



Tasting Room Manager

Location: On-site at Mill Camp Wines & Ciders – Boone, NC

Position Type: Full-Time, non-exempt

Reports to: Owner

Start Date: Spring 2025; Immediate

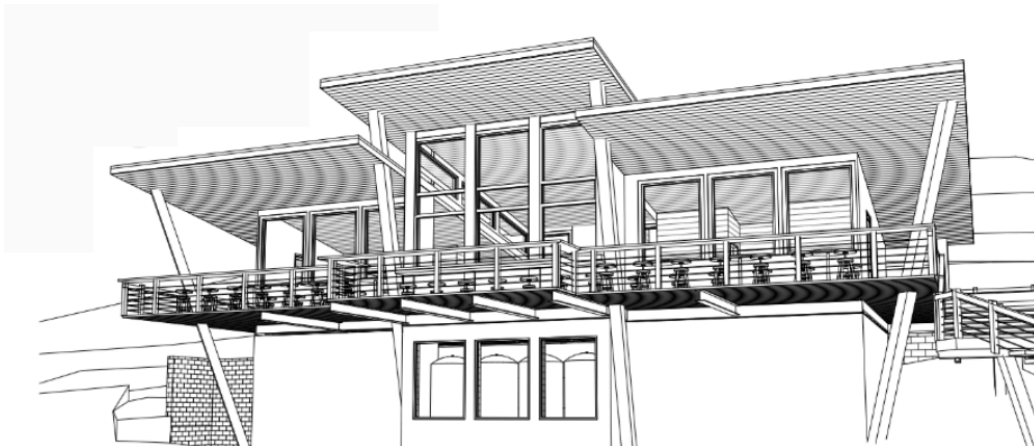
About Us

Mill Camp Wines & Ciders is a family-owned vineyard, orchard and Tasting Room tucked into the outskirts of Boone, North Carolina. We use regenerative farming practices to produce exceptional small-batch wines and ciders. Our Tasting Room opens Fall 2025, and we're building it from the ground up—starting with the right team. We're looking for someone who's passionate about hospitality, energized by people, and ready to help create a welcoming space for locals and visitors alike.

Position Overview

We're looking for a dynamic, dependable leader to oversee day-to-day Tasting Room operations, create memorable guest experiences, and help shape the growing Mill Camp brand.

As Tasting Room Manager, you'll play a key role in launching and running our Tasting Room operations. From preparing for opening day to managing staff and ensuring an excellent and unforgettable guest experience long-term, this is a hands-on leadership position for someone who loves people, good wine, and meaningful work in a beautiful setting.



This is a people-focused role ideal for someone who loves creating memorable guest interactions, thrives in a startup environment, and brings a passion for wine, cider, and community. Applicants should be enthusiastic, kind, positive, and hospitality focused. A hard worker with a good attitude is an essential quality. Hospitality management experience is expected.

Essential Duties & Functions:

- Pre-Opening
 - Assist in creating the day-to-day operations and systems for the Tasting Room
 - Coordinate with ownership to prepare the space for guest service
 - Support hiring, training, and onboarding of Tasting Room team
 - Assist in developing the wine and cider club
- Team Leadership
 - Manage daily operations and lead by example during service
 - Schedule and oversee front-of-house staff
 - Learn and understand all team positions and work in those positions as needed
 - Foster a positive, professional, and fun environment for team and guests
 - Assist in regular hiring, training, scheduling and reviewing all staff positions
 - Ensure high standards of cleanliness, safety, and service
 - Lead ongoing education for staff on new wines/ciders and guest engagement best practices
 - Provide recommendations to improve operational efficiency or enhance the guest experience
 - Track and report on sales, staff performance, and Tasting Room trends to ownership
- Site Management
 - Oversee or perform daily opening and closing duties, including cash handling and site readiness.
 - Monitor guest feedback and address concerns promptly to ensure a positive experience.
 - Be willing to pitch in with anything and everything related to great customer experiences including greeting, pouring, answering questions and providing education to the customers
 - Oversee cleanliness and safety of the Tasting Room and outdoor areas
 - Proficient use and management of the POS system, cash handling and daily reporting
 - Arrange talent, music, food trucks and other special marketing features at the Tasting Room
 - Ensure compliance with all ABC regulations and health/safety codes related to alcohol service and Tasting Room operations
- Sales of wine, cider and merchandise
 - Effectively sell club memberships and assist in special events with members
 - Manage inventory with wine and cider makers
 - Manage retail merchandising and retail inventory
 - Collaborate with local vendors to source and promote complementary products
 - Coordinate scheduling and communication with vendors, musicians, and event partners

- Participate in other activities both on and off site as needed as well as additional duties related to wine and customer service

Compensation & Schedule

Pay: ~\$25/hour (based on experience), plus tips + commission opportunities

Schedule: Average of 30–40 hours/week, likely Wednesday or Thursday through Sunday with Tasting Room Operating Hours. Weekend & holiday flexibility required.

Benefits: In addition to competitive pay and tips, Mill Camp Wines & Ciders offers a positive, people-centered work environment and access to unique employee benefits, including paid time off. We'll share more during the interview process.

Growth Opportunities: This role has potential to grow alongside the business both financially and with increased responsibility

Qualifications

- Experience in Tasting Room Management, and/or bar/restaurant management
- Wine knowledge and passion for wine and/or craft ciders
- At least 21 years of age or older
- Professional, friendly, outgoing and trustworthy
- Willing and able to work a flexible schedule, including weekends and holidays
- Excellent communication skills – written and verbal
- Able to work independently and without supervision
- Physically able to stand and move for 8 hours and able to lift 40 pounds
- Able to attend out-of-town training
- Open to change – we are a start up and a small business that will be changing as we grow
- Hard-working, team player

Additional skills which would complement the duties and skills of this position include:

- Digital and social media marketing
- Event Management
- Community outreach or networking background
- Experience with Excel



To Apply

To apply, submit your resume and cover letter to info@millcampboone.com

Mill Camp Wines & Ciders is an equal opportunity employer. We welcome applicants of all backgrounds and do not discriminate on the basis of race, color, religion, gender, sexual orientation, national origin, age, disability, or any other protected status under applicable laws. We are committed to creating a workplace that reflects our values of hospitality, respect, and community.