WINE 132.1 Course Outline as of Fall 2020

CATALOG INFORMATION

Dept and Nbr: WINE 132.1   Title: TASTING ROOM OPERATIONS
Full Title: Tasting Room Operations
Last Reviewed: 4/27/2020

Units			Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	2.00		Lecture Scheduled	1.25	17.5	Lecture Scheduled	21.88
Minimum	2.00		Lab Scheduled	2.50	4	Lab Scheduled	43.75
			Contact DHR	0		Contact DHR	0
			Contact Total	3.75		Contact Total	65.63
			Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 43.75   Total Student Learning Hours: 109.38

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:

Catalog Description:
Development of skills to work in a wine tasting room. Students rotate through stations in the student-run wine tasting room at Shone Farm, developing skills in customer service (at a tasting bar and at a sit-down table), customer relationship management (CRM), closing sales, giving tours, merchandising, responsible alcohol service, and current operating software systems such as, wine club, CRM and point of sale (POS).

Prerequisites/Corequisites:
Minimum Age 21 or older

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100 or equivalent AND Course Completion of WINE 1 (or VIT 1), WINE 3 (or WINE 42.1), AND WINE 111.1 (or WINE 111.2)

Limits on Enrollment:
Age 21 or older

Schedule of Classes Information:
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closing sales, giving tours, merchandising, responsible alcohol service, and current operating software systems such as, wine club, CRM and point of sale (POS). (Grade or P/NP)
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Recommended: Eligibility for ENGL 100 or ESL 100 or equivalent AND Course Completion of WINE 1 (or VIT 1), WINE 3 (or WINE 42.1), AND WINE 111.1 (or WINE 111.2)
Limits on Enrollment: Age 21 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 merchandising, wine service, and tour skills necessary to effectively work a wine tasting room.
2. Demonstrate hospitality, customer relations and sales skills resulting in customer satisfaction and in closing sales.
3. Operate all relevant computer systems used in a wine tasting room.

Objectives:
At the conclusion of this course, the student should be able to:
1. Effectively staff all stations in a wine tasting room including bar service, table service, tours, back room,
   merchandise, and customer greeting.
2. Provide excellent customer service including being sensitive to customer needs and desires, talking with
   customers, contacting customers by phone, and managing ongoing customer relationships.
3. Close sales of wine and wine club memberships.
4. Understand and implement responsible alcohol service.
5. Operate all relevant computer systems including customer relationship management (CRM), point of sale
   (POS), and wine clubs.
6. Meet and maintain standards of safety, sanitation, cleanliness, storage, and cleanup of tasting room, back
   office, and surrounding building and grounds.

Topics and Scope:

I. Tasting Room Operations
   A. Understanding the big picture – overview
      1. Objectives of a tasting room: customer relations and sales
      2. Roles and responsibilities: back and front of house
         a. Maintain building and grounds
         b. Merchandising: effective practices
         c. Pouring and selling
         d. Business management and wine club
   B. Wine club goals, membership and management
   C. Software Systems
      1. Point of sale (P.O.S.)
      2. Customer relationship management (CRM)
      3. Wine club
   D. Personal professionalism
      1. Professionalism, organization, communication skills and teamwork
      2. Attitude toward customer service
      3. Maintaining a positive attitude
II. Service and Standards
   A. Bar and table service
      1. Wine storage and management
         a. Temperature and freshness
         b. Inventory
         c. Prepping and closing the service station
      2. Service standards
         a. Safety and sanitation
         b. Table settings
         c. Serving utensils
         d. Sequence of proper wine service
         e. Fundamentals of large party service
   B. Guest hospitality and customer service
      1. Goals: building and maintaining relationships; supporting and selling your brand
      2. Relationship skills
         a. Listening
         b. Styles of conversation including avoiding controversial subjects
         c. Openness to customer preferences in wine
         d. Anticipating needs and exceeding expectations
         e. Following-up
      3. Understanding cost of lost customer
III. Spokesperson and Relationship Skills
   A. Building rapport: listening, story-telling, open questions, analogies
   B. Communicating your product to various customer groups
      1. Brand messaging: 3 points message and soundbites
      2. Product features and differentiation
      3. Listening and adapting to guests and their wine drinking preferences
   C. Leading a winery tour:
      1. Sequence
      2. Content
      3. Presentation tips and techniques
IV. Selling Skills

A. Understand what you are selling
    1. Wine club memberships
    2. Bottles/cases of wine
    3. Stories, emotions, loyalty
B. Sales skills
    1. Consultative selling: know your customer
    2. Features and benefits selling
    3. Planting sales seeds and understanding buying signals
    4. Closing the sale

Concepts presented in lecture are applied and practiced in lab.

Assignment:

Lecture-Related Assignments:
1. Periodic written reports on customer service and tasting room operation (up to four reports total, 1 page
   each)
2. Reading of instructor provided materials
3. Secret shopper report on another tasting room (1 report)
4. Quiz(zes) (1-3)
5. Final exam

Lab-Related Assignments:
1. Performance of specific employee roles (4-6) including tasting bar, runner, tour guide, greeter
2. Customer service demonstration
3. Closing sales demonstration
4. Self-evaluation of performance in all employee roles

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.

Periodic written reports, secret shopper report, self-evaluation of performance in all employee roles.	Writing 5 - 20%

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

None	Problem solving 0 - 0%

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

Performance of specific employee roles: demonstrations of tasting bar wine service, customer service, closing sales	Skill Demonstrations 50 - 65%

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

Quiz(zes) and final exam		Exams 20 - 30%

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

Participation, professionalism		Other Category 5 - 20%

Representative Textbooks and Materials:
Instructor prepared materials