

Selling tips and tricks:

-All our EVOO and Balsamic Flavoring are made from plant-based Material. This can be an advantage to those who are more health Conscience or have dietary restrictions.

-The more they taste the more they buy; Don't be afraid to offer samples and pairings!

The more they are offered samples the more likely they are to reciprocate the only way they can by purchasing bottles.

-After tastings follow up with the question: Wouldn't you like to take a bottle of this home with you today? – Then pause until they answer. This creates an awkward silence where they must fill the silence.

-Make their trip an experience! Don't let customers walk in and get overwhelmed by all the flavors. Guide them through their trip. Ask questions on their tastes and make suggestions.

-You are more likely to sell more of your favorite flavor, so make sure you familiarize yourself with the flavors you offer.

-Up sell at the register! This is your last chance to get their ticket higher.
Follow some of the following tips:

- Offer a great pairing.
- Offer a lower price if they bottle 3 or more bottles.
- Have pour spouts by the register.
- Have gift sets near the register.
- Offer recipes recommendations