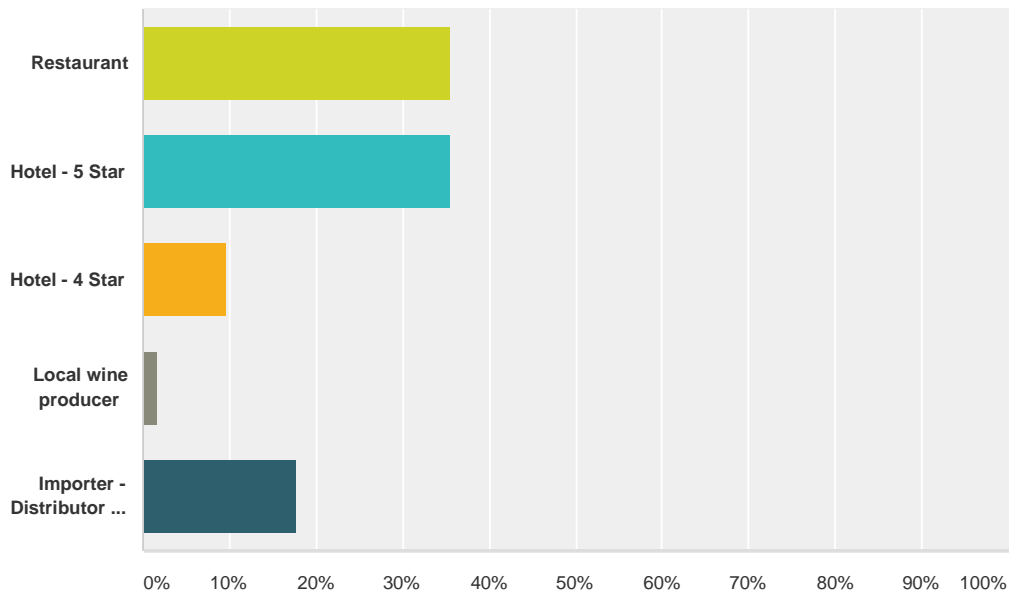
Answer Choices	Responses
Less than 5 years	14.29% 6
5-10 years	26.19% 11
10-15 years	59.52% 25
Total	42

#	Other (please specify)	Date
1	Supplier to the industry	9/5/2016 11:33 AM
2	over 15 years	9/1/2016 12:08 PM
3	30 years	9/1/2016 11:22 AM
4	27 Years	8/31/2016 5:29 PM
5	25 years	8/30/2016 3:47 PM
6	27 years	8/30/2016 3:44 PM
7	27+	8/30/2016 10:44 AM
8	40 years	8/30/2016 8:20 AM
9	25	8/29/2016 7:10 PM
10	25 years	8/29/2016 4:50 PM
11	37	8/29/2016 2:34 PM
12	20	8/29/2016 12:29 PM
13	over 30 years	8/29/2016 11:23 AM
14	20	8/29/2016 10:56 AM
15	18 years	8/29/2016 10:22 AM
16	25	8/29/2016 10:12 AM
17	19 years	8/29/2016 9:45 AM
18	35 years	8/29/2016 8:17 AM
19	18	8/28/2016 5:51 PM
20	22 yrs	8/28/2016 12:13 PM

21	17 years	8/28/2016 11:56 AM
22	Over 15	8/28/2016 11:53 AM
23	over 20 yrs	8/28/2016 11:50 AM
24	17 years	8/28/2016 11:50 AM

Q3 Type of business you work in?

Answered: 62 Skipped: 4



Answer Choices	Responses
Restaurant	35.48% 22
Hotel - 5 Star	35.48% 22
Hotel - 4 Star	9.68% 6
Local wine producer	1.61% 1
Importer - Distributor of wine	17.74% 11
Total	62

#	Other (please specify)	Date
1	Various in Hospitality and Catering Industries	8/30/2016 10:44 AM
2	hotel - 3 star	8/29/2016 11:59 AM
3	two adjoining hotels, one four star + one five star	8/29/2016 10:56 AM
4	I work in a 4star hotel and in a restaurant	8/29/2016 10:05 AM
5	Club & Restaurant	8/28/2016 1:40 PM
6	Catering Establishment	8/28/2016 12:13 PM

Q4 Your position at the work place? Please state below.

Answered: 64 Skipped: 2

#	Responses	Date
1	Operations Manager	9/26/2016 5:15 PM
2	Restaurant Manager	9/24/2016 10:17 AM
3	Director	9/5/2016 11:33 AM
4	F&B Manager	9/4/2016 4:14 PM
5	Restaurant Manager	9/1/2016 5:43 PM
6	Restaurant Manager	9/1/2016 4:24 PM
7	Marketing Executive	9/1/2016 1:38 PM
8	Sales Manager	9/1/2016 1:28 PM
9	Director	9/1/2016 12:30 PM
10	Outlet Manager	9/1/2016 12:08 PM
11	Gm	9/1/2016 11:22 AM
12	Manager	9/1/2016 11:08 AM
13	Food & Beverage Manager	8/31/2016 5:29 PM
14	Restaurant Manager	8/31/2016 4:15 PM
15	Food and Beverage Manager	8/30/2016 7:07 PM
16	HR Manager	8/30/2016 3:47 PM
17	Director	8/30/2016 3:44 PM
18	Restaurant Manager	8/30/2016 3:03 PM
19	Catering Operations Manager	8/30/2016 10:44 AM
20	Owner	8/30/2016 8:20 AM
21	Wines executive	8/29/2016 7:28 PM
22	Owner	8/29/2016 7:10 PM
23	Bars Manager	8/29/2016 4:50 PM
24	General Manager	8/29/2016 4:46 PM
25	Chef	8/29/2016 3:18 PM
26	Assistant Restaurant Manager	8/29/2016 3:16 PM
27	Assistant General Manager	8/29/2016 2:34 PM
28	CEO	8/29/2016 2:14 PM
29	HR Coordinator	8/29/2016 1:56 PM
30	F&B/Operations Manager	8/29/2016 1:40 PM
31	General Manager	8/29/2016 12:29 PM
32	Operations Manager	8/29/2016 11:59 AM
33	Operations Manager	8/29/2016 11:23 AM
34	Hotel Manager	8/29/2016 10:56 AM
35	Learning & Development Manager	8/29/2016 10:22 AM
36	Management	8/29/2016 10:12 AM
37	Sales Executive (hotel) & Restaurant Supervisor (Restaurant)	8/29/2016 10:05 AM

38	Food and Beverage Service Manager	8/29/2016 9:45 AM
39	Sales Manager / Business Partner	8/29/2016 9:40 AM
40	Training Manager	8/29/2016 9:34 AM
41	Wines & Spirits Brands Executive	8/29/2016 8:36 AM
42	HR Manager	8/29/2016 8:17 AM
43	Director	8/28/2016 11:02 PM
44	Owner	8/28/2016 10:50 PM
45	Director	8/28/2016 9:33 PM
46	store supervisor	8/28/2016 8:42 PM
47	Manager	8/28/2016 5:51 PM
48	Restaurant manager	8/28/2016 3:53 PM
49	Food and Beverage Manager	8/28/2016 3:30 PM
50	restaurant manager	8/28/2016 2:48 PM
51	Food & Beverage Manager	8/28/2016 1:59 PM
52	Owner	8/28/2016 1:40 PM
53	Director	8/28/2016 12:40 PM
54	Chef de Rang	8/28/2016 12:37 PM
55	General Manager	8/28/2016 12:13 PM
56	Sous-chef	8/28/2016 11:56 AM
57	Director of Sales	8/28/2016 11:53 AM
58	owner	8/28/2016 11:50 AM
59	Sous-chef	8/28/2016 11:50 AM
60	Owner / manager	8/28/2016 11:40 AM
61	Company director	8/28/2016 11:33 AM
62	Food and bev manager	8/28/2016 10:26 AM
63	Hotel Manager	8/28/2016 10:22 AM
64	Manager	8/28/2016 10:09 AM

Q5 How much importance do you feel is given to wine service in local catering establishments? Please give you view and suggestions.

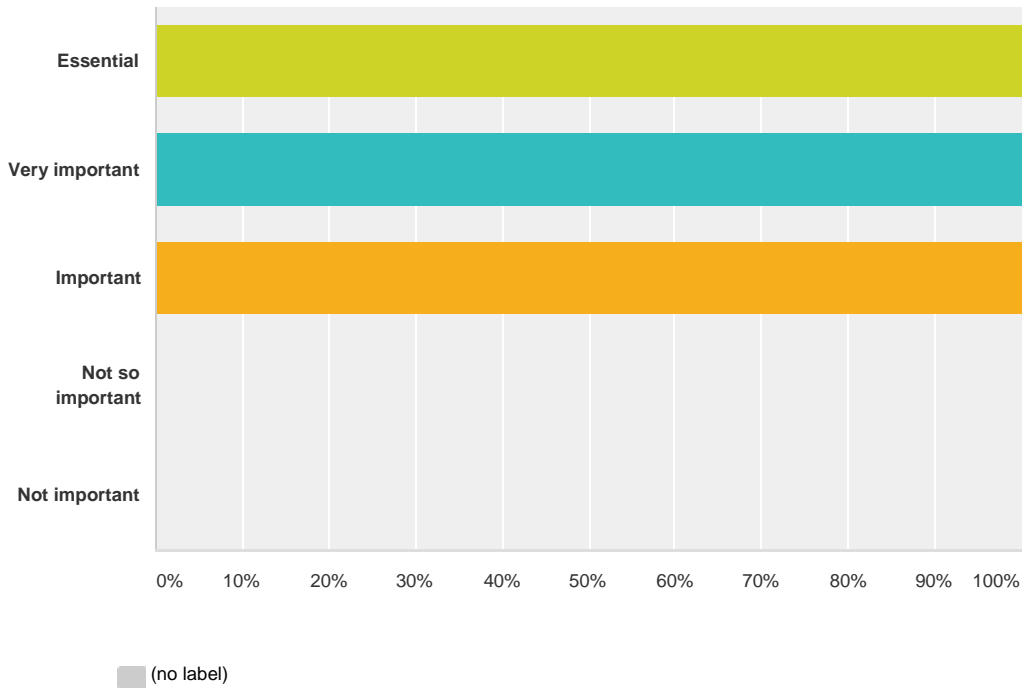
Answered: 38 Skipped: 28

#	Responses	Date
1	Not that much, most establishments focus more on getting the wine on the table and pouring it into glasses, rather than actual understanding of what wine service is all about	9/26/2016 5:20 PM
2	Very little	9/5/2016 11:35 AM
3	Not much. This can be easily identified through the lack of assigned individuals to perform the job. Many a time, the wine server would be also juggling with other tasks that the operation would require.	9/4/2016 4:22 PM
4	I think all restaurant understand the need of a good wine list but mostly are dictated by the suppliers. The wine service in local establishments is basic but good.	9/1/2016 6:09 PM
5	Not enough importance - Room for improvement	9/1/2016 1:43 PM
6	Very little importance given. Wine suggestions rarely given. Wine is normally served by food servers.	9/1/2016 1:30 PM
7	Importance to wine is on the up, especially throughout the last 3 years.	9/1/2016 12:32 PM
8	We give high importance in wine service however we feel that there aren't very good wine service knowledge.	9/1/2016 12:23 PM
9	Very little importance in my opinion. Staff are the ones that require the knowledge in order to increase the interest and improve revenue deriving from wine sales.	9/1/2016 11:24 AM
10	I think that wine service is very important towards the catering industry, however in general, we do lack the knowledge and true experience of the proper wine service given.	9/1/2016 11:16 AM
11	Importance for the service of wine and wine knowledge has increased drastically over the past decade. I still feel that there are few people in the industry that are capable in providing the necessary information about wines, grapes, regions and taste to guests requesting it. There need to be more awareness among people working in the industry of the value of wine and this can come only be done through tuition and will from the individuals to learn more.	8/31/2016 5:46 PM
12	7/10... it is becoming a challenge to find employees who understand in wines.. Most of them do not even know how to open a bottle of wine.. constant training and supervision is required	8/31/2016 4:27 PM
13	In 5 star hotels it is very important to have a high standard of wine servers, however due to the high demand for personnel and limited supply of classically trained persons employment has turned towards unskilled workers (mainly local students working on P/T basis and foreigners happy to do any job as long as they earn a living) and therefore training for this skill would need to be on going due to the high turnover of such personnel. Due to this at times this training may be given secondary importance in relation to the importance of teaching these people on how to get the job done. Probably a useful option for the industry would be a simple 2/3 day basic course offered (upon payment) by the I.T.S on a monthly basis (or even more frequent depending on the success rate and demand).	8/30/2016 7:25 PM
14	Very much important and in fact we give training to encourage the knowledge on wines so we can ensure that the guest is getting the information required about wines.	8/30/2016 3:50 PM
15	Limited importance. There seems to be general knowledge by the waiters regarding the wines offered, however, I have not experience detailed wine explanations, pairings with food, etc.	8/30/2016 3:05 PM
16	Unfortunately most of the times it is overlooked and only tackled when it's a little too late.	8/29/2016 7:31 PM
17	It depends where you eat, good restaurant give a great importance to the wine they serve.	8/29/2016 4:56 PM
18	It varies widely between restaurants. A few give a lot of attention and importance. The majority consider it as just another beverage. Serving staff need to be trained that good wine service will lead to more customer satisfaction. They need to be specifically trained on the wines on their lists to be able to respond to customer queries	8/29/2016 4:49 PM
19	Little importance since recruitment has become too difficult and everyone is employing inexperienced people.	8/29/2016 3:34 PM
20	Not much, but it is becoming more popular nowadays.	8/29/2016 3:24 PM
21	I feel that in the high end restaurants a lot of importance is given to wine service. However in other restaurant categories, wine service culture is basic. Both the actual wine importers and restaurant owners/managers need to invest more on service employees to ensure that wine service levels offered are optimum.	8/29/2016 12:35 PM

22	It all depends on which catering establishment you are at. There are good restaurants and indeed do give a lot of importance to wine service, however, there are others that simply have no wine knowledge whatsoever.	8/29/2016 12:33 PM
23	Not enough	8/29/2016 11:26 AM
24	Average	8/29/2016 10:26 AM
25	Not as necessary	8/29/2016 10:16 AM
26	In my opinion wine service in establishments is very minimal. Wine producers should play more a good role by providing more training in the establishments. Apart from educating and expanding the knowledge of wine, they will be up selling their products.	8/29/2016 9:52 AM
27	Wine service is given importance, however further training is often required	8/29/2016 9:38 AM
28	It depends on the establishment but personally I think it's below average. I think this is because the food & beverage industry isn't seen as a career but as an in between jobs. Thus most F&B attendants aren't professionals like other countries.	8/29/2016 8:46 AM
29	Wine service is still being given importance. However, before it used to be more important since most of the 5 Star Hotels used to employ a wine sommelier.	8/29/2016 8:23 AM
30	Not much use to be given in the past but in the last few years this is changing as people are travelling and dining abroad, hence expecting the same or similar service. Nowadays the people in service don't just want to know about food but also about wine.. Lately from my end I focusing in doing wine list where the wine are listed according to the palate, light, medium or full bodied..	8/28/2016 9:43 PM
31	Fair	8/28/2016 3:33 PM
32	It is highly important. Not all establishments give importance in the wine service I suggest that restaurant owners should take this more seriously and invest time in learning and teaching the wine service aspect to their teams. My only concern wines in commercial restaurants are only seen as a profitable aspect.	8/28/2016 2:06 PM
33	I think not everywhere the same there is places which they give 90% and there is others which give less than 50% of the wine service	8/28/2016 1:46 PM
34	According to the star rating of establishment local catering establishment gives different level of importance to the wine service. According to me wine service is extremely important for the success of an event, banquet or meal and establishment should properly train their staff for wine service.	8/28/2016 12:48 PM
35	Far too little. It could hardly be any poorer.	8/28/2016 11:58 AM
36	We give a lot of importance to wine service, as it's crucial in our work to be professional and offer the best to our patrons. We host wine tastings sessions at work to educate our staff the best we can very often. The waiters have to study the characteristics of all wines that we have on the wine list so that they would be able to suggest the right ones when asked. We open a bottle of wine every evening with our dinner and make sure that everyone tries it. We cannot instill the passion for wine in certain waiters, as some of them do not even like wine, but at least we try to give them the knowledge, and we insist that they are present when we host wine tasting sessions. It would be nice to have more wine courses, that are short, not very expensive and that would cover at least the basics, as sometimes being a very busy establishment we do not have the time to offer the proper training.	8/28/2016 11:40 AM
37	I don't believe many establishments give the necessary training	8/28/2016 11:38 AM
38	A decent level which seems to be improving.	8/28/2016 10:24 AM

Q6 How important do you think good wine service is for your customers?

Answered: 38 Skipped: 28

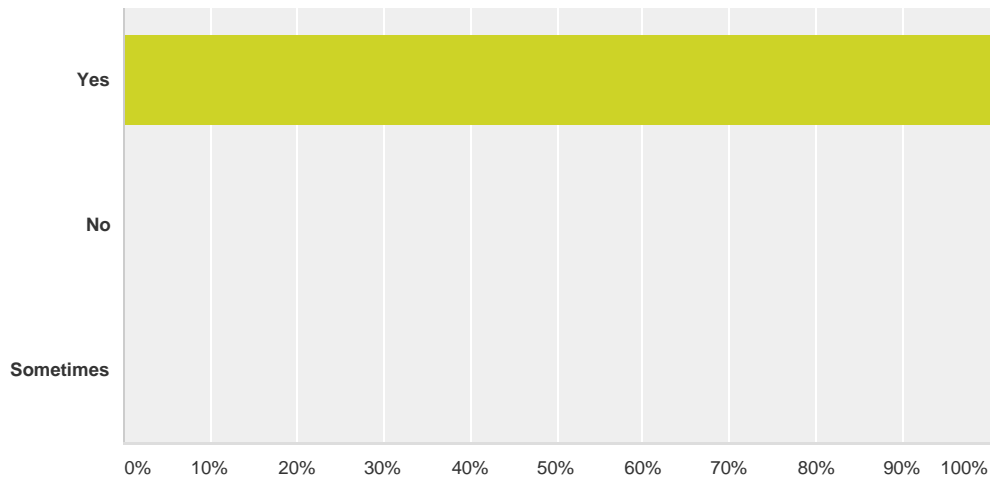


	(no label)	Total
Essential	100.00% 17	17
Very important	100.00% 15	15
Important	100.00% 6	6
Not so important	0.00% 0	0
Not important	0.00% 0	0

#	Other (please specify)	Date
	There are no responses.	

Q7 Does your establishment use wine lists in the dining room?

Answered: 31 Skipped: 35



Answer Choices	Responses
Yes	100.00% 31
No	0.00% 0
Sometimes	0.00% 0
Total	31

#	Other (please specify)	Date
1	N/A	9/5/2016 11:35 AM
2	NA	9/1/2016 1:43 PM
3	Presently I work with an importation company. I previously owned a restaurant and we did use wine lists.	8/29/2016 7:31 PM
4	Not applicable as I do importation	8/28/2016 9:43 PM
5	As a winery we offer various trade educational programmes. How to engineer a wine list is one of them.	8/28/2016 11:58 AM

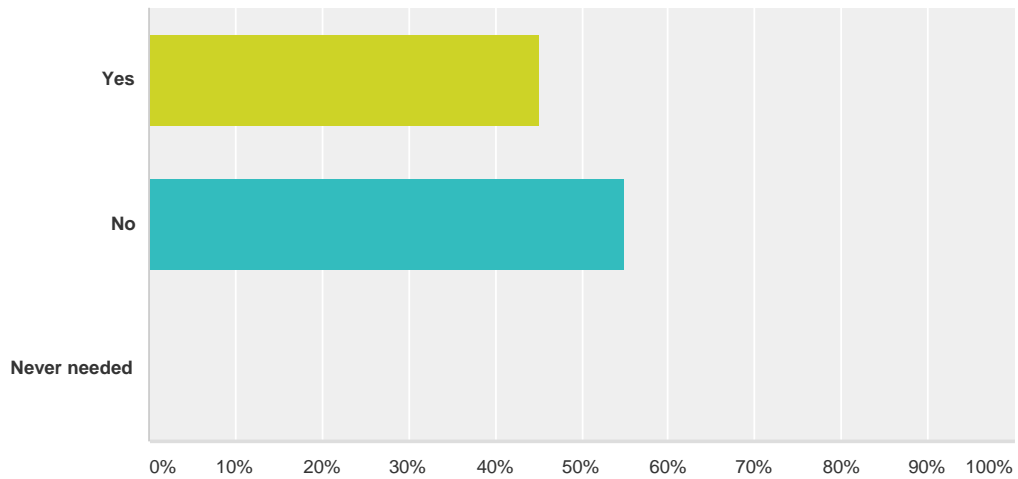
Q8 Who is responsible for changing or updating the wine list/s?

Answered: 36 Skipped: 30

#	Responses	Date
1	The Operations Manager, together with the restaurant manager	9/26/2016 5:20 PM
2	N/A	9/5/2016 11:35 AM
3	Manager	9/4/2016 4:22 PM
4	Restaurant manager	9/1/2016 6:09 PM
5	NA	9/1/2016 1:43 PM
6	All front of house employees and directors	9/1/2016 12:32 PM
7	Outlet Manager	9/1/2016 12:23 PM
8	Food and beverage manager	9/1/2016 11:24 AM
9	Myself	9/1/2016 11:16 AM
10	Food & Beverage Manager	8/31/2016 5:46 PM
11	Restaurant Manager / Food and Beverage Manager	8/31/2016 4:27 PM
12	myself	8/30/2016 7:25 PM
13	Food and Beverage Manager	8/30/2016 3:50 PM
14	Restaurant Manager / Assistant Restaurant Manager	8/30/2016 3:05 PM
15	I used to do it myself.	8/29/2016 7:31 PM
16	F/B director, Bars Manager and Restaurant Manager	8/29/2016 4:56 PM
17	Food & Beverage management	8/29/2016 3:34 PM
18	Bars Manager	8/29/2016 3:24 PM
19	N/A	8/29/2016 2:17 PM
20	Food and Beverage Manager with Operations Manager	8/29/2016 12:35 PM
21	F&B Manager	8/29/2016 12:33 PM
22	F & B Manager	8/29/2016 11:26 AM
23	F&B Manager / Bars Manager / Restaurant Manager	8/29/2016 10:26 AM
24	F&B Manager / General Manager	8/29/2016 10:16 AM
25	Food and Beverage Manager	8/29/2016 9:52 AM
26	Food & Beverage Manager; Director of Operations	8/29/2016 9:38 AM
27	The F&B Manager	8/29/2016 8:23 AM
28	Not applicable as I do importation	8/28/2016 9:43 PM
29	Beverage Manager	8/28/2016 3:33 PM
30	Sommelier with the help of the outlet managers	8/28/2016 2:06 PM
31	Usually I will do it with other suppliers	8/28/2016 1:46 PM
32	F & B Manager, Restaurant Manager and also Restaurant Supervisoer	8/28/2016 12:48 PM
33	As above.	8/28/2016 11:58 AM
34	The boss together with the manager and chef.	8/28/2016 11:40 AM
35	Sommelier	8/28/2016 11:38 AM
36	Sommelier	8/28/2016 10:24 AM

Q9 Do you employ professionally trained wine servers?

Answered: 31 Skipped: 35

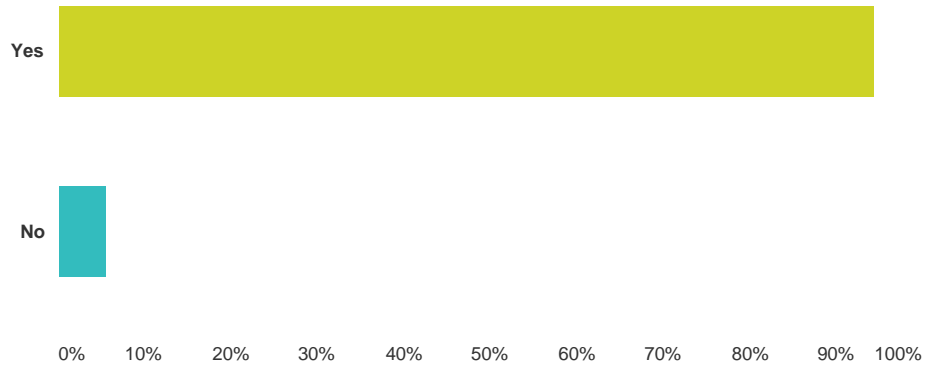


Answer Choices	Responses	
Yes	45.16%	14
No	54.84%	17
Never needed	0.00%	0
Total		31

#	Other (please specify)	Date
1	N/A	9/5/2016 11:35 AM
2	NA	9/1/2016 1:43 PM
3	Depends what CV's are received	9/1/2016 12:23 PM
4	They learn by being trained and on the job.. with monitoring and supervision	8/31/2016 4:27 PM
5	N/A	8/29/2016 2:17 PM
6	If available on the labour market	8/29/2016 10:26 AM
7	You don't find like at the moment even waiters you cannot find	8/28/2016 1:46 PM
8	Partially ,some staff trained others not at all	8/28/2016 12:48 PM
9	We would in our cellars if we could find one that's properly trained and has the right work ethic, command if both Maltese and English.	8/28/2016 11:58 AM

Q10 Do you provide wine service training for your personnel?

Answered: 36 Skipped: 30

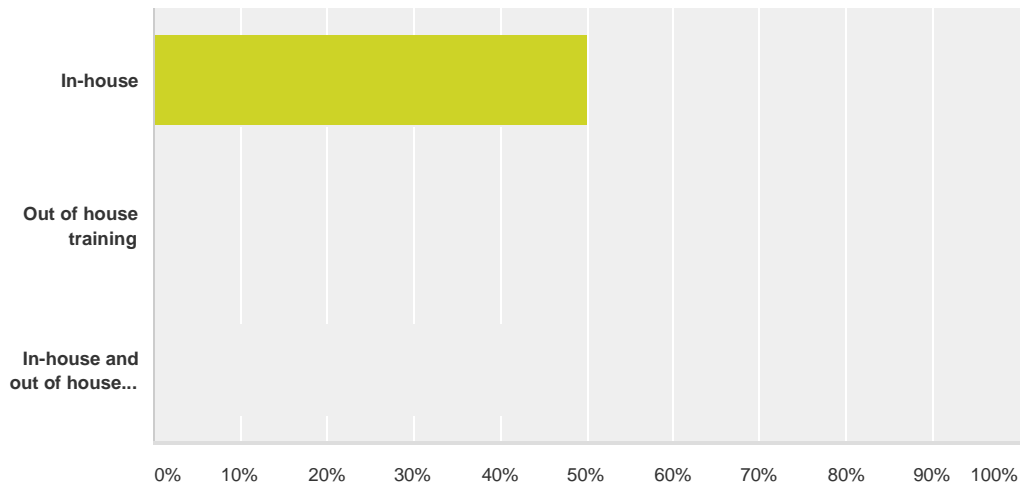


Answer Choices	Responses
Yes	94.44% 34
No	5.56% 2
Total	36

#	Other (please specify)	Date
1	Basic training - opening a bottle of wine and serving guests	8/29/2016 9:52 AM
2	My company provides wine training recently seat for Marsovin wine training	8/28/2016 12:48 PM

Q11 Where do your wine service personnel get their training?

Answered: 36 Skipped: 30



Answer Choices	Responses
In-house	50.00% 18
Out of house training	2.78% 1
In-house and out of house training	47.22% 17
Total	36

#	Other (please specify)	Date
1	Wine Suppliers	9/1/2016 1:43 PM
2	Mostly on the job	8/29/2016 3:34 PM

Q12 Describe the typical recipient of wine service training.

Answered: 26 Skipped: 40

#	Responses	Date
1	All the employees	9/5/2016 11:35 AM
2	Ordinary servers who have worked for more then a season with us	9/1/2016 6:09 PM
3	basic wine service training.	9/1/2016 12:23 PM
4	Entry staff	9/1/2016 11:24 AM
5	untrained staff, staff from non eu countries.. etc	8/31/2016 4:27 PM
6	As mentioned above it would be mainly local students working on P/T basis and foreigners happy to do any job as long as they earn a living.	8/30/2016 7:25 PM
7	Food and Beverage servers	8/30/2016 3:50 PM
8	Fine Dining waiting staff, supervisors, assistant manager and managers	8/30/2016 3:05 PM
9	Somebody who shows an interest in wine.	8/29/2016 7:31 PM
10	Wine tasting	8/29/2016 4:56 PM
11	None	8/29/2016 3:24 PM
12	Head Waiter, Experienced waiters whom we normally assign to serve wine in our a la carte restaurants and bars	8/29/2016 12:35 PM
13	Restaurant Servers, Bar Attendants & F&B Managers	8/29/2016 12:33 PM
14	Waiting Staff	8/29/2016 11:26 AM
15	Wine servers, supervisors, order takers	8/29/2016 10:26 AM
16	Restaurant Server / Bar server	8/29/2016 10:16 AM
17	F&B team members	8/29/2016 9:38 AM
18	Sales representatives & also we provide this service to our Horeca clients	8/29/2016 8:46 AM
19	F&B Servers (waiting staff)	8/29/2016 8:23 AM
20	Day tio day training	8/28/2016 3:33 PM
21	New team members	8/28/2016 2:06 PM
22	Presentation of specified brand (Marsovin) wines on sale in the establishment, complete description ,tasting,brochures and note taking.	8/28/2016 12:48 PM
23	All sales staff	8/28/2016 11:58 AM
24	All the staff besides the dishwasher and cleaners would attend to our in house trainig.	8/28/2016 11:40 AM
25	Front of house staff and on occasion long standing kitchen staff	8/28/2016 11:38 AM
26	All foh f&b staff	8/28/2016 10:24 AM

Q13 Who is responsible for wine service training?

Answered: 35 Skipped: 31

#	Responses	Date
1	Myself	9/5/2016 11:35 AM
2	manager	9/4/2016 4:22 PM
3	Restaurant Manager	9/1/2016 6:09 PM
4	wine service training companies	9/1/2016 12:32 PM
5	Outlet manager	9/1/2016 12:23 PM
6	F& b manager	9/1/2016 11:24 AM
7	Myself and other waiters	9/1/2016 11:16 AM
8	Food & Beverage Manager	8/31/2016 5:46 PM
9	Restaurant manager, F&B supervisor	8/31/2016 4:27 PM
10	Restaurant and Bars Managers and Supervisors whilst they are also doing the day to day running of the operation.	8/30/2016 7:25 PM
11	Food and Beverage Manager	8/30/2016 3:50 PM
12	Sommelier / Bars Manager / online trainings provided by company	8/30/2016 3:05 PM
13	I used to do it myself or enlisted the help of trained persons.	8/29/2016 7:31 PM
14	Bars manager and restaurant manager	8/29/2016 4:56 PM
15	F&B supervision	8/29/2016 3:34 PM
16	Outlet Managers	8/29/2016 3:24 PM
17	MYSELF	8/29/2016 2:17 PM
18	Food and Beverage Manager	8/29/2016 12:35 PM
19	Local Wine Provider	8/29/2016 12:33 PM
20	F & B Manager	8/29/2016 11:26 AM
21	Managers & Suppliers	8/29/2016 10:26 AM
22	F&B Manager	8/29/2016 10:16 AM
23	Head waiters and food and beverage manager	8/29/2016 9:52 AM
24	F&B Manager; Training Manager	8/29/2016 9:38 AM
25	Wines & Spirits Brands Executive	8/29/2016 8:46 AM
26	Training Manager & Restaurant Manager	8/29/2016 8:23 AM
27	Myself	8/28/2016 9:43 PM
28	Restaurant Manager	8/28/2016 3:33 PM
29	Sommeliers, suppliers, local wine makers.	8/28/2016 2:06 PM
30	Head bartender	8/28/2016 1:46 PM
31	F& B department and Restaurant supervisor	8/28/2016 12:48 PM
32	I am.	8/28/2016 11:58 AM
33	The manager together with our suppliers like Cassar and Camilleri, Bicanter, IV cellars, Enba, Rausi and many more.	8/28/2016 11:40 AM
34	Outsourced experts	8/28/2016 11:38 AM
35	F&B director	8/28/2016 10:24 AM

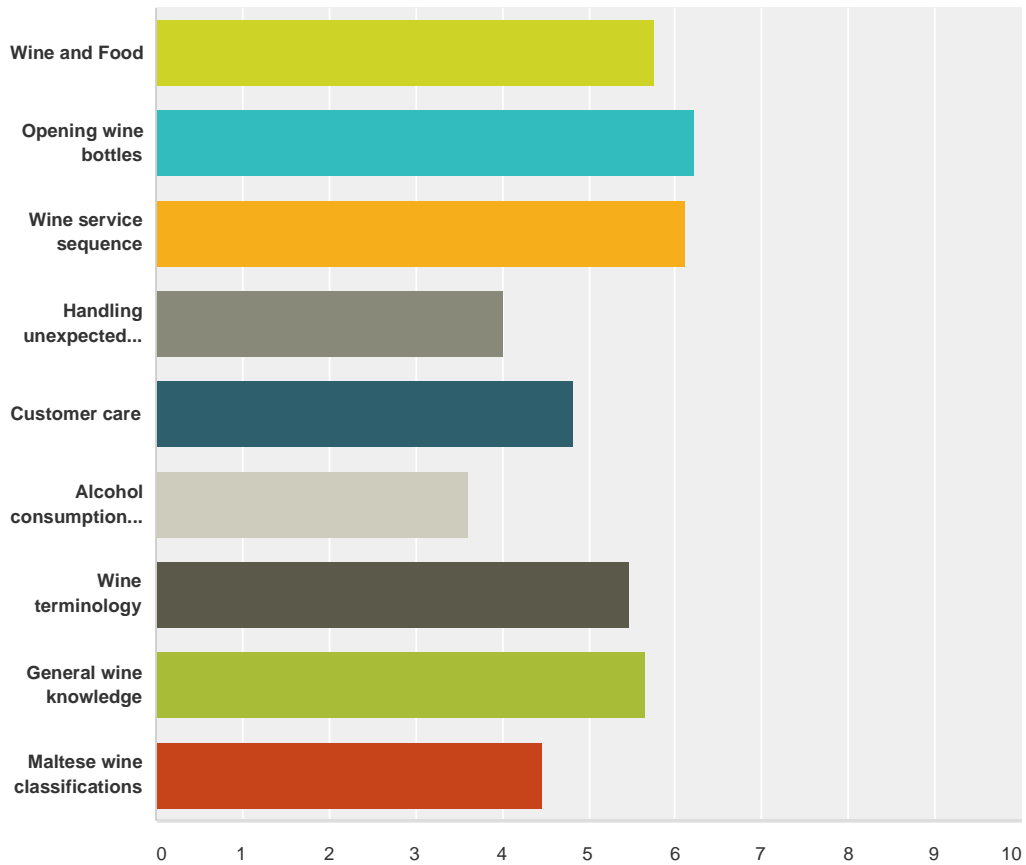
Q14 Who has the responsibility for wine promotion in your establishment?

Answered: 34 Skipped: 32

#	Responses	Date
1	Myself	9/5/2016 11:35 AM
2	line staff	9/4/2016 4:22 PM
3	Station waiters	9/1/2016 6:09 PM
4	Sales Team	9/1/2016 1:43 PM
5	Director's	9/1/2016 12:32 PM
6	Purchasing manager	9/1/2016 12:23 PM
7	Outlet managers	9/1/2016 11:24 AM
8	Myself	9/1/2016 11:16 AM
9	Restaurant Manager	8/31/2016 5:46 PM
10	Food and Beverage Manager	8/31/2016 4:27 PM
11	myself	8/30/2016 7:25 PM
12	Food and beverage servers including head waiters	8/30/2016 3:50 PM
13	Sommelier / waiters	8/30/2016 3:05 PM
14	Myself when I owned the restaurant.	8/29/2016 7:31 PM
15	Restaurant manager	8/29/2016 4:56 PM
16	Senior management with F&B management	8/29/2016 3:34 PM
17	Supervisors together with the team	8/29/2016 3:24 PM
18	Food and Beverage Manager	8/29/2016 12:35 PM
19	Each venue has its representatives	8/29/2016 12:33 PM
20	Marketing Dept	8/29/2016 11:26 AM
21	F&B Manager, Bars Manager, Respective outlet manager	8/29/2016 10:26 AM
22	F&B Manager / General Manager	8/29/2016 10:16 AM
23	F&B department	8/29/2016 9:38 AM
24	Wines & Spirits Brands Executive & Marketing Executive	8/29/2016 8:46 AM
25	F&B Manager	8/29/2016 8:23 AM
26	Myself as the company is still quite small	8/28/2016 9:43 PM
27	F&B Manager in collobaration with the wine supplier	8/28/2016 3:33 PM
28	All food and beverage team members	8/28/2016 2:06 PM
29	Usually I will promote it	8/28/2016 1:46 PM
30	Restaurant Supervisor	8/28/2016 12:48 PM
31	I oversee this.	8/28/2016 11:58 AM
32	Our bar attendants and the waiter or waitress in charge of the menus.	8/28/2016 11:40 AM
33	Front of house manager	8/28/2016 11:38 AM
34	As above	8/28/2016 10:24 AM

Q15 What topics do you include in your wine service training?

Answered: 36 Skipped: 30



	1	2	3	4	5	6	7	8	9	Total	Score
Wine and Food	16.67% 5	16.67% 5	13.33% 4	10.00% 3	10.00% 3	6.67% 2	13.33% 4	10.00% 3	3.33% 1	30	5.77
Opening wine bottles	23.33% 7	23.33% 7	20.00% 6	0.00% 0	3.33% 1	6.67% 2	10.00% 3	0.00% 0	13.33% 4	30	6.23
Wine service sequence	7.14% 2	21.43% 6	32.14% 9	10.71% 3	3.57% 1	10.71% 3	3.57% 1	3.57% 1	7.14% 2	28	6.11
Handling unexpected situations	3.85% 1	0.00% 0	3.85% 1	26.92% 7	11.54% 3	3.85% 1	19.23% 5	15.38% 4	15.38% 4	26	4.00
Customer care	10.34% 3	3.45% 1	6.90% 2	17.24% 5	24.14% 7	6.90% 2	10.34% 3	10.34% 3	10.34% 3	29	4.83
Alcohol consumption legislation	0.00% 0	4.35% 1	4.35% 1	13.04% 3	17.39% 4	17.39% 4	0.00% 0	17.39% 4	26.09% 6	23	3.61
Wine terminology	7.41% 2	18.52% 5	7.41% 2	11.11% 3	18.52% 5	18.52% 5	14.81% 4	0.00% 0	3.70% 1	27	5.48
General wine knowledge	24.14% 7	10.34% 3	10.34% 3	3.45% 1	13.79% 4	13.79% 4	6.90% 2	10.34% 3	6.90% 2	29	5.66
Maltese wine classifications	12.50% 4	6.25% 2	3.13% 1	15.63% 5	9.38% 3	9.38% 3	9.38% 3	21.88% 7	12.50% 4	32	4.47

Q16 What is a Sommelier?

Answered: 30 Skipped: 36

#	Responses	Date
1	A person, who is there in the industry to educate customers and also keep the level of wine service at a high level.	9/5/2016 11:38 AM
2	A knowledgeable and skilled beverage server	9/4/2016 4:26 PM
3	A Somm is that person in the restaurant responsible of the entire beverage list	9/1/2016 6:13 PM
4	Person suggesting and serving wine in a restaurant	9/1/2016 1:46 PM
5	A person knowlegdable and expert on wines. Specialising in all aspects related to wines	9/1/2016 12:28 PM
6	wine professionalist	9/1/2016 11:23 AM
7	A sommelier is a person who with his knowledge on wines can help clients make the right decision on what wine to consume depending on their tastes.	8/31/2016 5:51 PM
8	someone who serves wine in a professional manner, is knowledgeable about the wine, and can suggest proper wine pairings for guests.	8/31/2016 4:31 PM
9	Someone who is expert on wines	8/30/2016 3:52 PM
10	A trained professional in wine production, distribution, service	8/30/2016 3:09 PM
11	A person trained in wine and wine service.	8/29/2016 7:32 PM
12	Sommelier is a person who has a good knowledge of wine,	8/29/2016 6:44 PM
13	Someone who has been trained in wine knowledge, including wine-pairing and wine service	8/29/2016 4:57 PM
14	A professional who can assist clients to choose wine that they like and that will go with their food order. One who can give a brief on the wine and also can communicate with guests.	8/29/2016 3:37 PM
15	Wine Server.	8/29/2016 3:32 PM
16	a wine service 'expert' who is responsible for the restaurant's cellar and can confidently promote and serve wines and suggest food pairings	8/29/2016 12:39 PM
17	Waiter who specializes in wines	8/29/2016 11:31 AM
18	An individual in charge of serving both alcoholic and non alcoholic beverages	8/29/2016 10:31 AM
19	Trained and knowledgeable wine professional	8/29/2016 10:22 AM
20	A trained and knowledgeable wine professional, who specializes in all aspects of wine service as well as wine and food pairing.assisting guests to choose the perfect wine with their meal/	8/29/2016 10:00 AM
21	Someone who is highly trained on different classifications of wine; wine pairing and service	8/29/2016 9:42 AM
22	A professional wine server	8/29/2016 8:27 AM
23	A waiter in a restaurant who has charge of wines and their service: a wine steward	8/28/2016 9:54 PM
24	A sommelier is responsible for the development of wine lists, and books and for the delivery of wine service and training for the other restaurant staff.	8/28/2016 2:09 PM
25	He is the guy to sell wine and know all the necassary things that customer can ask on wine	8/28/2016 1:49 PM
26	An qualified and trained wine server/expert responsabile for wine service in the restaurant dining room .	8/28/2016 12:55 PM
27	A person who knows his wines, especially the ones that are in demand and can recommend wines for the right occasuon apart from running back of house.	8/28/2016 12:03 PM
28	A trained, knowledgable and professional wine waiter	8/28/2016 11:41 AM
29	A Sommelier is a trained wine professional.	8/28/2016 11:41 AM
30	A person who has a good level of wine knowledge , gained through formal training and whose job role is focused on the wine experience of our customers.	8/28/2016 10:26 AM

Q17 In your opinion, what do you imagine being a sommelier entails?

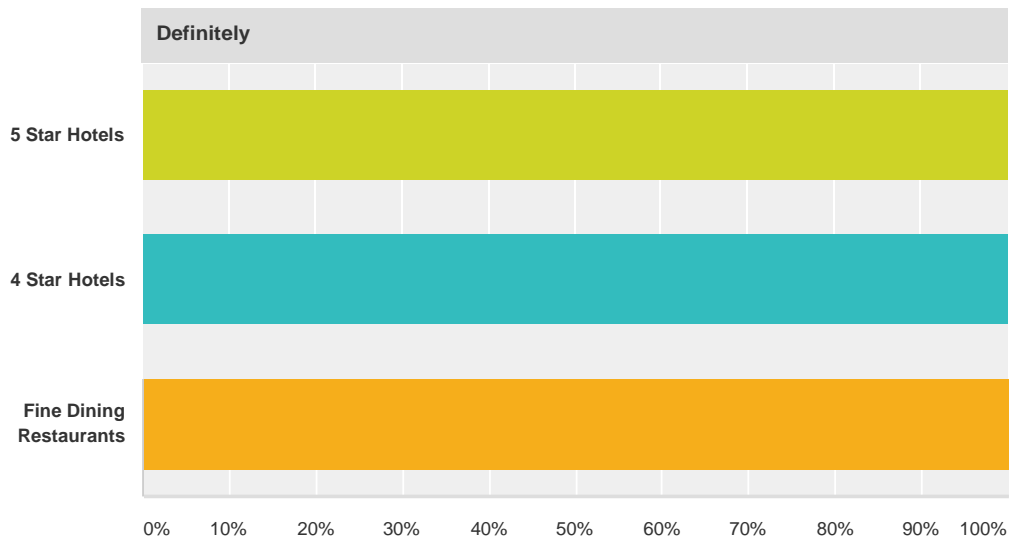
Answered: 28 Skipped: 38

#	Responses	Date
1	A good knowledge of wines, meticulous in service, charming and patient.	9/5/2016 11:38 AM
2	Good knowledge of wine; regions, grapes, vintages, and skilled in food pairing as well as knowledge of spirits, pre-dinner and after dinner drinks, together with tobacco	9/4/2016 4:26 PM
3	A great deal of knowledge on wine but also all other beverages. Including how and what to buy	9/1/2016 6:13 PM
4	Vast experience and knowledge on grapes and bottling wines	9/1/2016 12:28 PM
5	- Proper handling and bottle opening - Provide proper glass wear adequate of the wine - Knowledgeable on the grape varieties and able to suggest wine for clients - Temperature to store wine - Ideal storage for wine	9/1/2016 11:23 AM
6	A sommelier need to be a wine connoisseur and a good sales person.	8/31/2016 5:51 PM
7	someone who understands different grape varieties, regions of where wine is produced, wine pairing with food, someone who can describe wines to clientele	8/31/2016 4:31 PM
8	Good knowledge on wines, someone who can recommend the best wine to go with specific dishes and someone who has the taste for it.	8/30/2016 3:52 PM
9	Having gone through extensive training and earned the appropriate certification that proves thorough knowledge in the production of wine depending on regions, grape varieties, etc. Furthermore, thorough knowledge in food pairings and also being able to identify the needs / preferences of customers and make recommendations / sales accordingly.	8/30/2016 3:09 PM
10	It entails having a very good knowledge of wines and how it should be served, paired, etc.	8/29/2016 7:32 PM
11	a good knowledge of wine	8/29/2016 6:44 PM
12	Having a good knowledge of wines, wine service and wine pairing and being able to guide guests to a satisfactory choice of wine within their set budget. Especially having a good knowledge of the wines at their establishment	8/29/2016 4:57 PM
13	A professional staff member who is knowledgeable in wine.	8/29/2016 3:32 PM
14	years of training and experience combined with wine education (ex. diplomas)	8/29/2016 12:39 PM
15	Many years of training as the subject is very complex and continuous training as every harvest is different	8/29/2016 11:31 AM
16	Wine knowledge, Wine service skills, upselling capabilities, high emotional connection (emotional intelligence) with clients, overall management and control skills in relation to stock levels, ability to train others in the field, strong self-presentation and overall soft skills.	8/29/2016 10:31 AM
17	Professional training	8/29/2016 10:22 AM
18	Enthusiasm, food lover hence wine pairing could be involved. Open minded to diversity of food and cuisines.	8/29/2016 10:00 AM
19	Extensive training on various types of wines, correct storage and care for wines, as well as correct service techniques	8/29/2016 9:42 AM
20	Having an excellent knowledge of wine, how to taste and serve wine, knowing the region and the variety of the grape from where the wine originates	8/29/2016 8:27 AM
21	Presenting a varied list with wines of different palates. Wine and food knowledge of the wine and food served in the establishment.	8/28/2016 9:54 PM
22	Working along with the culinary team, they pair and suggest wines that will best complement each particular food menu item. This entails the need for a deep knowledge of how food and wine, beer, spirits and other beverages work in harmony.	8/28/2016 2:09 PM
23	Not easy everybody with his own experience	8/28/2016 1:49 PM
24	Connoisseur of wine and food ,skilled, qualified ,charismatic individual oriented to provide memorable experience every time to the guests	8/28/2016 12:55 PM
25	As above. It is not a glorified wine waiter with a wset certificate and a fetish for all things foreign. It is so much more than that and having the right personality is key.	8/28/2016 12:03 PM
26	A trained, knowledgeable and professional wine waiter	8/28/2016 11:41 AM

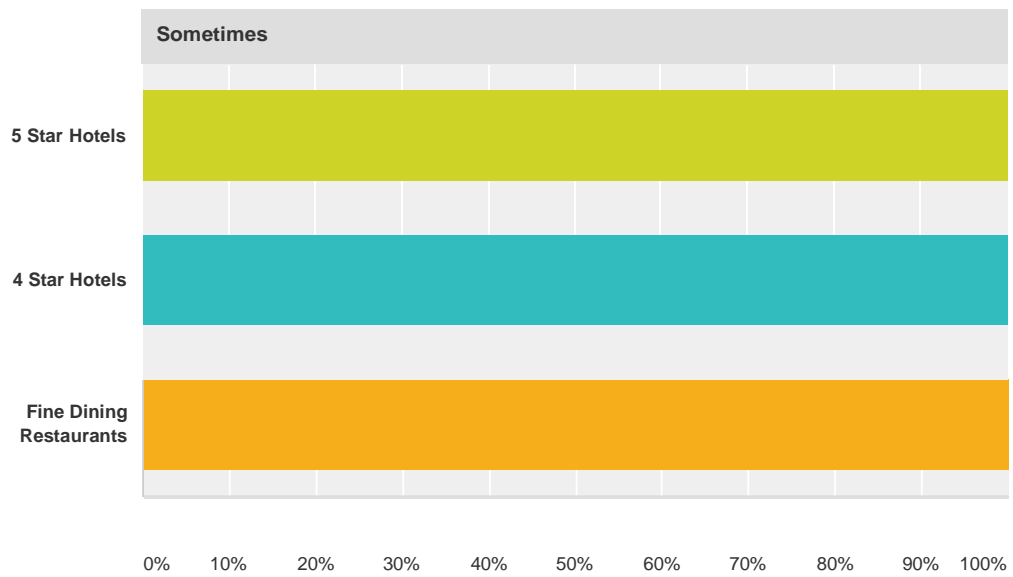
27	The sommelier is responsible to know detailed information about the wine such as vineyards, vintages ratings, grapes regions, trends and how to maintain and store wine etc. Wine sommeliers create wine lists, they suggest and serve wine to customers, and they train employees, Pair wine with food.	8/28/2016 11:41 AM
28	Pride, thirst for knowledge, passion	8/28/2016 10:26 AM

Q18 In which type of catering establishment would you expect a professional sommelier to be employed?

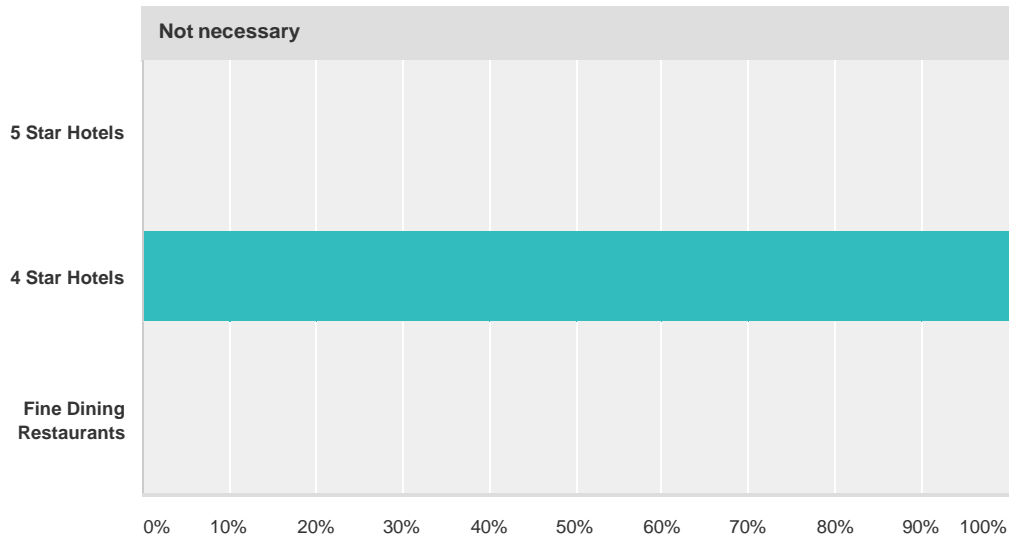
Answered: 32 Skipped: 34



Definitely



Sometimes



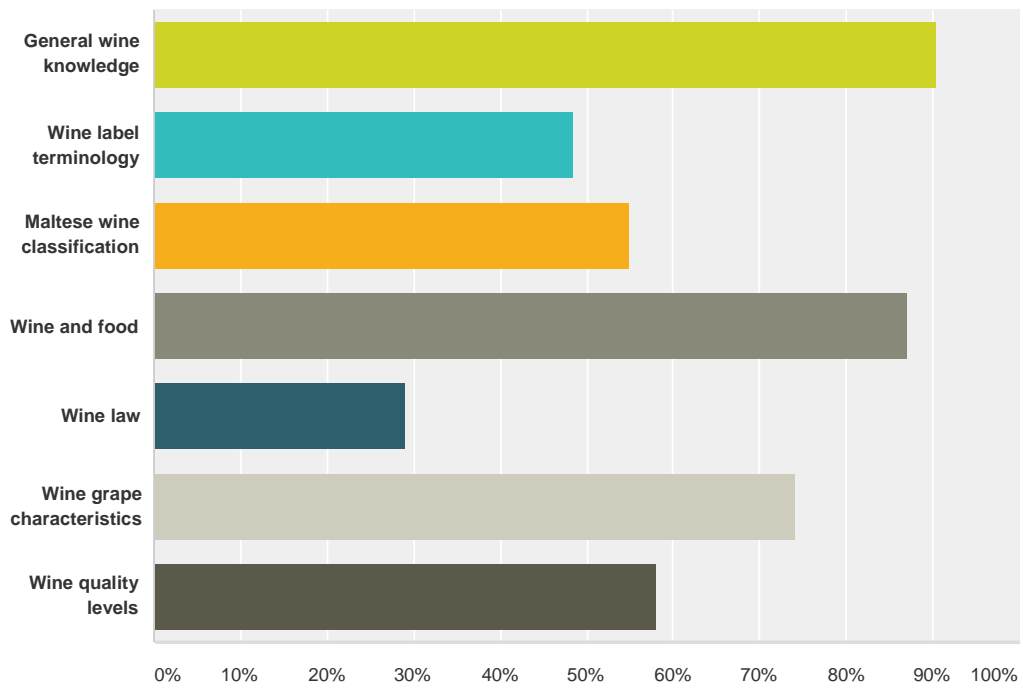
Not necessary

Definitely		
	Definitely	Total
5 Star Hotels	100.00% 29	29
4 Star Hotels	100.00% 9	9
Fine Dining Restaurants	100.00% 29	29
Sometimes		
	Sometimes	Total
5 Star Hotels	100.00% 2	2
4 Star Hotels	100.00% 16	16
Fine Dining Restaurants	100.00% 3	3
Not necessary		
	Not necessary	Total
5 Star Hotels	0.00% 0	0
4 Star Hotels	100.00% 5	5
Fine Dining Restaurants	0.00% 0	0

#	Other (please specify)	Date
1	Wine Bars	8/30/2016 3:52 PM
2	Given the size/turnover of our restaurants, one could expect that the sommelier would be a waiter specialised in wine knowledge	8/29/2016 4:57 PM
3	Lounges	8/28/2016 1:49 PM
4	Highly believe all establishments should have a professional trained sommelier	8/28/2016 12:55 PM
5	And caterers that take the business serious.	8/28/2016 12:03 PM

Q19 Which would be your preferred skills in a sommelier?

Answered: 31 Skipped: 35



Answer Choices	Responses
General wine knowledge	90.32% 28
Wine label terminology	48.39% 15
Maltese wine classification	54.84% 17
Wine and food	87.10% 27
Wine law	29.03% 9
Wine grape characteristics	74.19% 23
Wine quality levels	58.06% 18
Total Respondents: 31	

#	Other (please specify)	Date
1	All of the above.	8/29/2016 3:32 PM
2	and much more such as regions, etc.	8/29/2016 11:31 AM
3	Ability to cross/up sell	8/29/2016 10:31 AM
4	Great presentation skills, selling techniques, pleasant personality, pairing of food	8/28/2016 12:55 PM

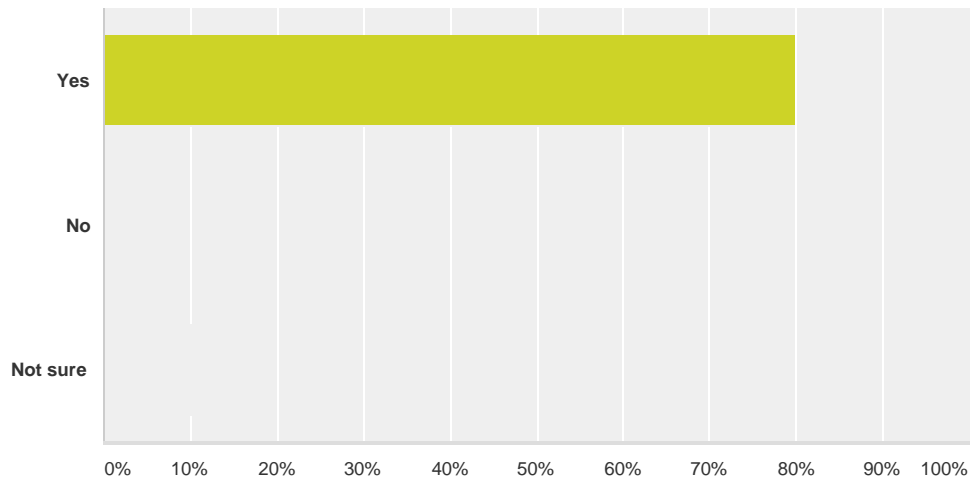
Q20 Why would you need the services of a professional sommelier?

Answered: 31 Skipped: 35

#	Responses	Date
1	In my industry a professional sommelier will help in sourcing wines and also in training for our employees and also customers.	9/5/2016 11:38 AM
2	improve the customer experience and increase revenue	9/4/2016 4:26 PM
3	the market is too small and premature in this sector for a 60 cover restaurant to have full time professional Somm	9/1/2016 6:13 PM
4	To guide the diner	9/1/2016 1:46 PM
5	To offer a better experience to our customers, but to also re-ignite the interest of many students to study such an interesting job	9/1/2016 12:28 PM
6	I think that a sommelier will give the client a nice experience/atmosphere	9/1/2016 11:23 AM
7	A sommelier is needed to enhance the restaurant product. A sommelier would give a value added to the establishment that he / she is working in as well experience to the guests.	8/31/2016 5:51 PM
8	To upsell wines... to improve overall dining experience	8/31/2016 4:31 PM
9	Professionalism, extended service to the guest	8/30/2016 3:52 PM
10	Because the field of wines is very vast and having someone dedicated is recommended in some establishments in order to provide better service	8/30/2016 3:09 PM
11	Just like a professional chef is employed to handle the kitchen, the same when it comes to wine.	8/29/2016 7:32 PM
12	Pair wine with food	8/29/2016 6:44 PM
13	For advice on wine pairing, especially if choosing an unusual dish	8/29/2016 4:57 PM
14	To up sell and also to give the wow experience to my guests.	8/29/2016 3:37 PM
15	As an inspiration for choosing your wine.	8/29/2016 3:32 PM
16	It enhances the possibility for diners to have "fun" experimenting for new wine experiences.	8/29/2016 2:19 PM
17	creation of wine lists, cellar management, food/wine pairing, training of junior staff on wine service	8/29/2016 12:39 PM
18	It is important the guest are given as much information as possible when purchase wine.	8/29/2016 11:31 AM
19	Primarily for revenue, customer satisfaction, and also to re-enforce the reputation of the establishment.	8/29/2016 10:31 AM
20	Advise guests on wine options Pass on knowledge Wine & food pairing	8/29/2016 10:22 AM
21	Assisting guests to choose their wine it's an asset. Apart from you are providing a professional service the sommelier is up selling your products.	8/29/2016 10:00 AM
22	To enhance the quality of service offered in an establishment, and possibly generate more sales on wines	8/29/2016 9:42 AM
23	to provide a complete professional service	8/29/2016 8:27 AM
24	Apart from providing a better services, this help also in up selling more wines.	8/28/2016 9:54 PM
25	To enhance your wine list, do enhance the customer dining experience and drive revenue.	8/28/2016 2:09 PM
26	To be more professional on work and also for upselling	8/28/2016 1:49 PM
27	To provide the best experience to the guests, to delighted their sense, to provide wine culture	8/28/2016 12:55 PM
28	To enhance the dining experience and run the establishment cost effectively.	8/28/2016 12:03 PM
29	For any questions that may arise	8/28/2016 11:41 AM
30	To improve sales.	8/28/2016 11:41 AM
31	Enhance the Beverage experience	8/28/2016 10:26 AM

Q21 Would your establishment be interested in participating in such a course?

Answered: 30 Skipped: 36

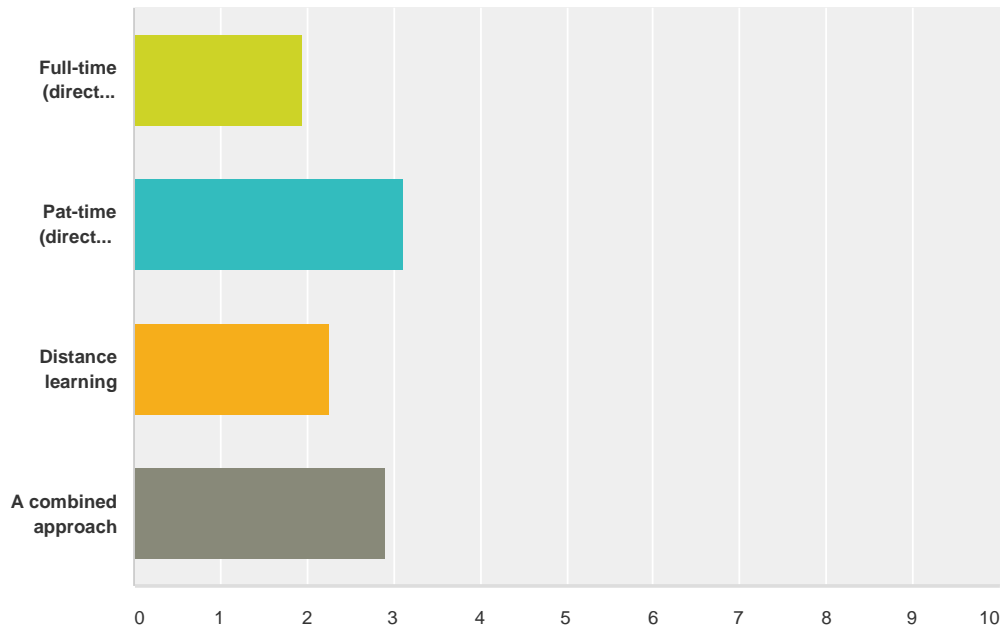


Answer Choices	Responses
Yes	80.00% 24
No	3.33% 1
Not sure	16.67% 5
Total	30

#	Other (please specify)	Date
1	We are not a fine dining restaurant and we do not have the clientele for such market.	8/28/2016 11:51 AM

Q22 What mode of study would be preferred?

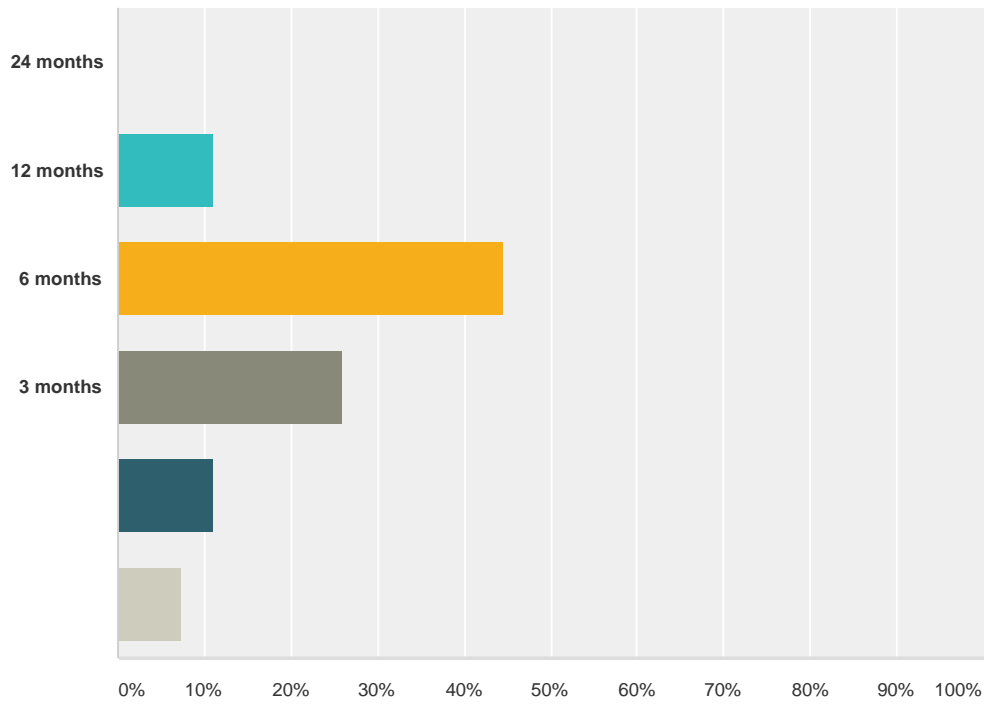
Answered: 30 Skipped: 36



	1	2	3	4	Total	Score
Full-time (direct classroom)	27.78% 5	0.00% 0	11.11% 2	61.11% 11	18	1.94
Pat-time (direct classroom- evenings)	48.00% 12	28.00% 7	12.00% 3	12.00% 3	25	3.12
Distance learning	0.00% 0	37.50% 6	50.00% 8	12.50% 2	16	2.25
A combined approach	39.13% 9	30.43% 7	13.04% 3	17.39% 4	23	2.91

Q23 What do you feel would be the ideal duration of such a course?

Answered: 27 Skipped: 39



Answer Choices	Responses	
24 months	0.00%	0
12 months	11.11%	3
6 months	44.44%	12
3 months	25.93%	7
1 month	11.11%	3
2 weeks	7.41%	2
Total		27

#	Other (please specify)	Date
1	Depending on the level of delivery	8/29/2016 10:24 AM
2	Depends on the intensity of the trainingclasses and the content of the course module	8/28/2016 1:00 PM
3	Depends on intensity.	8/28/2016 12:07 PM
4	We would like short wine courses for our waiters.	8/28/2016 11:51 AM

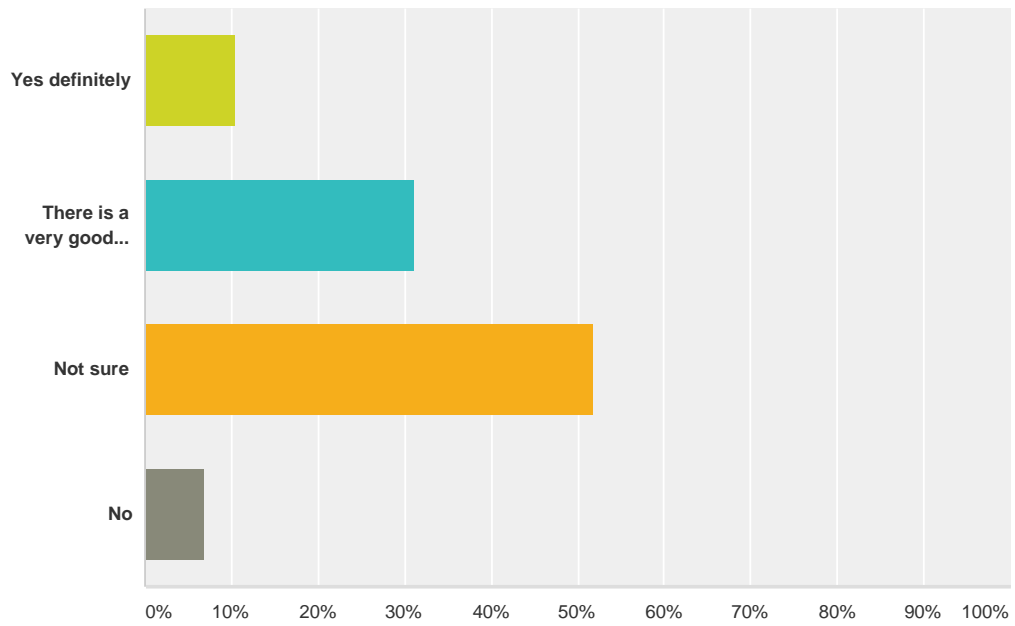
Q24 Can you list a few topics that you see as essential to be included in such a course?

Answered: 19 Skipped: 47

#	Responses	Date
1	The importance of quality. The cost of cheap prices. Wine service (storage, the right glass)	9/5/2016 11:40 AM
2	wine politics	9/4/2016 4:28 PM
3	- Maltese classification - Labeling and legislation - Grape varieties and food - Wine storage and temperature	9/1/2016 11:29 AM
4	Wine as well as other alcoholic beverages	8/31/2016 4:54 PM
5	I am not a wine expert but anything that the employee can benefit from with regards to wine knowledge.	8/30/2016 3:56 PM
6	Grape varieties, production methods, specification of regions, pairings	8/30/2016 3:11 PM
7	Wine pairing with food	8/29/2016 6:46 PM
8	Food pairing, Grape varieties.	8/29/2016 3:34 PM
9	Quality / price ratio Small wine producing regions Small producers	8/29/2016 2:22 PM
10	grape varieties and regions, understanding labels, cellar management, wine jargon, tasting, food pairing, ageing of wines. From a hotel point of view, having a wine expert in your team can help also from a marketing perspective like having your in-house wine expert running a blog on our website on his recommendations for the month or uploading of videos on YouTube on our in-house wine sommelier giving a tasting explanation about a particular local wine of the month which we can then share on all social media and website. I believe that such activities add value to the establishment for our current and prospective clients, which can only happen if you have the right qualified candidate in your team.	8/29/2016 12:47 PM
11	Wine & Food combination, characteristics of grapes, local wine, selling wine.	8/29/2016 10:34 AM
12	Vinification and viticulture	8/29/2016 10:03 AM
13	Maltese wines Wine & food Grapes varieties	8/29/2016 8:30 AM
14	Grape, climate and terroir knowledge. Wine making knowledge Wine and food pairing	8/28/2016 9:59 PM
15	Wine Knowledge, Grape Variety, Wine Service Procedures, Wine Regions, Wine & Food Combination	8/28/2016 2:12 PM
16	History of wine making Local wines makers and wine yards Pairing food with wine Basic and intermediate topics included in ITS training Wine events Importance of wine service to complete a perfect meal	8/28/2016 1:00 PM
17	As above.	8/28/2016 12:07 PM
18	How to open, serve and store wine properly. The characteristics, grape varieties, producing countries and some wine terminology.	8/28/2016 11:51 AM
19	.	8/28/2016 10:28 AM

Q25 Would your establishment be ready to sponsor a professional wine course held at the Institute of Tourism Studies - Malta?

Answered: 29 Skipped: 37

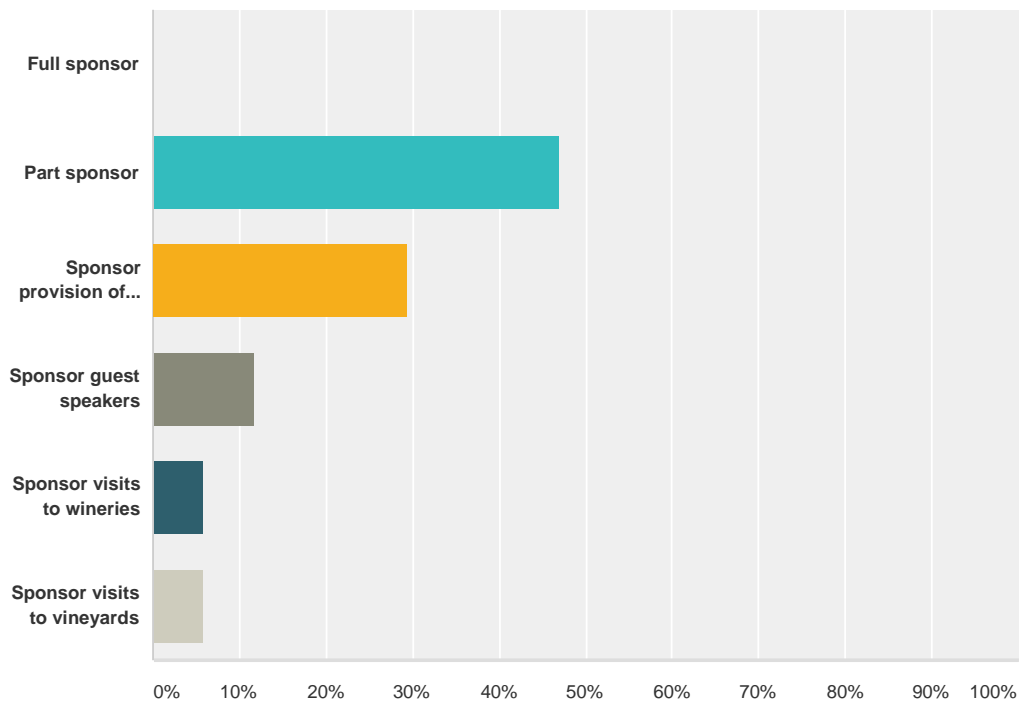


Answer Choices	Responses
Yes definitely	10.34% 3
There is a very good chance	31.03% 9
Not sure	51.72% 15
No	6.90% 2
Total	29

#	Other (please specify)	Date
1	I am interested to attend myself though	9/1/2016 11:29 AM
2	This is not a decision I would make but I will push it.	8/31/2016 5:53 PM

Q26 What type of sponsorship would your establishment be ready to undertake?

Answered: 17 Skipped: 49

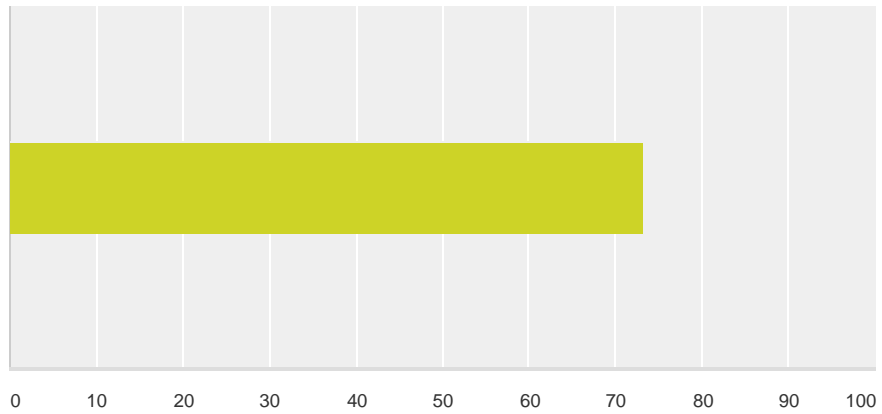


Answer Choices	Responses
Full sponsor	0.00% 0
Part sponsor	47.06% 8
Sponsor provision of wines	29.41% 5
Sponsor guest speakers	11.76% 2
Sponsor visits to wineries	5.88% 1
Sponsor visits to vineyards	5.88% 1
Total	17

#	Other (please specify)	Date
1	Vouchers	9/1/2016 12:30 PM
2	This is not a decision I would make but I will push it.	8/31/2016 5:53 PM
3	not sure	8/29/2016 6:46 PM
4	Or even full if the course fee is right	8/29/2016 3:39 PM
5	accommodation for foreign guest speakers	8/29/2016 12:47 PM
6	Depends hence I can not put a percentage in 27.	8/28/2016 12:07 PM
7	I don't know, you have to speak to my boss about that.	8/28/2016 11:51 AM

Q27 Would your establishment help in promoting such a course?

Answered: 30 Skipped: 36



Answer Choices	Average Number	Total Number	Responses
	73	2,197	30
Total Respondents: 30			

#		Date
1	100	9/5/2016 11:40 AM
2	100	9/4/2016 4:28 PM
3	100	9/1/2016 6:19 PM
4	60	9/1/2016 1:47 PM
5	100	9/1/2016 12:30 PM
6	50	9/1/2016 11:29 AM
7	80	8/31/2016 5:53 PM
8	70	8/31/2016 4:54 PM
9	98	8/30/2016 3:56 PM
10	55	8/30/2016 3:11 PM
11	69	8/29/2016 7:34 PM
12	50	8/29/2016 6:46 PM
13	100	8/29/2016 3:39 PM
14	70	8/29/2016 3:34 PM
15	98	8/29/2016 2:22 PM
16	50	8/29/2016 12:47 PM
17	99	8/29/2016 11:32 AM
18	70	8/29/2016 10:34 AM
19	50	8/29/2016 10:24 AM
20	95	8/29/2016 10:03 AM
21	75	8/29/2016 9:42 AM
22	0	8/29/2016 8:30 AM
23	100	8/28/2016 9:59 PM
24	25	8/28/2016 2:12 PM

25	84	8/28/2016 1:52 PM
26	99	8/28/2016 1:00 PM
27	0	8/28/2016 12:07 PM
28	50	8/28/2016 11:51 AM
29	100	8/28/2016 11:43 AM
30	100	8/28/2016 10:28 AM

Q28 Is there a possibility of your business providing specialised speakers to participate in such an eventual course?

Answered: 30 Skipped: 36

#	Responses	Date
1	Yes	9/5/2016 11:40 AM
2	yes	9/4/2016 4:28 PM
3	no	9/1/2016 6:19 PM
4	Possibly	9/1/2016 1:47 PM
5	yes	9/1/2016 12:30 PM
6	no	9/1/2016 11:29 AM
7	Yes	8/31/2016 5:53 PM
8	yes	8/31/2016 4:54 PM
9	Not really	8/30/2016 3:56 PM
10	Not sure	8/30/2016 3:11 PM
11	No	8/29/2016 7:34 PM
12	yes	8/29/2016 6:46 PM
13	yes	8/29/2016 5:10 PM
14	Maybe	8/29/2016 3:39 PM
15	Do not think so.	8/29/2016 3:34 PM
16	No	8/29/2016 12:47 PM
17	No	8/29/2016 11:32 AM
18	Not specifically in wine knowledge, but more on elements of up selling and customer care	8/29/2016 10:34 AM
19	no	8/29/2016 10:24 AM
20	i think so	8/29/2016 10:03 AM
21	no	8/29/2016 9:42 AM
22	Maybe	8/29/2016 8:30 AM
23	Yes	8/28/2016 9:59 PM
24	Yes	8/28/2016 2:12 PM
25	Yes	8/28/2016 1:52 PM
26	Yes	8/28/2016 1:00 PM
27	Yes. For sure.	8/28/2016 12:07 PM
28	No	8/28/2016 11:51 AM
29	No	8/28/2016 11:43 AM
30	Yes	8/28/2016 10:28 AM

Q29 Any other comments, views, suggestions?

Answered: 9 Skipped: 57

#	Responses	Date
1	There is a need for a wine specialist in the catering industry, even though it is mostly (in my opinion) expected in hotel and fine dining establishments. However, I think that it is a nice thing to share the knowledge of wine and give the clients the experience rather than let the client choose and read random description on a wine list.	9/1/2016 11:33 AM
2	No	8/29/2016 6:46 PM
3	Knowledge and appreciation about wine and wine service needs to be present also in restaurant owners. Unfortunately, we see too often people who have no idea of the catering industry opening up a restaurant and have not even thought of their wine list a week before opening. Clearly not enough importance being given to it.	8/29/2016 5:13 PM
4	I wish to see more wine lists presented by palate as this helps the customer for a better wine and food combination.	8/28/2016 10:03 PM
5	No	8/28/2016 2:12 PM
6	Would be interested to attend future wine trainings organised by ITS Professional wine tasting events organised by ITS for larger audience than students	8/28/2016 1:02 PM
7	Good luck.	8/28/2016 12:07 PM
8	Having a wine sommelier in a fine dining restaurant is expected, but in a casual restaurant such as ours, it's difficult.	8/28/2016 11:57 AM
9	No	8/28/2016 10:28 AM
