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: CSU GE:	Area Transfer Area	Effective: Effective:	Inactive: 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.

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

Compare wine lists; training manual outline.

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

None

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

Multiple choice, True/false, Matching items, Completion, Essay; Short answer.

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

Attendance/Participation

Representative Textbooks and Materials:

Instructor prepared materials.

Writing 10 - 20%	

Problem solving 20 - 30%

Skill Demonstrations 0 - 0%

> Exams 40 - 50%

Other Category 10 - 20%