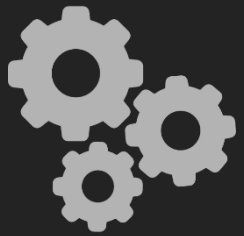
VERTICAL
WINE ADVISORY

OUR APPROACH

Structured Wine Lists

Curated, balanced selections that support the menu and guide purchasing decisions.



Operational Clarity

Clear frameworks that bring structure to day-to-day wine management.

Practical Staff Training

Focused training that equips teams to deliver confident, consistent wine service.

WHAT WE DO & HOW WE DO IT

VERTICAL Wine Advisory provides clear, precise wine programme stewardship for hospitality businesses where a full-time sommelier is not part of the operation.

We start by understanding the menu and work through selections that make sense in pairing logic, price strategy, and supply. We design wine programmes that simplify cellar and purchasing decisions, bringing consistency to service.

Through deep industry knowledge, practical experience, and trusted supplier relationships, we reduce complexity around wine so teams can operate confidently while maintaining standards for an excellent guest experience.

We think vertically: Bringing order, precision, and intent to wine programmes, from the structure of the list to its performance on the floor.

ABOUT US

Felix Faundez-Rubio

Certified Sommelier | Wine Programme Advisor

Over a decade of experience across premium hospitality, guiding wine strategy in New Zealand, Canada, and Chile.

Specialised in wine list curation, cellar management, and wine education, grounded in a clear understanding of floor dynamics and day-to-day service realities.

Supports restaurants in maintaining high standards through precise wine programme development, practical wine management systems, and staff training.

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