Jones Tasting Room

Quincy, WA
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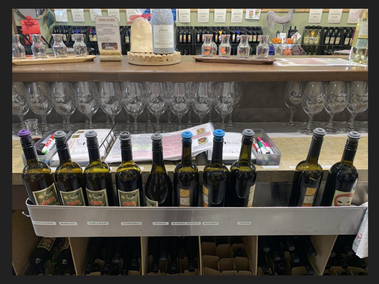
Fall 2021

Managing Tasting Room Operations Through Orderport

Photo above: order port system on the ipad that we use to take wine orders, sign up wine club members, check emails, clock in/clock out, ring in all tasting room samples and wine sales

Photo below: all tasting room wine sampling bottles with the date that they were opened written on the back and wine pump corks



Relaying Tasting Profile & Technical Information to customers

Photo Below: Wine menu with aroma, flavor profiles, and price

Right Photo: alcohol, titratable acidity, residual sugar, vineyard, soil, # of cases made, pairing, and tasting profile

Relaying Vineyard & Winery Information to Customers

Photo above: Pictures of vineyards, harvest machines, and grapes

Photo below: Explaining this Jones of Washington Cabernet Franc grape photo in the Ancient Lakes AVA

Serving Wine Tastings

Photo below: Tasting sheet brought out for customers to choose which wines they would like to try for their tasting

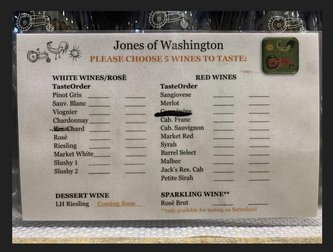


Photo above: Wine flight that I poured with four different wines to taste for a customer

Jones Tasting Room

- Jones of Washington world class grapes from Ancient Lakes & Wahluke Slope AVA
- Mara Jacobs (my mentor) met with Jack Jones (owner of Jones of Washington) in 2006 for the first time to brand Jones and she opened the Jones Tasting Room in 2007
- Tasting room sells Jones of WA wine by the bottle, glass, or tasting flight
- Customers are welcome to sit down in the tasting room and enjoy all aspects of the wine tasting experience

Left photo: Jones Tasting Room sign

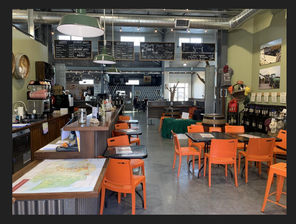
Right photo: My Mentor, Mara Jacobs

Internship Learning & Responsibilities

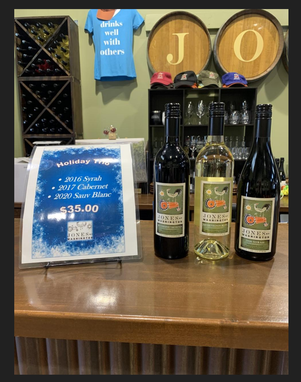
- Needs of consumers, customer experience and wine sales
- Tasting room menu, products, and procedures. Also tasting room operations and their efficacy, sales goals and wine club/membership signups, individual wine questions, presentation of wine menu/tasting, Jones of Washington winery information, wine flaws, stocking wine inventory, wine orders, and wine tasting levels.

Left photo: Jones of Washington Tasting Room counter

Right photo: Jones Tasting Room seating area



Telling Customers About Wine Specials & New Releases



Left photo: The holiday trio special for $35 with two reads (syrah & cabernet franc) and one white (sauvignon blanc)

Right photo: A new release bottle of market white

Professional Growth From This Internship

- What did I learn?
  - The main responsibilities needed to run and manage a wine tasting room
  - How grape tasting characteristics relate to grapes grown in the vineyard
- How has this contributed to my career goals?
  - I have more wine knowledge, now that I got to experience, learn, and explain different wines
  - It gave me the opportunity to apply as marketing manager for Jones of Washington
  - I can further the use of this knowledge into opening my own tasting room/winery
  - I had the opportunity to market the Jones of Washington 2016 Malbec Vintage on social media through an informational video that was seen by other tasting rooms, wineries, and customers for more opportunities

Stocking Wine Inventory

Photo above: New wine inventory brought in to be stocked and organized

Photo below: Wines that got stocked and organized behind the counter

Photo above: keeping wine and merchandise shelves stocked are appealing to the eye of customers and professional