

JESSICA NORRIS

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Passionate Vice President of Beverage and Advanced CMS Sommelier with 10+ years beverage experience, seeking to leverage proven strategy, leadership, training, and relationship skills.

AREAS OF EXPERTISE

- Strategic Planning & Leadership
- Training & Team Development
- Enhancement of Operational Processes/Standards
- Relationship Building
- Strong Interpersonal Skills
- Problem Solving
- Decision Making
- Financial Plan Development
- Time Management
- Multi-unit Program Design

EXPERIENCE

FRONT BURNER RESTAURANTS

VICE PRESIDENT OF BEVERAGE | OCTOBER 2018 – APRIL 2020

Create & execute Beverage strategy for multiple concepts with specific attention towards building education & innovation platforms, elevating quality and increasing profitability.

- Established and executed multi-year innovation pipeline for 4 different restaurant concepts
- Partnered with Finance to forecast innovation revenue and profitability.
- Sales analysis of programming to ensure profitability
- Increased beverage program profitability by 8% in 12 months
- Designed and implemented beverage pricing strategy across all concepts
- Managed cost control, budgeting, forecasting, purchasing, menu planning & pricing for all concepts
- Identified innovation opportunities, performed competitive assessments, and monitored trends.
- Managed cross-functional innovation timelines.
- Developed and tested recipes
- Partnered with Development teams to design optimal restaurant bars & cellars
- Improved private label keg wine program COGS and expanded strategy
- Strong influencer in convincing wineries and suppliers to increase keg wine offerings
- Created 101 beverage training for Wine, Spirits, Beer, Sales & Service
- Increased YoY overall wine sales by 6% in 12 months
- Coordinated with Legal to set up beverage licenses, accounts and opening orders for new restaurants
- **2019 KEGGY AMBASSADOR AWARD | FRONT BURNER RESTAURANTS**
- **2019 COURT OF MASTER SOMMELIERS | MASTER SOMMELIER THEORY EXAM PASS**
- **2019 COURT OF MASTER SOMMELIERS | MASTER SOMMELIER PRACTICAL EXAM PASS**

DEL FRISCO'S RESTAURANT GROUP

DIRECTOR OF BEVERAGE | JANUARY 2017 – SEPTEMBER 2018

DIRECTOR OF WINE EDUCATION | MAY 2016 - DECEMBER 2016

Manage industry-leading beverage programs focused on elevating the beverage experience, increasing profitability and driving sales growth through education, innovation and strategy.

- Innovate & Develop beverage programs for three different concepts
- Increased YoY overall wine mix by 13% in 12 months
- Perform sales analysis of programming to ensure profitability
- Designed and implemented pricing strategy across three concepts
- Coordinate with Architect and Design teams to design optimal restaurant bars & cellars
- Crafted and executed elevated private label house wine program for all concepts
- Created 16-week CMS Level 1 Prep Course and graduated 200+ Level One Sommeliers
- Mentored & graduated Sommeliers & Wine Directors to CMS Certified and Advanced Sommelier Certificates
- Created & implemented hourly-sommelier program across DF Grille concept
- Established 3.2.1 training platform for 52 restaurants nationwide including annual CMS exams
- Established annual Beer, Wine & Liquor Partner RFP for 3 different concepts
- Directed all beverage operations and training for new store openings.
- **2017 WINE SPECTATOR | GRAND AWARD – DEL FRISCO'S STEAKHOUSE NEW YORK**
- **2017 VIBE VISTA AWARD | BEST WINE PROGRAM DEL FRISCO'S DOUBLE EAGLE STEAKHOUSE**

DEL FRISCO'S DOUBLE EAGLE STEAKHOUSE NEW YORK

WINE DIRECTOR | JULY 2012 - MAY 2016

SOMMELIER | MARCH 2010 - JUNE 2012

SERVER | APRIL 2008 - JANUARY 2010

Advanced to Wine Director role and served as key member of management team developing sales and service strategies. Lead team of 4 sommeliers and restaurant staff (approximately 200 employees) to DFRG's first Wine Spectator Grand Award and \$8M in annual wine sales.

- Increased annual sales from \$7.5M to \$8M within 4 years
- Reduced overall wine COGS from 34% to 30%
- Created in-house wine weekly training program and junior sommelier pipeline
- Mentored & graduated 50+ team members to CMS Intro, Certified & Advanced Sommelier Certificates
- Taught & upheld industry-leading service standards
- Quickly and effectively handled guest concerns and ensured optimal continuity of service
- **2015 WINE ENTHUSIAST | AMERICA'S TASTEMAKERS 40 UNDER 40**
- **2013 COURT OF MASTER SOMMELIERS | ADVANCED SOMMELIER CERTIFICATE**
- **2011 COURT OF MASTER SOMMELIERS | CERTIFIED SOMMELIER CERTIFICATE**
- **2010 AMERICAN SOMMELIER ASSOCIATION | ADVANCED BLIND TASTING CERTIFICATE**

AMERICAN SOMMELIER ASSOCIATION

EDUCATION CONSULTANT | JUNE 2011 – JUNE 2013

VERITAS

SOMMELIER | FEBRUARY 2010 – MARCH 2010

EDUCATION

MAY 2006

MASTER OF MUSIC: PERFORMANCE, MANHATTAN SCHOOL OF MUSIC
3.8 GPA, MANHATTAN SCHOOL OF MUSIC PERFORMANCE SCHOLARSHIP

JULY 2004

DANTE ALIGHIERI LANGUAGE INSTITUTE, FLORENCE, ITALY
ITALIAN LANGUAGE & CULTURAL STUDIES

MAY 2002

BACHELOR OF ARTS: MUSIC, UNIVERSITY OF PUGET SOUND
3.4 GPA, GOTTFRIED & MARY FUCHS FOUNDATION SCHOLARSHIP

DECEMBER 2001

INTERNATIONAL EUROPEAN STUDIES, STUDY ABROAD PROGRAM VIENNA, AUSTRIA
GERMAN LANGUAGE & INTERNATIONAL MUSIC STUDIES

REFERENCES

STEVE SHLEMON | CEO FRONT BURNER RESTAURANTS – 813.833.1871

SCOTT GOULD | DIRECTOR BOND ESTATES NAPA, CA – gould@bondestates.com

NIKKI HEUCKEL | DIRECTOR, PATRICK HENRY CREATIVE PROMOTIONS HOUSTON, TX - nikki@phcp.com

JOSHUA NADEL MS | DIRECTOR OF BEVERAGE, NOHO HOSPITALITY NYC - joshuanadel@gmail.com