



HOSPITALITY **FIRST.**

THE EVERGLADES CLUB PALM BEACH, FL

Florida's Gold Coast is one of the most affluent, exclusive regions in the world. Among the private clubs and high-end dining, none is more prestigious than the storied Everglades Club in Palm Beach. Nearly 100 years old, the Everglades Club has been host to some of the most powerful businessmen, politicians, and professionals in American history, registering names like Kennedy, Vanderbilt, Pulitzer, and Pillsbury.

Today, the club maintains its Prohibition-era charm and dignity, forbidding cell phones and eschewing even a website. In the midst of this, Food & Beverage Director, Mark Pop, introduced digital wine lists.

A DIFFERENT VIEW OF **WINE SALES**

Membership is far from the only thing that distinguishes The Everglades Club from other high-end establishments. *"We are a very unique place,"* says Mr. Pop. *"First of all, we're non-profit. Second of all, we don't mark up too much when it comes to our wine. Third of all, we want to give our members the best product. We don't look at much of sales, as long as the membership is happy."*

While it might sound counter-intuitive to some restaurateurs, this non-profit model is popular among private dinner clubs. The look and feel of the dining experience are similar to other high-end restaurants', but the metrics are different. The typical emphasis on driving price per check is replaced by an emphasis on creating a complete dining experience for the guest with little concern for margins. Tracking wine consumption is more a factor of inventory than of cashflow.

After rolling out Uptown Network™'s iPad®-based digital wine list, Mr. Pop observed an increase in the sales of high-end wines. *"In the past, we would bring a bottle out to the table and tell the guest how good of a wine it is. Now they can see all the bottles, read the descriptions, and make an informed decision, so it's easier to recommend a little higher-end wines with the application."*

IMPACTING SALES **FROM DAY ONE**

Many of the club's guests are very knowledgeable about wines, so it behooves the staff to consistently educate itself on wine. Mr. Pop found the Uptown Network™ digital wine lists to be invaluable for empowering his staff. *"It's a great tool... Rather than search around the wine room, [staff] can read a little bit in their downtime. I was pleased with their reaction to the system and how they use it to educate themselves. I plan to use it more intentionally with training during the offseason."*



THE EVERGLADES CLUB

CLIENT

Steeped in tradition, The Everglades Club is the preeminent private club on the prestigious Gold Coast of Florida.

SOLUTION

- Digital Wine List (inventory updated in real time)
- Free public version in AppStore
- Network of Top Sommeliers and Restaurateurs
- Enhanced BI through Digital Activity Tracking
- Apple Business Solution Provider

RESULTS

- Quick turnaround support for wine list update requests.
- Increased guest awareness of higher-end wines.
- Increased staff familiarity and confidence recommending wines.

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Mark Pop

*Food & Beverage Director,
The Everglades Club, Palm Beach, FL*



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Servers have found it easier to recommend wines in response to guest requests. "A [member] can say, 'I want a full-bodied Cabernet,' and the server can go [to the digital wine list], pick 'full-body,' and suggest a great varietal, and the guest is thrilled. So, no matter what level of knowledge the server might have, the digital wine list is there to take [his] service to the next level."

THE SOLUTION **THEY WERE LOOKING FOR**

The Everglades Club's pursuit of creating the most memorable dining experience possible led it to search for a digital wine list. Uptown Network™'s digital menu services provided the elegance they sought.

"Our membership is very private, so we don't advertise a lot," Mr. Pop explains. "We wanted to do something that's low key and not everywhere. We had been looking at different applications to move from traditional paper menus to iPad®s, but when we moved our menu and wine list to a simple PDF in iBooks®, it wasn't the impact we were after. We said, 'there must be another, nicer, more high-tech application to accommodate this, especially our wine list.'"

Their second attempt at a digital wine list was an app that turned out to be very challenging for their members and clients to work with. Eventually, it too was scrapped.

"Our clubhouse operations director went to Orlando and saw the Uptown Network™ digital wine list from a guest's perspective and loved it," Mr. Pop shares. "It appeared to be the answer we had been looking for."

After a few phone calls with Uptown Network™, the next step was obvious.

"The installation went well, and the support [continues to be] great. The turn time whenever I email them for an update is within six hours."

Most important, though, is the guest experience, especially from a clientele that has high expectations. "Our membership really appreciates that this is a very good, simple application that works consistently. Trust me, we have members that are 95 years old that do just fine with it. It's very responsive, and it has so much information for the wines—all the accolades, descriptions, and pictures. It just makes sense for the discerning guests, and that's why we're going to go ahead and add the spirits on it."



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UPTOWN **NETWORK**

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