



## Enotria&Coe Case Study

### Client Overview

Enotria&Coe, a leading wine and spirits supplier in the UK, is known for its extensive portfolio of premium and innovative brands. The company excels in building strong partnerships with customers and producers, focussed on delivering exceptional service across all channels.

Ahead of industry trends, Enotria&Coe consistently delivers sought-after products and creative solutions, ranking in the top 10 of the Harpers Wine & Spirit Top 50 Drinks Wholesalers for 2024.

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*WSET training is a valuable tool for driving business growth and improving our team's wine knowledge*

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**WSET**

# Enotria&Coe



### The Challenge

Enotria&Coe faced the challenge of ensuring their staff had the confidence and comprehensive product knowledge necessary to make tailored recommendations for customers and drive sales.

With a sales team of 70 people, empowering them with this knowledge was crucial. This led to enhanced customer interactions and ultimately boosted drinks sales.



1400+

hospitality staff  
trained since 2022

## The Solution

Training Manager Charlie Carter developed a programme of bespoke training with WSET qualifications for the company's sales team. This included "train the trainer" content which enabled his small team of two to train over 700 hospitality staff in just a year.

Enotria&Coe uses WSET qualifications to upskill teams, fostering a culture of growth and discovery.

## The Results

- 1400+ hospitality staff trained since 2022
- Increased premium wine sales due to a more confident and knowledgeable sales team
- Business growth has been fuelled, enhancing employee retention and satisfaction
- Formal qualifications for on-trade staff future-proof the industry and raise standards

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*People find the courses hugely rewarding and particularly enjoy the practical tasting element. I get great satisfaction in playing a part in people's development and inspiring them on to keep building their knowledge*

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Charlie Carter, Training Manager

If you'd like to see how WSET training can enhance your team's knowledge and boost premium product sales, get in touch with us today.



WSET

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