



BORDEAUX 17-21 JUIN/JUNE 2007



VINEXPO - BORDEAUX 18 JUNE 2007
9.30 – 11.30 – Amphi B (Convention Center)

SPECIAL ROUNDTABLE - DEBATE
FOR SOMMELIERS & RESTAURATEURS

“How to maximise Wine Sales in Restaurants?”

- Does wine pricing need to be revised?
- Flexibility and inflexibility in the wine list.
- What is the right range of wines to optimise your restaurant’s image?
- Are turnover and consumption connected?
- What is new in wine containers and other sales aids?
- How to encourage customers to “drink better”.

... will be some of the issues addressed during this roundtable debate.

Introduced by:

- **Mr Guiseppe VACCARINI** – General Director of the Association de la Sommellerie Internationale (ASI) – Best Sommelier of the World 1978

With:

- **Mrs Dany DELEVAL** – French Restaurant Trade Vice President of the UMIH
- **Mr Serge DUBS** – Best Sommelier of the World 1989 - President of the Union de la Sommellerie Française (UDSF) – Sommelier in Chief of the Auberge de l’Ill (France).
- **Mr Philippe FAURE BRAC** - Best Sommelier of the World 1992 –ASI Board Member – Owner of the Bistrot du Sommelier in Paris
- **Mr Markus Del MONEGO** – Best Sommelier of the World 1998 – Master of Wine (Germany)
- **Mr Pascal LEONETTI** – Best Sommelier of the World 2006 – Sommelier of the Auberge de l’Ill (France)

- **Mr Eric ZWIEBEL** – Best Sommelier of Britain 2004 – 3rd Best Sommelier of Europe 2006 – Head Sommelier at Summer Lodge (Dorset, England) – French representative at the 2007 Best Sommelier of the World Championship.

- **Mr Guy WOODWARD** – Editor of Decanter (UK)

- **Mr CH'NG Poh Tiong** – Publisher / Editor of The Wine Review and Chinese Bordeaux Guide (Singapore)

Facilitated by:

- **Mr Jean Michel DELUC** – Master Sommelier of the Union de la Sommellerie Française – Sommelier in Chief of Chateauonline (France)