

CUL 256.9 Course Outline as of Spring 2007**CATALOG INFORMATION**

Dept and Nbr: CUL 256.9 Title: INTRO RESTAURANT WINE

Full Title: Introduction to Wine in the Restaurant

Last Reviewed: 2/3/2020

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	2.00	8	Lecture Scheduled	16.00
Minimum	1.00	Lab Scheduled	0	8	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	2.00		Contact Total	16.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 32.00

Total Student Learning Hours: 48.00

Title 5 Category: AA Degree Applicable

Grading: Grade Only

Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP

Also Listed As:

Formerly:

Catalog Description:

This course teaches successful integration of wine sales and service into restaurant operations.

Prerequisites/Corequisites:

Completion of or concurrent enrollment in CUL 250 and CUL 250.1.

Recommended Preparation:

Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:**Schedule of Classes Information:**

Description: This course teaches successful integration of wine sales and service into restaurant operations. (Grade Only)

Prerequisites/Corequisites: Completion of or concurrent enrollment in CUL 250 and CUL 250.1.

Recommended: Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:

Transfer Credit:

Repeatability: Two Repeats if Grade was D, F, NC, or NP

ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:

AS Degree:	Area	Effective:	Inactive:
CSU GE:	Transfer Area	Effective:	Inactive:
IGETC:	Transfer Area	Effective:	Inactive:
CSU Transfer:		Effective:	Inactive:
UC Transfer:		Effective:	Inactive:

CID:

Certificate/Major Applicable:

Both Certificate and Major Applicable

COURSE CONTENT

Outcomes and Objectives:

Upon completion of this course, the student will be able to:

1. Evaluate a restaurant's wine list for maximum sales potential.
2. Create and price a wine list for profitability.
3. Implement methods to increase wine sales in the dining room and the bar.
4. Select appropriate equipment and supplies for wine sales and service.
5. Implement effective purchasing and inventory practices.
6. Describe the duties of a sommelier.
7. Identify the components of an employee wine training program.

Topics and Scope:

- I. Wine and its Role
- II. Wine Producing Regions of the World
- III. Setting up the Restaurant for Wine Sales
 - A. Equipment
 - B. Supplies
- IV. Purchasing Wines through the Three-Tier System
 - A. Producer
 - B. Intermediary
 - C. Retailer or restaurateur
- V. Storage and Inventory
- VI. Selling and Serving Wine
- VII. Pricing and Designing a Wine List for Maximum Profit
- VIII. Creating a Profitable Wine-by-the-glass Program
- IX. Wine Service Personnel, Duties and Training
 - A. Sommelier
 - B. Dining room personnel

Assignment:

1. Reading: 5-15 pages per week.

2. Write a job description and a classified advertisement for a sommelier.
3. Interview a local wine broker or distributor and their role in the three-tier system, and write a 2-3 page summary.
4. Compare wine lists from different establishments to identify pricing strategies, design elements and product offerings. Write a 2-3 page summary.
5. Create an outline of an effective wine training manual.
6. 2-4 quizzes.
7. 1 final exam.

Methods of Evaluation/Basis of Grade:

Writing: Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Job description and classified ad; interview summ.	Writing 10 - 20%
Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.	Problem solving 20 - 30%
Compare wine lists; training manual outline.	
Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.	Skill Demonstrations 0 - 0%
None	
Exams: All forms of formal testing, other than skill performance exams.	Exams 40 - 50%
Multiple choice, True/false, Matching items, Completion, Essay; Short answer.	
Other: Includes any assessment tools that do not logically fit into the above categories.	Other Category 10 - 20%
Attendance/Participation	

Representative Textbooks and Materials:

Instructor prepared materials.