

As The Corkscrew Turns

Dad always told me – “use the right tool for the right job.” But the owner of the high-end steak restaurant where I work didn’t agree.

He gave us bargain basement corkscrews that made our experienced staff look like rookies as we served our customers their expensive wines.

In our business, nothing’s much more embarrassing than looking sloppy opening somebody’s 2008 Spottswode Cabernet Sauvignon – unless you’re spilling their bottle because the corkscrew broke – I learned this through personal experience.

Servers make our living on gratuities, so looking sloppy with something so simple as opening a wine bottle looks bad, and costs us money.

After the Spottswode incident, a waiter friend recommended I invest in the [Brand] – which has upped my wine game to “sommelier” level.

The [Brand] is top of the line - from the titanium worm and lever, to the slip-proof silicon on the handles - the “Ferrari” of corkscrews.

No need to worry about getting the cork out – that’s automatic – so I look like a consummate professional every night, every bottle.

Having the right tool for the job makes me look like a million dollars - my customers are happy and when they’re happy, they make my wallet happy.

Whether you’re a professional server, or entertaining for friends, if you want to look like a pro, buy yourself the [Brand]!