

SUMMER 2025 CO-OP

Emma Leach

Bachelor of Tourism Management: 4th year

Employer Information

- Lulu Island Winery
- Richmond, British Columbia, Canada

Largest winery in the Greater Vancouver area attracting domestic and international visitors from all around the world. Family owned business creating award winning table, fruit and ice wines.

Career Development

Goals & Learning Objective:

Contributing a younger perspective

- Sharing new workshop ideas during off season (flower bouquet making)
- New budget friendly food options to change up the menu and cross-utilize (different items for charcuterie, new dips)

Career Clarity: Winery Event Manager

- Enhanced my interest in event management
- Gained a new appreciation and interest for viticulture and oenology

Skills

TECHNICAL

- Wine Knowledge
- Vineyard Management
- Food Pairings
- Tasting Room Procedures
- Storytelling and Guiding
- Event Coordination

TRANSFERABLE

- Cross-Cultural Communication
- Adaptability
- Problem-Solving
- Sales & Up-selling
- Public Speaking
- Time Management and Multitasking

WINE SHOP RETAIL ASSOCIATE



Successes

SUCCESS: First sales job

- MAY - mainly training and learning the day to day tasks
- JUNE - doing tastings and tours by myself
- JULY - confident in my knowledge while leading tours and multitasking multiple tastings
- AUGUST - applying everything I've learnt and having fun!



Google Reviews

"Emma was very helpful and kind, her smile made our experience very unique and unforgettable, thank you Emma and Lulu Island Winery"



"We had a wonderful time. Emma, our tour guide was very knowledgeable, kind, and friendly. The environment is very welcoming, there's no rush while you're there. It's extremely beautiful and well designed, just sip some wine and enjoy your surroundings!"

My Role: Retail Associate

- 4 month (May-August) in person

Led tastings and tours for guests visiting the winery. Assisted in international bus tours from Taiwan, China and Vietnam ranging from 10-50 people. Gained extensive knowledge on the wine making process and products to help guide guests through purchases and their experience at the winery. Ensured space booked for events were cleaned and had all required equipment in the room.

Challenges

- Confidence when I first started guiding tours and presenting in front of large groups. Overtime my confidence grew the more I learned about wine and understanding winemaking process.
- Working with staff that have been together for 5+ years and trying to find my footing within the team.



Impact

Starting a new job can be scary, feeling under qualified or having limited knowledge of the area. Ask questions but take initiative to do your own research to expand your understanding and knowledge!

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