

# PRIVATE CSW **ONLINE** PROGRAM

## HALL WINES



### JOCELYN HOAR

Director of Hospitality  
Hall Wines

“We feel that providing wine education will lead to greater loyalty and longevity of our team members. Tasting Room burn out is prevalent and in many cases wineries only see their tasting room staff last for about a year. We are currently trending at 1½ years and feel this kind of benefit to employment is part of the reason.

Our CSW program was comprehensive and beneficial for a range of knowledge and experience levels, which is important with a large and diverse team. SFWS has been very professional, dependable, timely and thorough, as well as great with follow up and communication regarding the progress of the team throughout the program. The online component in conjunction with the book is the perfect balance, and allow for team members to go at their own pace throughout the week, but also have set deadlines and tasks to help them organize their time. “

