WINE 101 Course Outline as of Fall 2024

CATALOG INFORMATION

Dept and Nbr: WINE 101 Title: WINE SALES
Full Title: Wine Sales
Last Reviewed: 12/12/2023

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 175

Catalog Description:
This class broadly examines the business of wine sales and distribution, including the three-tier system of wine distribution and direct sales to consumers. Topics will include the costs of distribution including margins, mark-ups, freight, and taxes. Regional market variation is covered, including the differences between retail and restaurant sales. The import and export of wines are reviewed.

Prerequisites/Corequisites:

Recommended Preparation:
Course Completion of WINE 1 OR VIT 1; and WINE 3

Limits on Enrollment:

Schedule of Classes Information:
Description: This class broadly examines the business of wine sales and distribution, including the three-tier system of wine distribution and direct sales to consumers. Topics will include the costs of distribution including margins, mark-ups, freight, and taxes. Regional market variation is covered, including the differences between retail and restaurant sales. The import and export

of wines are reviewed. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Course Completion of WINE 1 OR VIT 1; and WINE 3
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. Describe the three-tier system of wine distribution, including the use of brokers and distributors in wine sales and distribution.
2. Analyze the costs of distribution of wine products including margins, mark-ups, freight, and taxes.
3. Describe wine sales management and import/export of wines.

Objectives:
At the conclusion of this course, the student should be able to:
1. Describe wine distribution methods in differing wine markets, including the three-tier system and direct sales to consumers.
2. Define the role of wine distribution and distribution trends and recognize and discuss the roles of wine brokers: managing distributor's sales versus direct selling to accounts.
3. Calculate projected pricing in markets; wine costs, freight, taxes, broker commissions, distributors and retail mark-ups, and sales tax.
4. Describe the cultural, regional end user and structural differences in the United States wine market.
5. Define the difference between the retail wine market and restaurant sales and describe the "push" versus allocation method of wine marketing.
6. Describe successful methods of wine sales management, including classification of accounts, program preplanning, and management by objectives, sales incentives, and contests.
7. Describe the import and export of wines.

Topics and Scope:

1. Introduction to Wine Distribution in the United States
   A. History and economic importance of the wine industry
   B. The development of wine sales and distribution methods and techniques
   C. Social, economic, and regional trends in wine distribution
   D. Regulatory requirements for wine sales and distribution
2. The Three-Tier System of Wine Distribution
   A. The economic role of distributors and brokers
   B. Trends in the use of distributors and brokers
   C. Managing distributor sales versus direct account sales
3. Wine Marketing Pricing - Costs and Profits
   A. Product costs - including product and packaging
   B. Distribution and shipping costs - including freight, warehousing, taxes, broker commissions and distributor mark-ups.
   C. Retail/restaurant costs - including mark-up or margin and taxes applicable to account type
   D. Projected final price to consumer - based on all the cost components in the distribution system
4. Wine Market Differences in the United States
   A. How trends in wine variety, quality, and price point vary by market
   B. How consumer expectation of sustainable wine practices is impacting wine marketing
   C. How wine consumption varies geographically
   D. How social, economic, and cultural differences affect wine sales
   E. How open states versus control states vary in wine distribution
5. Retail Versus Restaurant Sales
   A. Methods for classifying, targeting, selling and merchandising retail accounts
   B. Methods of targeting, selling, and training and motivating restaurant accounts to sell wines
   C. Appropriate methods of merchandising wine - inventory "push" sales approach versus the allocation method of marketing
6. Successful Wine Sales Management Tools and Techniques
   A. Target account lists
   B. Goal setting by territory
   C. Sales motivational incentives
   D. Wine sales contests and wine trips
7. Import and Export of Wines
   A. Methodology
   B. Costs
   C. Practices

Assignment:

1. Weekly reading (5-20 pages)
2. Written reviews
3. Homework problem sets, mark-up, and retail pricing
4. Quizzes (2-3)
5. Sales presentations
6. 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.

Written reviews	Writing 5 - 20%

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

Homework problems sets	Problem solving 10 - 15%

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

Sales presentations	Skill Demonstrations 30 - 45%

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

Quizzes; final exam	Exams 35 - 45%

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

None	Other Category 0 - 0%

Representative Textbooks and Materials:
Wine Marketing and Sales: Success Strategies for a Saturated Market. 2nd ed. Wagner, Paul and Olsen, Janeen and Thach, Liz. Board and Bench Publishing. 2016 (classic).
The Wine Bible. MacNeil, Karen. Workman Publishing. 2000 (classic).
Instructor prepared materials