

Off-Premise Track

Monday-Wednesday Pre-registration: \$275 • On-site: \$325

P.O.S. Systems at Your Convenience

Owners large and small have lost control of issues of logistics, inventory, taxation, security, overhead and general operations. It is high time to regain total control — from maximizing sales to flawless accounting, from real-time management to shrinkage control. You have total control of your business whether you are behind the register, at home, at another remote location or even at the airport. The days of 24/7 on-site management are long gone, giving you the total flexibility, control and most importantly — a life outside of your business. Jason Lee of Maelstrom Partners LLC will teach you how you can maximize your business with an existing or new POS system from a power user.

Who's the Buyer?

In this session, a panel of experts, led by Ron Breitstein of Chicago Wine Merchants, will discuss methods for off-premise operators to identify and target their prime customers. Breitstein and panel will share statistics and techniques for enticing the right demographic and customer base to take your off-premise business to the next level.

Wine Market Report 2006 Equals More Profits

Where did the wine market go in 2005 and 2006? Join wine veteran of 34 years Les Hennessy as he highlights the last two years of phenomenal growth in the Pinot Noir category, the new varietals of Pinot Grigio, Roussane, Marsanne, and Mouvedre, and the emerging new South American wine. He will lead you through entrepreneurial secrets of how to make money by selling fine wine on and off sale. What are those secret wine profit centers?

Learn more about wine than you ever have from this wine expert who has grown Cabernet Sauvignon and Chardonnay grapes, made private label wine since 1979, distributed the first original Zinfandel grape from Croatia into the US, and has been a fine wine retailer in San Francisco since 1978.

Maximize Today's Technology for Your Off-Premise Business

Today's technology for beverage retailers has become more prevalent in all aspects of business — everything from commerce websites to Point of Sale systems. Businesses are moving from a simple cost cutting, operational efficiency view of technology to an understanding of technology as a force-multiplier in creating change in their operations. From selling wine online, to taking reservations, to assisting with events of all sizes, the examples are clear. Are you ready to join the movement? Jason Lee of Maelstrom Partners LLC will present the leading systems, services and real world experiences to provide participants with the strategies and skills they need to "Tech It To the Max."

Off-Premise and On-Premise Synergy

For top sales, off-premise and on-premise operators need to have a symbiotic relationship. This is often overlooked in this industry, and as such, potential sales are lost. Ron Breitstein of Chicago Wine Merchants will illuminate promotions, marketing tips and successful ways in which off-premise and on-premise concepts can join together for increased sales.

Ron Breitstein
Director of Key Accounts
Chicago Wine Merchants

Off-Premise Track may be purchased separately or as part of a combo package with Educational Program. Call 888-966-2727 for details.

Leslie Hennessy
Wine Connoisseur

