

AISLING CROTTY

WINE TOURISM INNOVATION MANAGEMENT
AND SUSTAINABILITY

WSET LEVEL 2 CERTIFIED

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PROFESSIONAL SUMMARY

Passionate and adaptable wine professional with a strong academic background in Food Science (BSc, MSc) and hands-on experience in the wine industry across Australia, New Zealand, and France. Completed a wine tourism internship at a small family-run Champagne house, gaining insight into sustainable tourism practices, as well as a winemaking internship in Bourgogne. Skilled in customer service, wine and food pairing, and sensory analysis. Eager to contribute to the development of sustainable wine tourism experiences that benefit wineries, guests, and local communities alike. WSET Level 2 certified in October 2025.

EXPERIENCE

Maison Meyer - Bourgogne

August- September 2025

Winemaking Internship, Cellar Hand

- Executed harvest preparation by sanitising equipment, preparing barrels, and ensuring strict winery hygiene.
- Collected, sorted, pressed grapes, and monitored fermentations/racking to support high-quality wine production.
- Collaborated effectively in a fast-paced harvest team, strengthening adaptability, precision, and attention to detail.
- Deepened knowledge on Bourgogne wine heritage and production.

Champagne P. Lancelot Royer - Cramant

June 2025

Wine Tourism Co-Ordinator

- Studied the current onsite wine tourism offering, and worked with new owners to develop future wine tourism products.
- Successfully led multiple engaging winery tours, answering queries, resulting in improved guest engagement and onsite sales (D2C).
- Offered aid on social media strategies and website layout to improve online reputation and reach.
- Worked in vineyards to enhance storytelling for wine tourism offerings.

EXPERIENCE (CONTINUED)

Gibbston Valley Winery - Central Otago

May 2023 - October 2023

Section waiter, host

- Delivered premium guest experiences through curated food & wine pairings, guided tastings, and engaging storytelling in collaboration with the chief winemaker.
- Supported wine sales by leveraging strong product knowledge and sensory expertise, driving upselling and repeat engagement.
- Managed guest sections during high-volume service, optimising operations and reservations with tools like Revel and SevenRooms.

EDUCATION

International Master in Wine Tourism Innovation

September 2024 - July 2026

Tarragona, Bordeaux, Porto

(expected)

- Adapted quickly to diverse academic, cultural, and professional environments, developing resilience and cross-cultural collaboration skills.
- Delivered projects with wineries and tourism organisations, applying innovative wine tourism concepts to marketing, operations, and guest engagement initiatives.
- Subjects include: wine tourism sustainability, wine heritage, project managements, wine production (aged, sparkling, fortified), wine tourism behaviour and communication.

MSc (Research) Food Science

June 2018 - May 2020

University College Cork, Ireland

- Thesis title: A comparison of the use of whole milk and fat-filled milk powders for production of heat-stable long-life beverages

BSc (Hons) Food Science & Technology

September 2014 - June 2018

University College Cork, Ireland

- College scholar each year for exemplary exam results
- 6 month research internship in an infant formula plant (Nestlé, Askeaton)
- Developed independent final year project on novel enzyme applications
- Subjects included process engineering, dairy production, protein stability, food packaging, sensory analysis

References available upon request

SKILLS

- Negotiation
- Effective communication
- Time-management
- Adaptability
- Leadership
- Customer Service
- Analytical
- Critical Thinking

INTERESTS

- Music
- Baking
- Hiking
- Reading