



Franck Krynen, Wine Education Director & Sommelier



QUINI SOMM™ based Training at Black+Blue with Franck Krynen



**BLACK+BLUE**

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# QUINI SOMM™ CASE STUDY

RESTAURANTS & HOSPITALITY

## How Black+Blue Tripled Wine Training Efficiency

“QUINI SOMM™ brings everything together in an easy to understand way for our staff and saves us a tremendous amount of time.”

Franck Krynen, Wine Education Director & Sommelier

**300% INCREASE IN TRAINING EFFICIENCY • ON-DEMAND ACCESS TO WINE INFORMATION**

## ABOUT BLACK+BLUE

Black+Blue has taken the old Chicago style steakhouse to the modern era with elegance and great success. From its soaring steaks display, massive chandelier and exquisite private dining rooms, to the impressive 350 international wines on its list, Black+Blue is in a class of its own. According to French wine director Franck Krynen, “When you talk world class steak experience, you need to talk wine too, and do it right.” To ensure staff make the grade, Black+Blue has technology at the core of its wine program.

## CHALLENGE

Alberni street, dubbed by some as the Champs Elysees of Vancouver, is home to some of the most renowned restaurants in the city. Black+Blue staff appreciate that wine represents a very important part of the guest experience. With a carefully curated wine list from 15 countries and 35 regions, it was important that staff gain knowledge of the wines they offer, where they understand the aromas and flavours, but also where they are familiar with the regions and countries. Having this knowledge and relating it to their personal experience would enable staff to recommend higher end wines and sell the right wines at the right table at the right price, with credibility and confidence. But training a large staff on an on-going basis, with an evolving, large wine list, had to become more efficient.

## SOLUTION

Black+Blue modernized its wine program with QUINI SOMM™. Staff taste, rate and discuss wines following the interactive Quini wine tasting standard and application on their mobile devices, session leader projecting his/her tasting live on screen. Simple to understand and use, staff gain knowledge of methodical wine tasting, access wine lists on the fly, and create personal tasting notes they can later refer to on their mobile. On shift, everyone has real-time access to the sommelier’s wine notes, food pairings and upsell suggestions, saving servers and management valuable time while maximizing sales and improving customer experience. Training that took three or four hours to set up and run now takes 1 - 1.5 hours and mere minutes to set up. Training is more effective and the wines memorable, and sessions can be conducted more frequently. Black+Blue has raised the bar in Vancouver yet again.