

WFA Wine Industry Tourism Toolkit

Internal facilities checklist

Building interior and ambience

- Foyer area (if space allows)
- Image consistent with brand (rustic, sleek, contemporary, evocative, etc)
- Engagement of senses (music, aroma, visual appeal)
- Strategic use of space (intimate, spacious, etc)
- Welcoming and inviting
- Acoustics conducive to conversation
- Layout and traffic flow logical
- Walkways free from obstructions
- Clear directional signage
- Connectivity to other facilities and outdoor areas well defined (directional signage, doors, etc)
- Focal point (display, fireplace, furniture, etc)
- Relaxation areas (couch, coffee table, reading material, etc)
- Interpretive signage (winemaking/viticulture processes, historical displays etc)
- Information boards (press clippings, awards, history, regional information)
- Photographs, art works displayed and captioned appropriately
- Windows clean
- Merchandise professionally presented and packaged
- Theft minimisation practices employed
- Mandatory exit signs installed and maintained
- Emergency procedures displayed appropriately
- Floor surface safe and functional (wheelchairs, prams, high heels, thongs)

Tasting area

- Mandatory Liquor Licensing information clearly displayed
- Public/staff boundaries clearly defined
- Areas within public view clean and tidy
- Separate tasting areas clearly defined
- Clean surface areas on and behind bar
- Tasting notes, order forms and relevant information provided (including pens)
- Dispatch information provided
- Distribution information available (domestic and international)
- Clean tasting glassware (chip, crack and lipstick free)
- Products appropriately displayed for access by visitors
- Adequate lighting and background surface for wine evaluation
- Water and spittoons available
- Bar height comfortable for staff to pour from and visitors to lean on
- Section of bar accessible for disabled visitors
- Tasting stock clearly defined
- Bar stools well maintained and functional (if applicable)
- Proximity of tasting stock to bar (fridges, etc)
- Slip free surface behind bar
- Access to fresh water
- Appropriate wine temperature control (ice/fridge)
- Glass washing and storage facilities
- Polishing cloths (access and storage)
- Space for administrative tasks and paperwork

Sales area

- Clearly defined from tasting area
- Cash register or point of sale terminal secure from public
- Payment options clearly stated
- Order forms and despatch information available
- Mailing list and wine club information provided
- Selection of packaging visible
- Point of sale material and merchandise displayed appropriately
- Pricing and incentives clearly articulated

Amenities

- Clearly signed for men, women and disabled
- Consider incorporating child changing facilities
- Sufficient for likely volume of visitors
- Clean and well ventilated
- Brushes provided
- Waste disposal units installed
- Sufficient supplies of toilet paper, hand towels, tissues, etc
- Mirror and vanity area provided
- Soap dispenser
- Basins clean and well maintained
- Taps functional and drip free
- Hooks behind doors for jackets, bags, etc
- Consider extending music to amenities area
- Brighten with fresh flowers, pot pourri, etc
- Adequate drainage in event of overflow
- Adequate lighting

Entrance to cellar door

- Easy to locate from car park and other facilities
- Welcoming statement consistent with brand image
- Access via covered walkway if possible
- Well maintained
- Safe access for disabled, seniors, children, groups
- Separate group entrance if applicable

Children's area

- Clean and safe surface areas
- Toys and other objects clean and functional
- Separate from tasting area (but small children within view)
- Age appropriate facilities provided
- Safety rules clearly displayed and acknowledged by parents