

# Grapes to Grains



with Sommelier Leslee D. Miller

Owner/Founder of Amusée

Owner/Founder of Sip Better Wine Club



# LESLEE D. MILLER



Owner/Sommelier

**Amusée**

[www.amuseewine.com](http://www.amuseewine.com)

- Who
- What
- How did she get here?



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# The Path to Certifications

## Sommelier

- First Sommelier Certifications, 1969 (U.K.)
- Court of Master Sommeliers 1977
- International Sommelier Guild

## Levels of Sommelier Certifications

- Introductory (pass rate 90%)
- Certified Sommelier (60% pass rate)
- Advanced Sommelier (30% pass rate)
- Master Sommelier (less than 1% pass rate)



# The Path to Certifications

## Cicerone

- First administered, 2008



## Levels of Cicerone Certifications

- Certified Beer Server
- Certified Cicerone
- Advanced Cicerone (introduced in 2015)
- Master Cicerone (introduced in 2009)

# Boozy to Boujee



## Where are we now?

- Service & Education
- The Consumer
- Documentary SOMM (2013)
- Hipster Somm, thank you Brooklyn!
- ‘So you think you wanna be a Somm’
- What consumer?



# Boozy to Boujee



## Where are we now?

- Increased homebrewing enthusiasts
- Craft beer
- Service & Education, Cicerones
- Beer fests (why so many?)
- Beer Advocate users & social media
- ‘So you think you want to be a brewer’



# Wine Tastings vs. Beer Fests

- Attire
  - Dress code (costumes?)
- Activities (wine)
  - Culinary pairing classes
  - Olive oil
  - Cheese Classes
  - Agricultural classes (Terroir)
  - Library line ups (verticals/hizontals)



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# Wine Tastings vs. Beer Fests

- Consumer Expectations
  - Promoting responsibility

- Education

- Best events in the wine world involve a great deal of information/education
- Chef/Sommelier driven experiences
- Winemaking/Brewing (components of tasting, flaws & beyond)





# Service & Education



- Glassware (Pssst, why the plastique?)
  - Shapes, styles, producer of crystal
- The Service of... (large bottle format, aged beer)
- List Education
  - Selections, lay out (weight, pairings), staff training, distributor run
- Presentation of staff & Etiquette

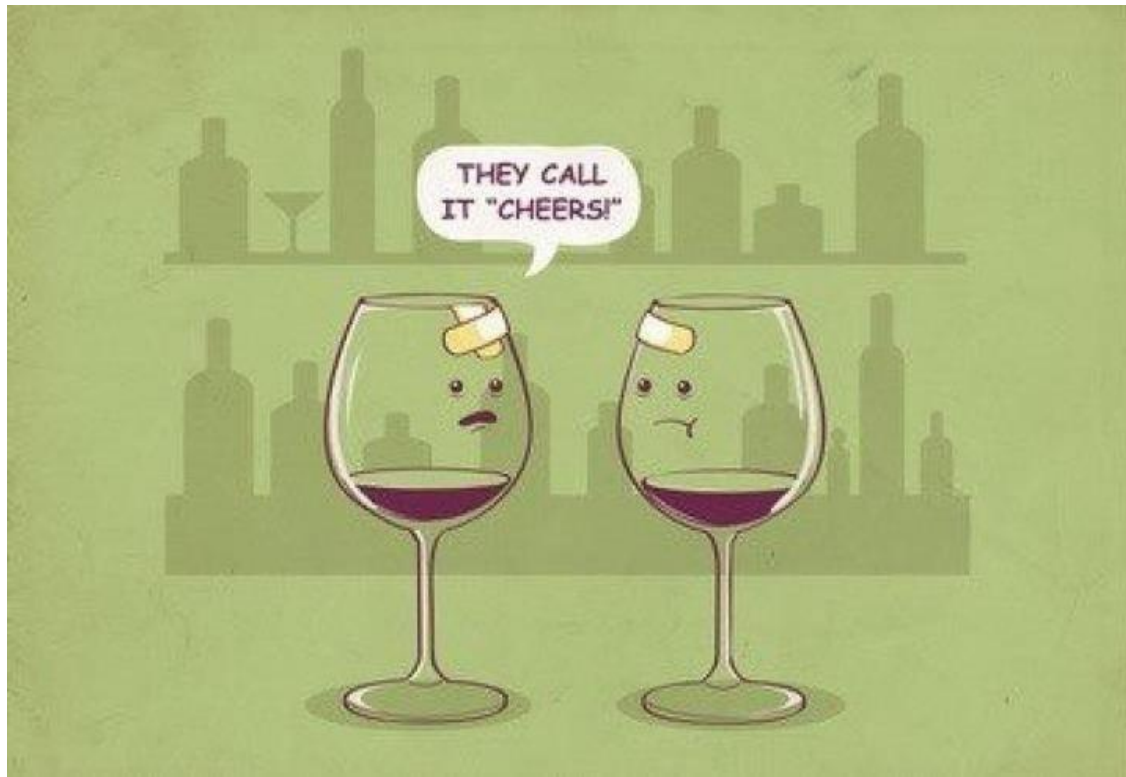


# How do we bridge the gap?

- Creating experiences for consumers
  - Brewery dinners
  - Small plate or cheese/charcuterie board pairings
  - Pair with a sommelier?
- Service & Training
  - Hiring a cicerone or a sommelier
- Education, Education, Education



# Thank You! (Clink Clink)



**Leslee D. Miller**  
leslee@amuseewine.com

www.amuseewine.com

612.655.4839



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