CUL 256.9 Course Outline as of Fall 2020

CATALOG INFORMATION

Dept and Nbr: CUL 256.9   Title: RESTAURANT WINE MGMT
Full Title: Restaurant Wine Management
Last Reviewed: 2/3/2020

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 introduces the concept of a wine program within a full service restaurant or wine bar, including purchasing and pricing wine; curating a wine list; developing policies and procedures; and selling and serving wine in a restaurant environment.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100 or equivalent

Limits on Enrollment:

Schedule of Classes Information:
Description: This course introduces the concept of a wine program within a full service restaurant or wine bar, including purchasing and pricing wine; curating a wine list; developing policies and procedures; and selling and serving wine in a restaurant environment. (Grade Only)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100 or equivalent
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:
At the conclusion of this course, the student should be able to:
1. Create policies and procedures for developing a profitable wine program in a variety of restaurant operations.
2. Demonstrate industry standards of purchasing, pricing and management of wine in compliance with state and federal regulations.

Objectives:
At the conclusion of this course, the student should 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 practices.
6. Describe the duties of a sommelier and wine service staff.
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.   Selling and Serving Wine
VI. Pricing and Designing a Wine List for Maximum Sales and Profit

VII. Creating a Profitable Wine-by-the-Glass Program
VIII. Wine Service Personnel, Duties and Training
   A. Sommelier
   B. Dining room staff

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. Perform wine sales and wine service activities properly at table
6. Create a concept plan for a successful restaurant wine program
7. Two to four quizzes and 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.

Concept plan	Writing 10 - 20%

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

Compare wine lists; determine a wine's cost, mark up, price, and profit; worksheet of major wine regions of the world	Problem solving 25 - 35%

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

Sell and serve wine properly at table	Skill Demonstrations 10 - 15%

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

Quizzes and final exam	Exams 10 - 20%

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

Attendance and participation	Other Category 10 - 20%

Representative Textbooks and Materials:
Instructor prepared materials