

Think Dessert!

MAXIMIZING THE DESSERT WINE OPPORTUNITY



When the right dessert wine is paired with the right dessert, the experience is unforgettable. The wine and the dessert are delicious on their own, but when you join them, the experience is much more than the sum of the two parts. The result lingers on the palate and the mind. Below are a few pointers.

1. Always try to **match the dessert wine with the dessert.**

Some suggestions:

<u>DECO</u>	<u>DUET</u>	<u>MADURO</u>	<u>AMUSE</u>	<u>ARIS</u>
Any dessert made with dark or bittersweet chocolate	Biscotti Tiramisu Crème de Brule Cheesecake Pecan pie Pumpkin pie	Cheesecake lighter blue cheeses Danish Aged English cheddar Aged or young Gouda Piave cheese	Pound cake Rice pudding Italian or Mexican wedding cookies	Stilton blue cheese Dark fruit tarts

As a rule of thumb, the dessert wine should be at least as sweet as the dessert.

2. Whenever possible, **serve the dessert wine in small white wine glasses.** This allows your customer to swirl the wine and savor the bouquet, as with table wines. Avoid using liqueur glasses. The recommended serving is 2-3 ounces.

3. **Pair the dessert wine with a specific dessert on the menu.** Encourage the customer to buy both by offering a reduced price for buying the combination versus each one separately.

Example:	Deco port \$6.00	Deco port and dessert
	Dessert <u>\$6.00</u>	<u>combination</u>
	\$12.00	\$10.00

4. **Make the dessert course an event!** Consider offering a flight of desserts wines. Or, present a flight of dessert wines with a flight of desserts so that your customers can discover their own favorite pairings (a small helping of each for only a modest up-charge over the price for a single glass of port or a full serving of dessert).

Some SVP serving facts:

<i>Bottle size: 500ml</i>	<i>Ounces per bottle: 17.2</i>	<i>Servings per bottle: 5 - 7</i> <i>(2-3 ounces per serving)</i>
<i>375ml</i>	<i>Ounces per bottle: 12.8</i>	<i>Servings per bottle: 4 - 5</i>