WINE 130 Course Outline as of Spring 2015

CATALOG INFORMATION

Dept and Nbr: WINE 130 Title: WINE SERVICE HOSPITALITY
Full Title: Wine Service and Hospitality
Last Reviewed: 9/13/2021

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	1.50	17.5	Lecture Scheduled	26.25
Minimum	1.50	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	1.50		Contact Total	26.25
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 52.50 Total Student Learning Hours: 78.75

Title 5 Category:	AA Degree Applicable
Grading:	Grade or P/NP
Repeatability:	00 - Two Repeats if Grade was D, F, NC, or NP
Also Listed As:	
Formerly:	AG 281.29

Catalog Description:
A comprehensive exploration of wine service covering the pragmatic concerns of selecting, serving, decanting, storing, transporting, handling and displaying wine in restaurant, tasting room, and private venues. Appropriate for hospitality professionals and wine aficionados.

Prerequisites/Corequisites:
Minimum Age 18 or older

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100

Limits on Enrollment:
Must be 18 years or older

Schedule of Classes Information:
Description: A comprehensive exploration of wine service covering the pragmatic concerns of selecting, serving, decanting, storing, transporting, handling and displaying wine in restaurant, tasting room, and private venues. Appropriate for hospitality professionals and wine aficionados. (Grade or P/NP)
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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:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
Upon completion of this course, students will be able to:
1. Describe and practice proper wine storage procedures.
2. Serve a bottle of wine according to professional standards.
3. Evaluate glassware for its potential to enhance the flavor of wine.
4. Determine when decanting is beneficial for young and old wines.
5. Describe the influence of temperature on wines.
6. Organize a wine sequence for wine tasting or wine and food pairing.
7. Summarize the basic principles of successful wine and food pairing.
8. Describe and practice effective strategies for wine club member conversion, retention, and incentives to gain club members.
9. Describe and practice effective wine sales techniques such as upselling and wine club discounts.

Topics and Scope:

I. Wine Storage
A. Environmental variables
  1. temperature
  2. humidity
  3. light
B. Essentials of a wine storage facility
C. Storing open wines
II. Professional Wine Service
A. Transporting a bottle appropriately
B. Presentation
  1. in a tasting room
  2. restaurant service
C. Opening the bottle

1. kinds of wine
   a. still
   b. sparkling
   c. old
   d. young
2. tools
   a. "ah-so"
   b. waiter's key
   c. screw pull

D. Glassware
1. effect on flavor
   a. size
   b. shape
   c. cleanliness
2. cost

E. Decanting
1. old wine
2. new wine

F. Pouring
1. quantities
2. spill prevention
3. clean-up strategies

G. Wine temperature
1. influence on flavor
   a. red wine
   b. white wine
   c. sparkling wine
2. cultural norms
3. methods for quick cooling

III. Sensory Evaluation Procedures for the Hospitality Professional

A. Language of wine
1. color
2. aroma
3. balance
4. finish

B. Qualities
1. nose
2. flavor
3. organoleptic indicators

C. Varieties

IV. Sequencing Multiple Wines

A. For wine tasting

B. For service with meal courses

V. Wine and Food Pairing

VI. Wine Clubs

A. High Club Member Conversion
   1. Techniques to gain club members
   2. How to keep club members (retention): events, pick-up parties, etc.

B. Importance of club-to-winery bottom line

C. Incentives to sign up club members

VII. Sales

A. Effective wine sales

1. Techniques, tips, tricks without being too pushy
2. Upselling
3. Tying into the club--discounts

B. The cost behind the wines, what is being poured, and Cost of Goods Sold (COGS) as related to pricing

C. Providing a first-class level to elevate the experience to increase sales

VII. Responsible Hospitality and Service

A. ServSafe Certification

B. Rules and regulations regarding serving alcohol
1. Minors
2. Intoxicated clients

C. Training for Intervention Procedures (TIPS)

D. Other tactics and procedures to insure responsible service

Assignment:

Assignments may include:
1. Wine service and hospitality guideline notes
2. Reading 10 - 20 pages per week and written assignments
3. In an in-class presentation format, open and serve a bottle of wine according to professional standards.
4. Critique sheets: each class member completes a critique sheet for each presentation/presenter.
5. 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.

Wine service and hospitality guideline notes and homework	Writing 20 - 30%

Problem Solving: Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Critique sheets	Problem solving 20 - 30%

Skill Demonstrations: All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

In-class presentation	Skill Demonstrations 30 - 50%

Exams: All forms of formal testing, other than skill performance exams.

Final exam	Exams 10 - 20%

Other: Includes any assessment tools that do not logically fit into the above categories.

None	Other Category 0 - 0%

Representative Textbooks and Materials:
Instructor prepared materials.
Wine industry periodicals and websites
Sales and Service for the Wine Professional. Julyan, Brian K. Cengage/Thomson Learning, 3rd edition, 2008.