



MRS. VINO, LLC

Sommelier Consulting

Sommelier Consulting Services

WINE TASTINGS

WINE DINNERS

WINE LIST DEVELOPMENT

WINE CLUBS



Wine Spectator
Best of Award of Excellence
2024 · THE WINE GROTTO

Kristen Carlson — *Mrs. Vino*

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About Mrs. Vino

Kristen Carlson is a Certified Sommelier and wine educator working under the Mrs. Vino brand, based in the Detroit/Plymouth area. Her wine program at the Wine Grotto earned a Wine Spectator Award of Excellence in 2024 for a 189-bottle list she built from the ground up — one of the largest and most decorated wine programs in Michigan.

Kristen's background spans national wine sales, restaurant wine program direction, and hands-on event hosting — she doesn't just build a list, she stands at the table and sells it. Her services are designed for chef-driven, independent restaurants that want a wine and beverage program worthy of the food.

Services Overview

- **Complimentary Wine & Beverage Consultation** — a no-cost walkthrough of your current wine and beverage program, with a short written summary of opportunities.
- **Monthly Wine Tasting Series** — a themed, recurring tasting program designed to build a returning guest base and drive off-peak traffic.
- **Quarterly Wine Dinners** — chef-paired, multi-course wine dinners hosted in partnership with your kitchen.
- **Wine List Development** — a curated, food-matched wine list build-out, informed by an award-winning program pedigree.
- **Wine Club** — a recurring-revenue, in-restaurant pickup wine club that builds a loyal, repeat membership base.
- **Multi-Concept Programs** — for restaurant groups with more than one property, a coordinated wine and beverage strategy across concepts.

Complimentary Wine & Beverage Consultation

Every engagement starts with a no-cost, no-obligation on-site visit — a chance to see your program and menu in person before any commitment is made.

What's included:

- A full walkthrough of your current wine list against your menu's flavor profile
- An assessment of your beer, cocktail, and non-alcoholic beverage program
- A look at your storage, preservation, and by-the-glass setup
- A conversation about your goals — revenue growth, slow-night traffic, or overall program elevation

What you receive:

- A short, written Opportunity Snapshot — what's working, where the gaps are, and one no-cost quick win you can put in place immediately

Monthly Wine Tasting Series

A recurring, themed tasting series designed to build a loyal following and fill traditionally slower nights. Each tasting features 5-6 wines with a guided narrative, paired to your menu and the season.

May is Michigan's official wine month, so that tasting is built as the year's flagship event — a larger-format celebration of the state's wine industry.

Sample annual cadence:

- **Jan:** New Year, New Region — *A global kickoff flight to open the year*
- **Feb:** Italian or regional reds — *Matched to your menu's flavor profile*
- **Mar:** Spanish wines — *Rioja and beyond*
- **Apr:** Rosé & spring whites — *Patio season kickoff*

- **May:** Michigan Wine Month — flagship tasting — *A larger-format celebration of Michigan's wine industry, with a statewide producer lineup*
- **Jun:** Natural & biodynamic — *For the adventurous palate*
- **Jul:** Summer whites — *Light, high-volume favorites*
- **Aug:** Bold reds for grilling season — *Cabernet-forward flight*
- **Sep:** Harvest / farm-to-glass — *Local ingredient tie-ins*
- **Oct:** Global reds — *Argentina, South Africa, and beyond*
- **Nov:** Holiday pairing tasting — *Thanksgiving-focused*
- **Dec:** Champagne & sparkling holiday — *Premium tier, gift-worthy*

Format:

- 60-75 minutes, 5-6 wines, tiered pricing for casual and reserve-level guests
- Capped attendance for an intimate, high-quality experience
- Full promotional support and staff training ahead of each event

Wine Dinners

Quarterly, multi-course wine dinners hosted in partnership with your kitchen — a premium experience built around seasonal themes and Kristen's global winery relationships.

- 4-5 courses paired with 5-6 wines
- Seasonal and regional themes throughout the year
- Hosted tableside — Kristen presents each pairing in person
- A premium price point positioned as a signature, ticketed experience

Wine List Development

A curated wine list build, matched to your menu and informed by the same program logic that earned Kristen a Wine Spectator Award of Excellence — scaled to fit your restaurant's size, price point, and guest base.

- **Reserve by-the-glass program:** premium pours made possible through preservation technology, without the waste of opening a full bottle for a single pour.
- **Dessert wine pairings:** matched to your dessert menu, an often-overlooked revenue opportunity.
- **Sparkling & Champagne:** a proper category for celebrations, holidays, and special occasions.
- **Regional depth:** additions selected specifically to support your tasting series themes and menu — not volume for its own sake.

Wine Club

A recurring-revenue, in-restaurant pickup wine club that builds a loyal membership base and drives repeat visits.

Tiers:

Members choose between two monthly membership tiers, with an optional Reserve Vintage add-on for collectors who want rarer pours.

- **House Tier:** monthly, 2-bottle selections — everyday picks matched to your menu
- **Premium Tier:** monthly, 2-bottle selections — boutique and higher-end picks for members who want to trade up
- **Reserve Vintage (add-on, either tier):** a monthly allocated or library bottle from Kristen's global winery relationships, for members chasing something harder to find

Member benefits:

- Discount on additional bottle purchases and wine dinner tickets
- Priority seating for wine dinners before public release
- A member-exclusive pour at every monthly tasting
- A birthday-month bottle or complimentary glass

Pickup nights double as mini-tastings, giving members a preview of the next selections while building additional foot traffic.

Multi-Concept Programs

For restaurant groups or owners with more than one property, Kristen builds a coordinated wine and beverage strategy across concepts — tailoring each program to its own cuisine and guest base while creating opportunities to cross-promote.

- Each concept gets its own wine identity, matched to its specific cuisine — for example, an Italian-forward restaurant and a Mexican or Latin American concept would carry very different, purpose-built lists.
- Shared guest lists and cross-venue wine dinners create additional ticketed events without duplicating sourcing work.
- Staff training across properties is streamlined, reducing the overall time investment per venue.

Next Steps

The best way to start is with the complimentary wine and beverage consultation — a no-cost, no-obligation walkthrough of your program. From there, Kristen will put together a tailored proposal for the mix of services that make sense for your restaurant.

Reach out any time to schedule your consultation.

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