

Cellar Door

A close-up profile of a woman with light-colored eyes and dark hair, holding a glass of red wine to her nose and smelling it. The background is dark and out of focus.

MAIN JOBS IN THIS AREA

- Cellar Door Sales
- Cellar Door Supervisor
- Cellar Door Manager
- Wine Marketing
- Sales Manager
- Wine Writer
- Wine Export Manager
- Brand Marketing

Usual entry point

- Cellar Door Sales

What would help get a job

- Written and verbal communication skills
- Mathematical aptitude
- Previous sales/customer service/ cash handling experience
- 'Outgoing' personality and good personal presentation
- Product presentation skills
- Knowledge of the wine industry
- Wine Tasting workshops
- Wine Appreciation courses
- 'Food & Beverage' Certificates

What type of work

- Presenting, selling and informing about wines
- Conducting wine tasting promotions

What type of training

- Wine Appreciation / Sensory Analysis
- Wine Marketing

Opportunities for promotion

- Supervisor
- Cellar Door Manager

What would help you succeed

- Experience in Cellar Door
- Leadership or Frontline Certificates
- Specific qualifications if you want to move into wine marketing

Related jobs in the field

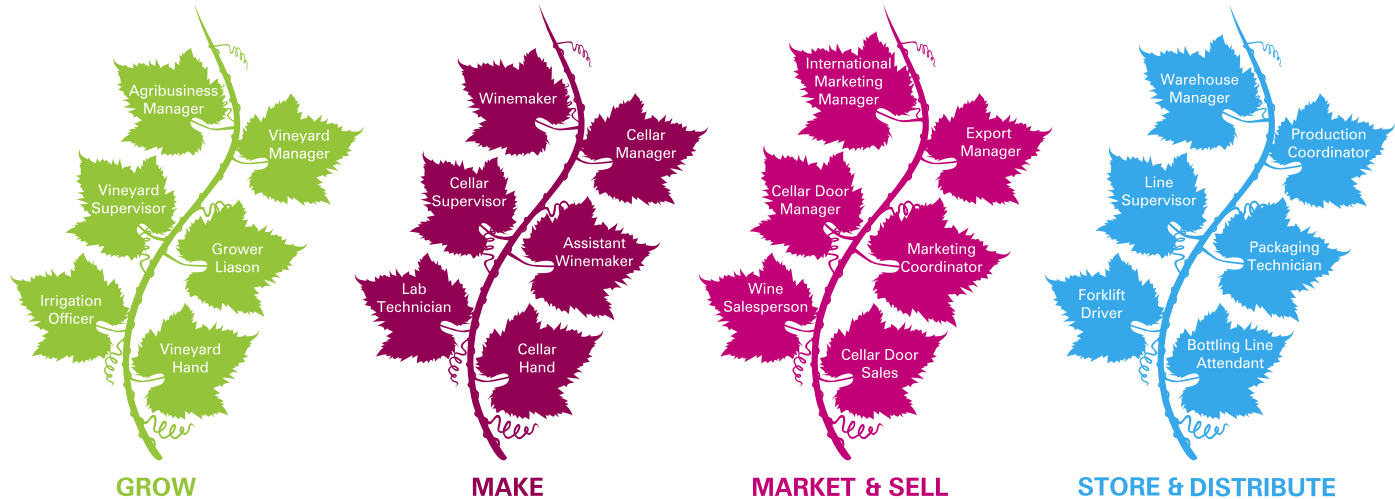
- Wine Marketing
- Sales Manager
- Domestic Distribution
- Wine Writer
- Wine Export Marketing
- Brand Marketing

Additional benefits in the work

- Opportunity for overseas travel especially if move to marketing
- Cellar Door staff can move to high level wine service in top restaurants/hotels
- Opportunity for travel

Wine Industry Career Pathways can be grouped into four main branches:

growing vines and grapes; making wine; marketing and selling wine and storing and distributing wine.



The pathways shown above are not necessarily linear and there are some opportunities for movement between different branches.



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