

HOSPITALITY CUSTOMER FEEDBACK – FOLLOWING A WINE TASTING

For a business owner hosting wine tastings, gathering feedback from guests is crucial for refining their offerings and ensuring a positive experience. Here are some burning questions a business owner might want to ask guests during a wine tasting:

1. **Wine Preference**: What types of wines do you typically enjoy? Are there specific varietals or styles you're particularly interested in exploring today?
2. **Tasting Experience**: How would you rate the overall tasting experience, including the selection of wines, presentation, and ambiance?
3. **Knowledge Level**: How knowledgeable do you feel about wine? Are you looking to learn more about specific aspects of wine during this tasting?
4. **Quality Perception**: What are your impressions of the quality of the wines sampled during the tasting?
5. **Pairing Preferences**: Did you find the wine and food pairings complementary? Are there any specific food items you would suggest pairing with certain wines?
6. **Tasting Notes**: Are there any specific tasting notes or characteristics you appreciated in the wines you sampled?
7. **Value for Money**: Do you feel that the price of the tasting was justified by the quality and variety of wines offered?
8. **Staff Interaction**: Were the staff members knowledgeable and helpful in guiding you through the tasting experience?
9. **Atmosphere**: How would you describe the atmosphere of the tasting room? Did it enhance your enjoyment of the wines?
10. **Recommendations**: Based on your experience today, are there any wines you would consider purchasing or recommending to others?
11. **Future Events**: Would you be interested in attending future wine tastings or events hosted by the winery?
12. **Additional Comments**: Is there anything else you would like to share about your experience or any suggestions for improvement?

By asking these questions, a business owner can gain valuable insights into guest preferences, satisfaction levels, and areas for improvement to ensure that future wine tastings are even more successful and enjoyable for guests.