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	ľ	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:**

Transfer Area IGETC: 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