

CUL 256.9 Course Outline as of Fall 2015**CATALOG INFORMATION**

Dept and Nbr: CUL 256.9 Title: INTRO RESTAURANT WINE

Full Title: Introduction to Wine in the Restaurant

Last Reviewed: 10/27/2014

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	1.00	17.5	Lecture Scheduled	17.50
Minimum	1.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.00		Contact Total	17.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 35.00

Total Student Learning Hours: 52.50

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:**Recommended Preparation:****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:

Recommended:

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

Student Learning Outcomes:

Upon completion of the course, students will be able to:

1. Create policies and procedures for developing a profitable wine program in a variety of food and beverage operations.
2. Demonstrate industry standards of purchasing, inventory, sales and service of wine in compliance with state and federal regulations.

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 in the restaurant
- 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. Complete a worksheet to indicate major wine regions of the world and the dominant grape varieties each region grows.
3. Compare wine lists from different establishments to identify pricing strategies, design elements, and product offerings in a 2-3 page summary.
4. Perform calculations to determine a wine's cost, mark up, price, and profit.
5. Create an outline of an effective wine training manual.
6. Create a concept plan for a successful restaurant wine program.
7. 2-4 quizzes.
8. 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.

Create a concept plan for a successful restaurant wine program.	Writing 10 - 20%
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Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Compare wine lists; training manual outline; perform calculations to determine a wine's cost, mark up, price, and profit; complete a worksheet indicating the major wine regions of the world.	Problem solving 20 - 30%
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Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None	Skill Demonstrations 0 - 0%
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Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, true/false, matching items, completion, essay; short answer.	Exams 40 - 50%
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Other: Includes any assessment tools that do not logically fit into the above categories.

Attendance and participation	Other Category 10 - 20%
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Representative Textbooks and Materials:
Instructor prepared materials.