

CUSTOMIZED CWAS® PROGRAM

WENTE VINEYARDS



CAROLYN WENTE

Fourth Generation Winegrower and CEO
Wente Vineyards

“More than ever before, our consumer base is educated and wine savvy. Guests want to engage with our employees on a variety of wine and winemaking topics, beyond the standard tasting room experience. Our ability to add value through our expertise and knowledge will enhance the guest experience and their perception of our brands.

The education of our employees is key to becoming better sales ambassadors.

The variety of class offerings and flexibility of both instructor-led and online courses was ideal for our diverse population with different work schedules and needs. The ability to have San Francisco Wine School hold classes onsite was a huge benefit to us. We have been very pleased with the instructors, course content and training style offered.”

