

The One-Hour Wine Ritual

Operational Playbook

VERSION

1.0

MARKET

Spain — Leisure

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Quick Start

What this is

An intimate wine experience — up to one hour — designed to be run directly by your hotel team. Guests discover three wines from the region in a relaxed, social format. No wine expertise required from your staff: the script provides everything they need to deliver a confident, engaging session. Repeatable, low-effort, and a natural fit for the early evening before dinner.

Who this is for

Best suited for:

- Independent and boutique hotels
- 20–80 rooms
- Leisure-focused destinations
- Hotels without an in-house wine specialist

Ideal for guests who:

- Enjoy wine casually
- Are curious about the local region
- Are on a leisure stay with time to explore

What it requires

- A quiet space — lounge, breakfast room, or terrace
- One shared table with seating for up to 9 guests
- One stemmed wine glass per guest, ~450ml bowl, reused across all three wines (e.g. SPIEGELAU Authentis Universal or equivalent)
- One spittoon or small pitcher on the table
- Three wines from The GuestRituals Selection (Appendix A)
- The corresponding hosting script (Appendix B)
- One staff member to host

SIMPLER THAN IT LOOKS

No kitchen. No food pairing. No specialist certification.

What makes it work

- **The format is structured and timed.** There is nothing to improvise — the host follows a clear script from start to finish.
- **The wines are pre-selected by an expert.** The GuestRituals Selection is curated by a wine professional with deep regional knowledge. Your team does not need an in-house wine expert.
- **Every step is covered — before, during, and after.** This plug-and-play playbook provides everything: space setup, wine selection, a complete hosting script, front desk guidance, and guest-facing copy. Nothing is left to figure out on the day.
- **The experience is ready to run in four languages.** The hosting script and guest-facing copy are provided in English, French, Spanish, and Catalan. Additional languages are available on request.

Implementation timeline

| Week 1 | Week 2 |
|---|--|
| — Review this playbook | — Brief your host using Appendix B (under one hour) and run a dry session with a colleague |
| — Attend your GuestRituals onboarding call — confirm your ribbon, pricing, and session schedule | — Announce to guests using the front desk script (Appendix C) and guest-facing copy (Appendix D) |
| — Order wines from The GuestRituals Selection (Appendix A) | — Open sign-ups and run your first session |

TIMELINE

Operational within two weeks.

1 Experience Definition

1.1 Concept & Positioning

The One-Hour Wine Ritual is a structured, early-evening wine experience designed specifically for boutique hotel environments. It introduces guests to three regional wines in a format that feels relaxed and social — not technical, not performative.

The format is intentionally:

- Time-bound — up to 60 minutes
- Small-group — up to 9 guests
- Hosted in-house by a member of your team
- Repeatable multiple times per month

The objective is not deep wine education. It is a well-designed moment — one guests associate with your hotel and with the region they are visiting.

DESIGN INTENTION

Easy to join. Easy to follow. Easy to enjoy.

1.2 Intended Guest Experience

By the end of the session, guests:

- Feel more connected to the region through its wines
- Discover at least one wine they would order again
- Interact naturally with other guests
- Leave with a positive impression of the hotel

If guests describe the experience as relaxed, enjoyable, or a highlight of their stay, the format is working as intended. It should never feel intense, academic, or intimidating.

1.3 Guest Profile & Fit

The One-Hour Wine Ritual works particularly well for solo travellers, couples, and small groups of friends staying for a few nights and looking to explore the region. No prior wine knowledge is assumed or required. It is not positioned as a specialist tasting for collectors or professionals. Accessibility is part of its strength.

Guests will naturally vary in how curious they are about wine. The GuestRituals Selection is structured into three ribbons to help hotels match the experience to their typical guest — without

requiring any adjustment to the format or the hosting approach. See Section 2.2.2 for ribbon guidance.

1.4 Operational Philosophy

The One-Hour Wine Ritual is built around three principles that make it plug-and-play from day one:

| Simplicity | Repeatability | Staff Confidence |
|---|---|---|
| Clear structure. Three wines. Up to one hour. Nothing left to chance. | Identical quality every time it runs, regardless of who is hosting. | A complete script replaces improvisation. The host follows structure, not instinct. |

Each hotel selects one ribbon — matched to their typical guest profile and priced accordingly — and that choice is made once. See Section 2.2.2 for ribbon guidance. From that point, every session runs from the same script, with the same wines, at the same price.

If any part of the experience feels complicated to run, the answer is always to simplify the structure — not to add more preparation. This playbook is designed so that complexity never falls on the hotel.

1.5 Format Boundaries

Every design decision in The One-Hour Wine Ritual has a reason:

| Design Choice | Why |
|-----------------------|---|
| Three wines | Enough contrast to be interesting; few enough to stay focused. More wines would extend the session and increase cost without proportional benefit. |
| Up to 60 minutes | Long enough to create a genuine experience; short enough to fit naturally before dinner. Guests self-select in knowing exactly what they are committing to. |
| 4-9 guests | Small enough for natural conversation between strangers; large enough to generate real group energy and make the economics work — groups above 9 guests cannot be served at consistent pour standards from a single bottle per wine. |
| No technical language | Guests who feel out of their depth leave with nothing. Guests who feel engaged and curious leave with stories, references, and a genuine connection to the region — and that is what they share with others. |
| Non-expert host | A sommelier or wine specialist costs significantly more, tends toward technical language, and may feel disconnected from the hotel's own culture. A charismatic member of your team, following a well-written script and backed by a curated wine list, is more relatable to the leisure guest — and more representative of your hotel. |

2

Commercial Logic

2.1 Working with The GuestRituals Selection

The One-Hour Wine Ritual is built around a curated wine list called The GuestRituals Selection (Appendix A) — nine wines chosen by a wine professional with deep knowledge of the region. It covers five distinct Catalan appellations and seven indigenous grape varieties, selected to offer genuine contrast in style, story, and character across each session.

GuestRituals selects and maintains the wine list on behalf of every hotel partner. This is a deliberate product advantage: your team does not need an in-house wine expert, does not need to evaluate producers, and does not need to worry about whether the wines work together. That expertise is built into this operational playbook. The wines are chosen, the sourcing channel is confirmed, and the hosting script is written around them.

The Selection is fixed. Wines are not substituted or adjusted at hotel level — this is what makes the experience consistent, credible, and repeatable across every session and every property.

STREAMLINED SOURCING

All wines in The GuestRituals Selection can be sourced through a single provider: Vila Viniteca, Barcelona's most established specialist wine merchant. A full reference list with wine names, producers, and ordering details is provided in Appendix A.

2.2 The GuestRituals Ribbons

The GuestRituals Selection is organised into three ribbons — each a complete, self-contained experience built around a different guest profile. The ribbon you choose determines the wines, the hosting script, and the suggested ticket price for your guests.

2.2.1 Why Ribbons

Independent and boutique hotels attract different kinds of guests. A property in a quiet rural valley draws a different traveller from one in an urban neighbourhood with a thriving food scene — and both differ from a coastal retreat popular with couples on long weekends. A single wine selection and a single price point cannot serve all three well.

The ribbon structure exists to solve this. Rather than offering one experience that tries to work for everyone, GuestRituals offers three — each calibrated to a distinct guest profile, with wines, script, and price point aligned accordingly. The hotel selects the ribbon that fits its guests. Everything else follows from that single decision.

This means the experience always feels appropriate — neither underwhelming for guests who would have appreciated more depth, nor inaccessible for those who simply wanted a relaxed and enjoyable hour.

2.2.2 Choosing Your Ribbon

Read the three profiles below and choose the one that best describes your typical leisure guest.

The Enthusiast — *Suggested price: €39 per guest*

This guest is here to unwind. They chose your hotel for the setting, the comfort, and the chance to slow down. They are open to new experiences as long as these feel easy and relaxed — they will join something if it sounds enjoyable, not because they planned to. At dinner, they ask the waiter for a recommendation and trust it. Discovering a wine they have never tried before is a pleasant bonus, not a goal.

The wines curated for this ribbon are approachable and well-structured — chosen to feel like a warm recommendation from someone who knows the region well.

The Seeker — *Suggested price: €45 per guest*

This guest travels with intention. They researched your area before arriving, have a shortlist of places to eat, and are drawn to experiences that feel genuinely local rather than packaged. They want to leave knowing the place a little better — through its food, its landscape, its culture. They are comfortable with the unfamiliar — in fact, they prefer it. At dinner, they ask what is local. They photograph the label.

The wines curated for this ribbon are rooted in place and character — chosen for guests who will appreciate discovering a grape or an appellation they have never encountered before.

The Aficionado — *Suggested price: €55 per guest*

This guest is discerning. They have stayed in hotels like yours before and know what to expect from a well-run boutique property. They pay attention to the details — the quality of the breakfast, the books on the shelf, the producer on the back label. They will notice what they are served and appreciate being treated as someone with a point of view. At dinner, they read the wine list before the menu.

The wines curated for this ribbon are layered and deliberate — chosen for guests who will recognise the thought behind the selection and expect to be surprised by it.

2.2.3 Running More Than One Ribbon

Some hotels may be tempted to run all three ribbons and see what resonates. This is understandable — but it works against the product's core strength.

The One-Hour Wine Ritual is designed to be repeatable and effortless precisely because every decision has been made in advance: the wines, the script, the sourcing. Running multiple ribbons simultaneously multiplies that preparation: the host must be familiar with more than one script, the hotel must stock wines for more than one selection, and the risk of confusion on the night increases.

The more effective approach is to choose the ribbon that best fits your typical guest, run it consistently through a season, and switch ribbon — if needed — between seasons. A hotel whose

guest profile shifts meaningfully between summer and shoulder season may naturally settle on two ribbons over time. That is a considered decision made from experience, not a starting position.

SUGGESTED APPROACH

Start with one ribbon. Run it well. Let the guest response tell you whether a change is needed.

2.3 Recommended Pricing

Each ribbon carries a suggested ticket price: €39 per guest for The Enthusiast, €45 for The Seeker, and €55 for The Aficionado. These are GuestRituals recommendations — final pricing is your decision, set according to your hotel's positioning and your guests' expectations.

When setting your price, consider what your guests are paying for: a structured, hosted experience with three wines from a curated regional selection, designed to leave them with a genuine connection to the place they are visiting. The suggested prices reflect this value. Pricing significantly below the recommendation risks undermining the perceived quality of the experience before it has begun.

A note on session length

The experience is designed to run up to 60 minutes. In practice, smaller or quieter groups may reach a natural close around the 45-minute mark; larger or more talkative groups will fill the full hour. Both are valid outcomes. The value of the experience is not in its duration — it is in what guests leave with: a handful of wines they remember, stories about the people who made them, and a sense of having genuinely discovered something about the region they are staying in. The scripts give the host the tools to invite conversation and keep it warm — not to force participation or put anyone on the spot. The experience ends when it feels complete, not when the clock runs out.

2.4 Financial Scenarios

The tables below show revenue, gross profit, and margin across realistic guest numbers for each ribbon. Gross profit figures reflect wine cost only — the direct cost of three bottles per session. Host time and any incidental materials are not included, as these vary by property.

The GuestRituals licence fee — €1,250 for founding cohort partners, €2,500 at full price — is a one-time investment shown separately as a payback calculation.

The Enthusiast — €39/guest • The Seeker — €45/guest • The Aficionado — €55/guest

Wine costs per session: Enthusiast €36.60 • Seeker €46.05 • Aficionado €51.55

| No. Guests | Enthusiast Gross Profit | Enthusiast Margin | Seeker Gross Profit | Seeker Margin | Aficionado Gross Profit | Aficionado Margin |
|------------|-------------------------|-------------------|---------------------|---------------|-------------------------|-------------------|
| 4 | €119 | 77% | €126 | 74% | €168 | 77% |
| 5 | €158 | 81% | €179 | 80% | €223 | 81% |

| No. Guests | Enthusiast Gross Profit | Enthusiast Margin | Seeker Gross Profit | Seeker Margin | Aficionado Gross Profit | Aficionado Margin |
|------------|-------------------------|-------------------|---------------------|---------------|-------------------------|-------------------|
| 6 | €197 | 84% | €224 | 83% | €278 | 84% |
| 7 | €236 | 87% | €269 | 85% | €333 | 87% |
| 8 | €275 | 88% | €314 | 87% | €388 | 88% |
| 9 | €314 | 90% | €359 | 89% | €443 | 90% |

Licence fee payback

The GuestRituals licence is a one-time fee. At an average of 6 guests per session, payback periods are as follows:

| Ribbon | Net/session | Founding cohort (€1,250) | Full price (€2,500) |
|----------------|-------------|--------------------------|---------------------|
| The Enthusiast | €197 | 6 sessions | 13 sessions |
| The Seeker | €224 | 6 sessions | 11 sessions |
| The Aficionado | €278 | 4 sessions | 9 sessions |

Year 1 net revenue

The table below assumes 24 sessions across a season — roughly two per week over a high season — at 6 guests per session, and founding cohort licence pricing.

| Ribbon | Net/session | Year 1 gross | Year 1 net |
|----------------|-------------|--------------|------------|
| The Enthusiast | €197 | €4,728 | €3,478 |
| The Seeker | €224 | €5,376 | €4,126 |
| The Aficionado | €278 | €6,672 | €5,422 |

WHAT THESE FIGURES SHOW

These figures reflect wine cost only. Year 1 net = (24 sessions × net per session) – licence fee. Hotels running fewer sessions will reach payback more slowly; those running more will exceed these figures.

The One-Hour Wine Ritual is designed to pay for itself quickly and generate meaningful returns from a modest time investment — leaving the licence fee as a one-time cost that disappears from the calculation entirely after the first season.

GUEST-RITUALS

End of Free Sample

The full operational playbook contains everything your team needs to run The One-Hour Wine Ritual — from setup to close.

To receive your copy, contact us at

hello@guestrituals.com
