WINE 130 Course Outline as of Fall 2024

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 and hospitality. Covers selecting, serving, decanting, storing, transporting, handling, selling and displaying wine in restaurants, tasting rooms, and private venues.

Prerequisites/Corequisites:
Minimum Age 18 or older

Recommended Preparation:
Eligibility for ENGL 100 OR EMLS 100 (formerly ESL 100) and Course Completion of WINE 1 or VIT 1

Limits on Enrollment:
Must be 18 years or older

Schedule of Classes Information:
Description: A comprehensive exploration of wine service and hospitality. Covers selecting, serving, decanting, storing, transporting, handling, selling and displaying wine in restaurants, tasting rooms, and private venues. (Grade or P/NP)
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Completion of WINE 1 or VIT 1
Limits on Enrollment: Must be 18 years or older
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. Demonstrate professional wine service techniques and responsible hospitality service in the wine industry.
2. Organize wines for a sensory tasting evaluation.
3. Explain and apply effective wine sales techniques.
4. Describe important aspects and benefits of wine clubs.

Objectives:
At the conclusion of this course, the student should be able to:
1. Describe and practice proper wine storage procedures and professional wine serving procedures.
2. Organize a wine sequence for wine tasting or wine and food pairing.
3. Summarize the basic principles of successful wine and food pairing.
4. Describe and practice effective strategies for wine club member conversion, retention, and incentives to gain club members.
5. Describe and practice effective wine sales techniques such as upselling and wine club discounts.

Topics and Scope:

I. Wine Storage Conditions (temperature, humidity, light)
   A. Essentials of a wine storage facility
   B. Storing open wines
II. Professional Wine Service
   A. Transporting a bottle appropriately
   B. Tasting room and restaurant services presentation
   C. Opening the bottle

        1. Kinds of wine (Still, sparkling, old, young)
        2. Tools ("ah-so", waiter's key, screw pull)
    D. Glassware
        1. Effect on flavor
        2. Cost
    E. Decanting old versus new wine
    F. Pouring
        1. Quantities
        2. Spill prevention
        3. Clean-up strategies
    G. Wine temperature
        1. Influence on flavor (red, white, sparkling)
        2. Cultural norms
        3. Methods for quick cooling
III. Sensory Evaluation Procedures for the Hospitality Professional
    A. Wine descriptors
        1. Color
        2. Aroma/bouquet
        3. Balance
        4. Finish
    B. Organoleptic indicators (See, swirl, smell, sip, savor)
    C. Varietals
    D. Tasting evaluation sheet based on the 20 point scale
IV. Sequencing Multiple Wines for Wine Tasting and Meal Pairing
V. Wine and Food Pairing
VI. Wine Clubs
    A. High Club Member Conversion
        1. Forms and techniques for recruiting club members
        2. Club member retention activities
    B. Economic impact of wine clubs
    C. Role of employees in club membership
VII. Sales
    A.Effective techniques and strategies for wine sales
    B. Wine pricing and appreciation
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:

1. Weekly reading (10 - 20 pages)
2. One hospitality - tasting room report (response to approximately 20 questions)
3. Written homework assignments (3 - 5)
4. Weekly professional wine evaluation tasting sheets and sensory evaluation of wines in different glassware
5. One in-class demonstration: open and serve a bottle of wine according to professional standards
6. One oral presentation about sensory characteristics of one wine

7. Feedback sheets: complete a feedback sheet (1 - 2 pages) for each presentation/presenter
8. 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.

Hospitality-Tasting Room report; written homework assignments; feedback sheets	Writing 20 - 30%

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

Professional wine evaluation tasting sheets and sensory evaluation of wines in different glassware	Problem solving 20 - 30%

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

In-class demonstration; oral presentation about sensory characteristics of one wine	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.
Sales and Service for the Wine Professional. 3rd ed. Julyan, Brian K. Cengage/Thomson Learning. 2008 (classic)
Event Management for Tourism, Cultural, Business, and Sporting Events. Van Der Wagen, Lynn and Carlos, Brenda. Pearson Prentice Hall. 2005 (classic)