

Sales & Service for the
WINE PROFESSIONAL
Third Edition



Sales and Service for the Wine Professional

Brian K. Julyan

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Tailored to meet the needs of students of liquor studies and those employed in the service of drinks, this text provides theoretical and practical knowledge, and covers drinks products, taste characteristics and the skills needed for quality service.

Sales and Service for the Wine Professional Details

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Author : Brian K. Julyan

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Dana says

This is one of seven books on my reading list for the CMS certified sommelier exam which I hope to take next year. I have heard this is the most important book on the list so I will read it continually up until the exam...

Okay, finished up with this book finally. I love reading wine books but this one was a chore. Dry and not a lot of useful information as far as I am concerned. I can't believe this is supposedly the most important book for level 2 CSM test and that I will have to read it more. Bummer! And as many of the reviewers on amazon stated it is full of mistakes and needs to be edited by someone who is awake.

Marty says

The educational test for the Court of Master Sommelier Exams. But shallow and dull. I want my sommelier to have read more than this very close-minded edition, and I'm sure there are many people who go through the exam process and dislike this silly little book. It gives you the basic and necessary information, but anyone who has worked in the business and learned from their surroundings will know 99% of what this book teaches.

This book is geared toward UK Somms, so a few of the chapters are slightly misguided when regarding US professionals. The best part of this book are the chapters on service and pricing, things most books pass over. A good one to have on hand if you want to be in the business, since most professionals have a copy on their shelf. If your not in the business (or you are and don't want to become a crony), I'd recommend against it.

Fares Mohammad says

Sales & Service For The Wine Professional, 3e

Dan says

A bunch. It's a text, but covers a lot of the basics of bar and wine service. I like the accessibility of it, too.

Richard says

The definitive text for Master Sommelier exams. Third edition is vast advancement over second edition. Well done!

