



BON COEUR FINE WINES

TRADE TALK 2024-25

ON THE MENU

Expert guide to seasonal eating and drinking
What's hot? The lowdown on key market trends

The sustainable approach

Meet the winemakers with sustainability and
environmental stewardship at their core

TOP 10
TIPS FOR A
GREAT WINE
LIST

BESPOKE WINE TRAINING

Retain and develop your team with our education programmes
Deliver memorable wine experiences for your guests
Join our thriving Wine Academy community



Bon Coeur HQ at Moor Park, North Yorkshire

Extension of your team

We believe in building profitable, long-term partnerships with our customers that will benefit your business. Our sales team are experienced, knowledgeable and can advise you on all aspects of your wine offering.

Our commitment to you

A dedicated, experienced team to support you. We put your business at the heart of what we do. We understand that all our customers are unique and we offer tailored solutions to suit your needs.

Training and Development

Our wine training programme is an invaluable business tool, whether you are looking to train new staff, help your team develop a career in wine or simply refresh their wine knowledge. It all benefits your business and helps you retain and develop your team. Customers who embrace our training programmes increase their wine sales by 20-40%.



Extensive wine range

Over 1,000 hand-picked wines from around the world, ranging from entry level to fine wines. We are completely independent, holding no agencies, and work with producers who share the same philosophies as ourselves and our customers, by delivering the best quality and value at every price point.

Events

We host regular regional tasting events and wine dinners that give you the opportunity to taste new wines, meet the people behind them, and learn about their stories. We can also help you deliver fun and creative wine experiences for your customers.

First Class Service

Excellent product availability and delivery accuracy. We have a dedicated in-house team of delivery drivers that put your delivery exactly where you want it and always go the extra mile to help.

State-of-the-art facility

We have a state-of-the-art facility, including a spectacular tasting area and demonstration kitchen, light and airy event space and board room. As a supply partner, you can utilise this amazing space for away days, training days, team meetings and wine experiences.

FOR FURTHER INFORMATION ON OPENING A TRADE ACCOUNT, PLACING AN ORDER OR ANY QUESTIONS YOU HAVE, PLEASE CONTACT US;

T: 01325 776 446 (Mon - Fri 9am - 5pm, Sat 10am - 5pm) | E: trade@bcfw.co.uk

Email Orders: orders@bcfw.co.uk Connect with us:  [@boncoeurintrade](https://www.instagram.com/boncoeurintrade)



SCAN FOR A NEW TRADE ACCOUNT FORM

BON COEUR NEWS

Sustainability Commitment

We strongly believe environmental stewardship is important to help reduce the effects of climate change and are pleased to work with wine producers and hospitality customers who share in our passion, so we can continue to enjoy and share great wines for generations to come.



UK WINE BUYER OF THE YEAR

– James Goodhart

We feel very proud that our founder, James Goodhart has been awarded 'Wine Buyer of The Year 2024', a well-deserved accolade. After 30 years, he is still passionate about buying the best wines with balance, drinkability, genuine expression, personality and value, always with the customer in mind. We also won 'Single Venue Independent Merchant Award' at The Wine Buyers Award, in partnership with The Drinks Business.



30th Anniversary

Bon Coeur celebrates it's 30th year this year. A tremendous milestone and we would like to thank all our fantastic customers, for the loyalty and support over the years, and the team at Bon Coeur for all their dedication and hard work.

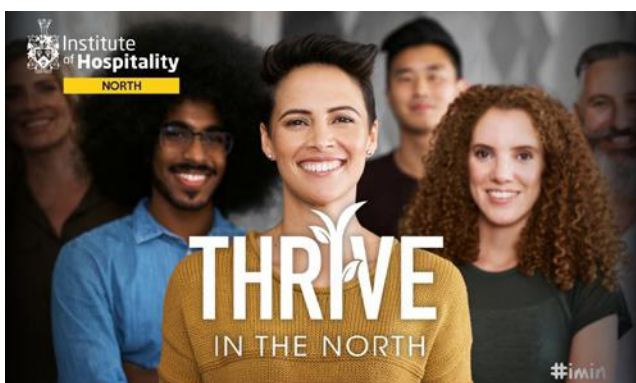


Wine Academy

We have delivered 3 Wine Academy training days this year to over 50 students and for the next instalment, we are taking it on tour to visit English Vineyards in Kent! We are passionate about investing in training and believe it is the key to building knowledge confidence and proficiency in wine on both personal and professional levels. The Wine Academy provides exclusive insight into the industry through a combination of tasting and theory from experts in the field. Our aim is to inspire, support and develop people from the hospitality sector on their wine journeys.

“The wine academy has given me an insight into the environmental impacts and concerns facing the industry right now...I was able to meet and chat to other businesses similar to mine, and share knowledge and ideas. I really enjoyed it and have signed up to my next session.”

“Rachel has really established a firm following here at Tupgill Park not only with regards to her sales of wines but also the knowledge and help she has brought to the table when we have been establishing new wine lists, implementing staff training, and most recently supporting staff through their WSET wine courses. Approachable, knowledgeable & super helpful.”



Institute of Hospitality (IoH)

We are delighted to be a sponsor and support the Institute of Hospitality in the North, including the Northern conference. The IoH is a UK registered charity and the industry's only professional body. They deliver professional lifelong learning, mentoring, personal and professional development to the hospitality industry to enable their members to reach their full potential. To find out more about the IoH and upcoming events check out www.instituteofhospitality.org

The wine industry is continually evolving and it is important to stay ahead of the curve. Here is the lowdown on the latest trends and trade insights.

WHAT'S HOT & WHAT'S NOT



Portugal: For superb value, quality and diversity, not to mention food and wine pairing opportunities, Portugal has it all.



Sober curious: Driven by the moderation movement and continued growth in the wellness space, demand for low and no-alcohol wine isn't expected to slow down any time soon.



Mindful Wines: Increasing demand for organic and natural wines. Consumers are becoming more conscious about their health and the environment.



Connection from grape to glass: We are witnessing an increased appreciation for the quality of the smaller producers and what they represent. Their dedication and attention to their wines is meticulous and consumers are driven by the stories behind the wines more than ever.



Italy: Embrace the new wave of native grapes and regions from Italy. For red, try Frappato, Albarossa and Corvina Veronese. For whites, try Vermentino, Pecorino and Garganega. Salute!



Return to the Classics: In times of economic uncertainty we see a move towards the classics in the premium end of the wine list. Consumers seek familiarity and reliability in the classic regions such as Bordeaux and Burgundy rather than taking a risk on something leftfield.

HOT-HOT-HOT

TOP TIP:

Add sustainable, vegan friendly and organic wine symbols to your wine list to help your customers consider the environment when making their wine selection.



Big blockbuster wines: Global warming is heating up the vineyards, causing the grapes to build up more sugar, which, when crushed at the winery, ferments into a higher abv. Above 14.5% abv wines are subject to a higher duty rate. Winemakers are seeking alternative methods to reduce abvs.



Bottle weights: The biggest problem with the wine industry in terms of a large carbon footprint remains to be the weight of the glass bottles – accounting for nearly a third of the wine industry's carbon emissions. There will be more focus on reducing bottle weights across the board.



Manipulation in the winery: This is going down in favour of traditional winemaking techniques and minimal intervention, to create wines that are a purer expression of their terroir.



250ml glass size: The price can appear expensive compared to other drinks and with a shift in drinking habits, most consumers would prefer a smaller measure.



Champagne: There has been a dip in demand for Champagne in the On-Trade in the last 12 months. As a result, alternative sparkling wines, such as English sparkling wine, Cava and Crémant are performing better than ever.



%GPS on top end wines: Using cash margin on premium wines will encourage your customers to upgrade to better wines and enhance their overall experience in your venue.

We have a treasure trove of fantastic new wines to share with you, all hand selected and tasted by the team for your enjoyment. Perfect for freshening up your wine list.

NEW WINES

Italy gives you spectacular wines at every price point, here are just a few of our Italian arrivals.

Cielo Santerive Bardolino DOC 2023 is light and juicy with an abundance of strawberry, cherry, and raspberry aromas fused with delicate violet overtones. **Cielo Santerive Soave DOC 2023** is super fresh and clean on the palate with aromas of lemon, apple, pear, and white flowers. **Baccolo Bianco Puglia IGT 2023** is fresh, aromatic, and inviting with elegant tropical fruits of mango and peach with a lingering creaminess on the finish. **Baccolo Rosso Veneto IGT 2021** is an opulent style achieved by partial natural air-drying of the grapes for added richness. Black cherry and leather on the nose, with a touch of spice on the palate and finish. **Montecalvo Falanghina Benevento IGP 2023** has light tropical aromas with hints of citrus fruit and honeysuckle and notes of white spice on the finish. Fresh and juicy with appealing minerality.

We have expanded our **Australian** selection this year to represent the diversity and quality of wines that are being produced, especially from cooler climate regions. Check out **Listening Station** (Victoria), **Hesketh** (Limestone Coast), **Parker Estate** (Coonawarra) and **Vickery** (Eden Valley).

An exciting wave of **South African** wine producers is reshaping the country's viticultural landscape and taking the wines to new heights of quality and international recognition. Sustainability is a core principle of these producers, ensuring a harmonious relationship between the land and the vine.

Riebeek Valley Wine Company 'The Merger Red' 2021 is an exciting and intriguing blend of Syrah, Mourvedre, Cinsault, Grenache Noir, and Malbec which merge together to produce a ripe, rounded and juicy red from Swartland. **Boschendal Vin d'or Noble Late Harvest** is a delicious dessert wine made from 50% Weisser Riesling and 50% Viognier, harvested late to create a rich, yet balanced and extremely moreish late harvest dessert wine!

And finally, from **Argentina** we have a brand new, exclusive Malbec; **Benjamin Malbec Mendoza 2023** is bright and intense with fresh fruity aromas of plum and cherry, balanced on the palate with a pleasant finish. A really bright expression of Argentina's most loved grape variety.



DIGESTIFS

Our guide to after dinner drinks to offer your customers after a meal or at the end of the evening.

Grappa: One of the most popular digestifs. Its main purpose is to aid in the digestion of heavy meals. **Gaja Grappa Sperss Grappa di Nebbiolo**, 100% Nebbiolo grapes harvested from Gaja's renowned vineyard.



Armagnac: Offers a fuller mouthfeel with notes of apricot, prune, toffee, chocolate and black pepper. **Darroze Grand Assemblage 12YO** is a masterful blend which offers time-consistent flavour and balance.

Calvados: Made from apples and/or pears, it presents a much fruitier palate, along with notes of baking spices and floral aromas. **Drouin VSOP** offers an appetising fruitiness of ripe apple flavours, combining smooth elegance with the first hints of spices.



Cognac: A truly classic French brandy and a perfect digestif with citrus, caramelised fruit, leather, spice and nut characters. **Frappin VSOP** offers a drier style with aromas of dehydrated flowers, candied orange peel. The taste leans towards the spiced notes of cinnamon, nutmeg and black pepper.

Whisky: One of the most popular after dinner drinks. **Elements of Islay Cask Edit** is an independently bottled whisky where the elements of flavour collide. Every sip of 'Elements of Islay' is a true taste of Islay inspired by the flavour, smell and taste of nature on Islay and all that it bestows.



Port: One of the most famous fortified wines in the world, it's higher in alcohol usually around 20% abv, and more viscous than traditional red wines, which makes it the perfect option for sipping and relaxing at the end of a meal. **Graham's Late Bottled Vintage Port**, rich, opulent and beautifully balanced by the freshness provided by excellent acidity.

For a full list of our new and extended spirits offering, contact your account manager

SEASONAL FOOD AND WINE PAIRINGS

At Bon Coeur, we are strong advocates of seasonal eating and sourcing from local producers. When you eat seasonally, the food you eat is more likely to have been produced locally. This means that not only does it have a much shorter distance to travel (making it more environmentally-friendly and sustainable), but it is fresher, more delicious and nutritious. Also, you are helping to support local farmers and the local community. When food has to travel a long way to get to the UK, it often comes with a larger carbon footprint. When you buy seasonal food, you're helping to reduce the demand for out-of-season produce that needs to be transported from other countries. Here is our guide to our favourite British seasonal ingredients and the wines to pair with them.

AUTUMN

Green vegetables: Kale, spinach, cabbages and broccoli. Generally, a dry, aromatic **Sauvignon Blanc** pairs best with green vegetables as their leafy, herbal, grassy, citrus aromas complement the flavours of the vegetables. Big, powerful, concentrated wines will overpower the leafy greens and brassicas.

Root vegetables and squashes: Autumn is the most abundant month for the vegetable garden! Squashes and sweet potato dishes pair perfectly with aromatic white wines with good acidity such as **Riesling**, **Gewürztraminer**, or **Pinot Gris**. Earthy root vegetables such as parsnips, beetroot and carrots pair well with earthy, medium bodied wines such as Burgundian **Pinot Noir**, **Sangiovese** or **Tempranillo**.

Fish: As the weather starts getting colder, a lot of species such as cod, haddock, squid, and mussels are at their best. It's also the time when flat fish, such as dover sole and lemon sole, are at their best. Delicate white fish need a lighter white wine like **Pinot Grigio/Pinot Gris**, **Albariño** or **Grüner Veltiner**. Meanwhile meatier fish can stand up to



more robust flavours such as oaked **Chardonnay**, **Viognier** or rosé. Lighter-bodied red wines such as **Pinot Noir** or **Gamay** should also be considered when pairing with fish.

WINTER

Venison: A lean and fine textured meat, with a wonderful depth of flavour and a sustainable meat source. There are three broad approaches to cooking venison; Carpaccio, a short blast of heat (frying, grilling or short roasts) and slow and low roast. Pair with red wines that have earthy or smoky flavours big enough for the meat's taste and richness like **Mourvèdre**, **Nebbiolo**, **Syrah** or **Pinot Noir**. These complex, high acid wines are softened and enriched by the flavour and textures of venison.



Brussel Sprouts: Growing best in winter, sprouts thrive in lower temperatures. Gone are the days of cooking them to death until they are soggy and bland! Sauté or roast them whole or halved to bring out their sweetness, sprinkle with lemon juice and Parmesan or shave them into a seasonal salad. Pair with a good quality **Chenin Blanc**, **Chardonnay** or **Gavi**. If they are being served with bacon or chorizo, or with your roast, pair with a **Syrah** and **Grenache** blend from the **Rhone Valley** or **Languedoc**.

Chestnuts: Rarely the dominant flavour of a dish but they are a fantastic ingredient. They are usually served as a part of a side dish and their deep, nutty flavour can complement game, poultry or roasted meats. They are often a component of stuffing or pasta dishes, and they can add texture, body and complexity to soups or casseroles. Pair with a red wine from **Piedmont** or **Languedoc**, the rustic flavours will bring out the best of this ingredient.



SPRING

Wild Garlic: One of the UK's most abundant wild foods, wild garlic is used as a fresh herb for spreads, in soups and sauces or in salads. The bulbs, buds and flowers are all edible, but it is the young leaves that hold the most flavour. The key to matching wild garlic with wine is to balance the complex potency of these leaves which will require some intensity in the glass. Fruit-driven, textured wines with full flavours will pair well. Try **Albariño**, **Pinot Gris** or a dry **Riesling**.

Crab: Dressed crab is a delicious yet delicate dish. To taste all the delicious flavours, try with a classic **Chablis** or fine **White Burgundy** such as **Puligny-Montrachet**. Crab linguine can be rather spicy with many recipes including garlic and red chilli. A good quality **Pinot Grigio**, **Soave** or **Albariño** would pair well. A rich and luxurious crab bisque normally contains cream and cognac as well as having a dominant flavour of brown crab meat – a good opportunity to crack open a seriously good barrel-fermented **Chardonnay** with a couple of

years' bottle age. White southern French blends of **Roussanne**, **Marsanne** and **Viognier** work well too.

Yorkshire Forced Rhubarb: Awarded Protected Designation of Origin (PDO) status in 2010, and recognised for its delicate, tender pink stalks, which are sweeter and less acidic than regular rhubarb, it is 'forced' to grow in the winter months and is in season from January–April. The array of textures and flavours that rhubarb offers work perfectly with sweet wines made under the influence of noble rot (botrytis). The marmalade and honeyed notes in the wine come to life when coupled with rhubarb.



SUMMER

Salads: With so many sensational summer salad ingredients at their best; broad beans, peas, mint, sweetcorn, tomatoes, cucumbers, celery, to name a few, bringing flavour and texture to your table. They can be compiled into a multitude of light summer dishes. Pair with light refreshing wines like **Sauvignon Blanc**, **Riesling**, crispy unoaked **Chardonnay** or Provence Rose for ultimate enjoyment.

Jersey royals: Jersey Royals were awarded with a PDO in 1997, meaning they can only be grown on Jersey. The island is optimal for growing potatoes, with its unique microclimate, soil and environment creating the perfect conditions for this special potato to flourish. They are tender, sweet and a natural accompaniment to other early-summer seasonal produce such as salmon, crab and lamb. If you are having them as a side to a seafood dish, pair with a light bodied, aromatic wine such as an English **Bacchus** or a Loire **Sauvignon Blanc**. If you are pairing with lamb, match with a red wine made with **Grenache** or **Tempranillo**.

Strawberries: Closely associated with the start of summer and the cream of the British fruit crop.

They can be enjoyed in a variety of ways; freshly picked, cakes, desserts, ice cream. If you are serving your strawberries without cream then opt for a **Demi Sec Champagne** or if you are serving with a creamy element try a delicate dessert wine like **Beaumes de Venise**. You most definitely need a sweetness in the wine to match the sweetness in the strawberries.



TOP TEN TIPS

FOR A GREAT WINE LIST

1

CHANGE YOUR WINES REGULARLY

Update and refresh seasonally to keep the list exciting and engaging for your customers.

2

STYLE AND RANGE

Make sure you have a good variety of styles, grape varieties and regions to suit all palates.

3

USER FRIENDLY

Ensure your list is easy to navigate and understand. Short, punchy descriptors will help your customers find the wine they want to drink.

4

GET SOCIAL

Put your wine specials on Instagram and Facebook to reach a wider audience and entice people into your venue.

5

FOOD AND WINE PAIRING

Make sure that the wine list enhances the food on offer in your venue.

6

FOCUS ON SUSTAINABILITY Actively seek out these wines and add credentials onto your drinks list, it is an important cue for environmentally conscious consumers.

7

PROFIT FROM POPULARITY

80% of your revenue will come from 20% of the list so put the biggest mark up on the more popular choices

8

OFFER YOUR MORE INTERESTING OPTIONS AT A LOWER MARGIN

This will reward your customers for being adventurous and will ensure that these wines move.

9

LARGE FORMATS

Add some drama to your wine range with large format bottles.

10

STAFF TRAINING

This will ensure your team are invested in the wine list and give them the knowledge and confidence to sell more wine.

THE PERFECT SERVE

A Coravin preservation system will enable you to serve more premium wines by the glass. We recommend the Pivot model, which keeps wines fresh for up to 4 weeks.

This cuts down on wastage and allows you to offer some extra special wines by the glass. We offer trade discounts on Coravin products, ask for details.



Now you have created your perfect wine list, you will want to showcase your delicious wine selection with the correct stemware.

We are the official RIEDEL glass stockist in the North.

RIEDEL has become the brand of choice for wine connoisseurs and drink specialists, hospitality professionals and consumers globally. We can highly recommend the signature collection range which are designed as a universal glass for red wine, white wine and champagne for casual drinking. Especially popular in the On-Trade as they are more durable than other glasses.



SUSTAINABLE WINE PRODUCERS

Sustainable wine production focuses on the long-term health and vitality of the vineyard and its surrounding ecosystem. Sustainable wineries are an increasingly popular choice for consumers who value environmental conservation. Unlike conventional winegrowing, sustainable wineries minimise the use of chemical pesticides and fertilisers, which can be harmful to both the environment and the health of workers and consumers. We work closely with many sustainable producers, here are our top picks.

ZUCCARDI

Zuccardi have been at the forefront of sustainable winemaking practices in Argentina, and reducing the impact of vine growing and wine making on the environment has been paramount to them. The winery is mostly powered by solar energy and has been designed to work during the day with natural light, which allows them to minimise electricity consumption. They focus on sustainable agriculture and are constantly searching for ways to reduce their environmental impact by maintaining biodiversity in the vineyards and respecting the soil, air, flora and fauna.



BANFI

Castello Banfi firmly believes in sustainability as a comprehensive concept that involves all stages of the product chain. They consider their success to be in line with respect of the environment and human well-being. They have established an integrated process involving three essential factors: each action must be socially fair, environmentally safe and economically feasible.



JACQUES BONCOEUR

Our house Champagne comes from Jacques Boncoeur, the first fully sustainable producer in the Champagne region. They practice environmentally sustainable wine growing by using integrated viticultural techniques which takes into account the protection of resources and the environment as well as human health. They have a programme in place to recycle all waste products and have installed solar panels to power the winery. They have introduced measures to increase biodiversity in the vineyard by managing ground cover and increasing wildlife. Biodiversity is the key indicator of the health of an ecosystem and enables the vineyard to be more resilient to the effects of climate change.



FINE WINE

Fine wine services for our On-Trade customers are a growing part of our business. We have invested in a temperature controlled, purpose-built, bonded warehouse allowing perfect storage conditions to store wine onsite at Moor Park.

Drinking vintages

We have the best fine wine selection in the North. These have been aged in our own warehouse or aged at the winery before release. Too often fine wines are drunk too young and before they reach their full potential.

They can taste tannic, acidic and harsh if the components have not had time to combine and integrate to create a harmonious balance. For a bar or restaurant, it is really important to have wines that are drinking well now at the top end of your wine lists, your customers will enjoy them so much more and have a better experience.

For more advise on buying 'drinking vintages', please contact your account manager.

Broking

If you are looking for something specific or rare, you need to check out our broking list! This list includes wines which are both duty paid and in bond (ex-vat and duty which is paid on release) from Bon Coeur stock and also our customers stock, which we sell on their behalf.

We send out our broking list each month, if you would like to be added to the mailing list, please email trade@bcfw.co.uk.



Price to sell

You may be looking to hit a certain %GP with your wine list, however a cash margin should be the priority further up the list. This will encourage your customers to trade up without feeling like they are getting bad value. Don't punish people for wanting to drink better wine! Customers will then be able to buy better quality wine and have an improved overall dining experience, which will then encourage them to return to your venue again and again.



Large formats

We have one of the biggest selections of large format wines in the UK. Whether you are looking for Magnums, Double Magnums, Jeroboams or other exciting big bottles of wine, we have a extensive range of large format clarets, red and white Burgundy, Champagne and other treasures from around the world, just waiting to be discovered.





WINE EDUCATION

Our approach to Wine Training

Effective staff training is vital in the fast-paced hospitality industry. Knowledge is the key component to confidently and professionally selling wine. Today's consumer wants that 'extra special' experience, something that they cannot replicate themselves. It is our job, as your wine partner to empower you and your team to deliver this. We will ensure that all staff are confident and motivated to deliver extraordinary drinks experiences for your guests.

Every individual is unique, learning in different ways. Likewise, every venue is different and every menu. These differences are why we take a 'blended' approach to training at Bon Coeur, alongside offering WSET training, we offer bespoke hospitality training that develops the skills and confidence of your staff with a training programme built around your menu and wine list. For those individuals who demonstrate a real passion and enthusiasm for wine and progressing their career in the trade, we have The Wine Academy.

Bespoke Wine Training

We will meet with you to discuss your specific wine training requirements and help come up with a plan and training programme to suit your business and staff. From initiatives on how to sell wine, to offering advice on food and wine matching to suit your menu, our bespoke training can take many forms. Wine training will boost confidence, widen knowledge and enthuse your staff to sell wine resulting in increase in volume, upselling, sales and profit

A training session could be based around a new wine list, or sessions to match the seasons and work out any refresh that is required on the wine selection. The options are truly limitless. Perhaps a workshop to cover all the basics of wine, history, production, regions and service of wine, or perhaps a workshop covering upselling and wine tasting. With the help of Rachel Love, our in-house certified wine educator and our WSET educated sales team, we can create a bespoke training programme entirely tailored to your requirements.

WSET

As a WSET Approved programme provider, we have delivered many WSET Level 1 and 2 Awards in Wine courses. We support our trade customers with this key industry training scheme which aids staff retention in a challenging market and maximizes the opportunities you have with wine. We actively encourage customers and employees to go through the WSET courses as it provides a great platform for wine knowledge and is the universally recognised benchmark of wine education.

Level one teaches the main types and styles of wine, common wine grapes and their characteristics, how to store and serve wine and the principles of food and wine pairing. It also demonstrates how to describe wine using the WSET systematic approach to tasting wine. Throughout the levels there is the opportunity to learn more and more about every aspect of wine. From the factors that influence wine style and explaining wine regions, to how production methods affect the characteristics of different grape varieties and styles.



Bon Coeur Wine Academy

Our Wine Academy is the pinnacle of Bon Coeur's wine education programme and gives our trade partners key insights into all aspects of the wine trade. We are passionate about investing in training and believe it is the key to building knowledge confidence and proficiency in wine on both personal and professional levels. It has been 3 years since we launched our Wine Academy and it has received widespread recognition for aiding the development of hospitality professionals with a passion for wine.



The Wine Academy is designed for career focused, enthusiastic, engaged people in the hospitality sector who have completed their WSET level 2 or equivalent, and aspire to progress their wine expertise. Our aim is to inspire, support and develop people. from the hospitality sector on their wine journeys.

Join the conversation

Our approach to wine training is an invaluable business tool, whether you are looking to train new staff, help your team develop a career in wine or simply refresh their wine knowledge. It all helps benefit your business and importantly helps you retain and develop your team.

Follow us on Instagram @boncoeurintrade for educational snap shots and news updates. Subscribe to our newsletter for insights, trends, seasonal recommendations and new arrivals. Read our blog for more educational content.

“The wine academy has helped me to keep my WSET training at the front of my mind, and kept me up to date with what is going on in the world of wine. Meeting representatives from major vineyards has given me an insight into the process of wine making and the environmental impacts and concerns facing the industry right now. During the academy I was able to meet and chat to other businesses similar to mine, and share knowledge and ideas. Above all else, I enjoyed the wine tasting, of course!”

Owner of Independent Café/Bar

“Rachel has really established a firm following with us at the estate and feels like an extension of our team, not only with regards to her sales of wines but also the knowledge and help she has brought to the table when we have been establishing new wine lists, implementing staff training, and most recently supporting staff through their WSET wine courses. Approachable, knowledgeable and super helpful.”

Operations Manager, 5-star restaurant and wedding venue

“Doing my WSET 1 and 2, has helped improve my knowledge and understanding of wine, which enables me to recommend, upsell and talk to our guests about wine with confidence, as well as hosting wine dinners and pairing wines with food on our tasting menu. The Wine Academy has really helped to further my wine knowledge. You get to meet the different producers and other people from other hospitality venues and you start to recognise people in the industry and they become familiar faces!”

Restaurant Manager, Boutique Hotel

“I think that the wine academy has been a great experience and has helped develop my knowledge of the industry. Whilst on WSET you learn about the grapes and the growing environments, it is interesting to learn, on Wine Academy, about the different producers and what they are doing, their history and what their vision and focuses are. It was also good to have a look at the key industry trends to have an overview of what is happening across the trade. Speaking and connecting with other people from different venues, to see how they are managing in the current climate and how they are adapting to the different challenges was very interesting and extremely useful.”

Food and Beverage Manager, 5-star hotel



Dedicated wine educator – Rachel Love

Rachel joined our team in May 2021 and has 19 years of experience in the wine industry, both on and off trade. She holds her WSET Level 4 diploma in Wine, and Wine Educator certification. She is passionate about teaching and educating people about wine in an inclusive, friendly, engaging and approachable manner. She acts as our in-house mentor and brings her knowledge and experience to the training programmes.



BON COEUR FINE WINES

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