

CAPE CLASSICS SOMM SPOTLIGHT



NAME: Haley Moore

RESTAURANT: Town Hall, Salt House, Anchor & Hope and Irving Street Kitchen

FOCUS/GOAL OF THE WINE PROGRAM: "I run the beverage programs for three restaurants in San Francisco and oversee one in Portland. They are all very different, and so the programs are different. I think about my guests first, aiming to suit their wine needs before all else. I then consider the cuisine at each, the knowledge level of the staff and my personal preferences last. My goal is to offer unique programs with something for everyone: from the total novice, to the collector, to the geeky industry person in on a night off."

WHAT DO YOU LOVE MOST ABOUT YOUR JOB? "Educating the staff. There is nothing more rewarding than seeing younger people in the business grow and learn, to see a spark in their eye when they are first turned on by wine. It is very, very special."

WHAT CAPE CLASSICS ITEMS DO YOU WORK WITH AND WHY?

- Morgenster Lourens River Valley 2010
- Bartinney Cabernet Sauvignon 2012

After a recent trip to South Africa, these were two major standouts for me (of many in the Cape Classics portfolio) that offered excellent value for quality. They are also both great alternatives to Napa Cab!

BRIEF BIO: Haley Moore has spent her life in restaurants. Her career galvanized in 2007, when she became the Wine Director at bacar in San Francisco at the age of 24. In 2009, she became the Lead Sommelier at the nationally acclaimed Spruce, overseeing a Grand Award Winning wine list comprised of 2,600 selections. In 2012, she joined Stock & Bones as their Wine and Spirits Director overseeing four restaurants: Town Hall, Salt House and Anchor & Hope in San Francisco and Irving St. Kitchen in Portland. She passed the Court of Master Sommeliers Certified Exam in 2006 and is currently working towards the Wine and Spirits Education Trust Diploma Program. Haley has been featured in articles both locally and nationally including: The San Francisco Chronicle, Wine & Spirits Magazine, Beverage Media, Wine Enthusiast, MORE Magazine, The Sommelier Journal, and was named one of Restaurant Hospitality Magazine's 'Top 30 under 30' Hospitality Professionals of America.