

CATALOG INFORMATION

Dept and Nbr: WINE 108      Title: VIT/ENOL FOR TASTING RM  
Full Title: Viticulture and Enology for Tasting Room Personnel  
Last Reviewed: 5/2/2011

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.00	Lecture Scheduled	3.00	6	Lecture Scheduled	18.00
Minimum	1.00	Lab Scheduled	0	6	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	18.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 36.00

Total Student Learning Hours: 54.00

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 270.30

**Catalog Description:**  
Basic viticulture and enology practices used in the North Coast. A short course to help tasting room personnel answer questions from customers.

**Prerequisites/Corequisites:**

**Recommended Preparation:**

**Limits on Enrollment:**

**Schedule of Classes Information:**  
Description: Basic viticulture and enology practices to help tasting room personnel answer questions from customers. (Grade or P/NP)  
Prerequisites/Corequisites:  
Recommended:  
Limits on Enrollment:  
Transfer Credit:  
Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU GE:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>IGETC:</b>	<b>Transfer Area</b>	<b>Effective:</b>	<b>Inactive:</b>
<b>CSU Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>
<b>UC Transfer:</b>		<b>Effective:</b>	<b>Inactive:</b>

**CID:**

**Certificate/Major Applicable:**

Certificate Applicable Course

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon completion of this course, the student will be able to:

1. Discuss wine facts, figures, and trends in a tasting room context.
2. Identify and describe California and Sonoma County wine regions and appellations.
3. Explain basic viticulture and enology practices.
4. Utilize appropriate media channels to promote wines.
5. Effectively negotiate and close a tasting room sale.
6. Give examples of a variety of winery tasting room special events and promotions.

### **Topics and Scope:**

- I. Viticulture and Wine Industry Economics
  - A. National, state, and county economic statistics
  - B. Consumer trends in sales and consumption of wines
  - C. Basic marketing terminology
- II. Wine Regions and Appellations
  - A. California
  - B. Sonoma County
- III. Basic Viticulture Practices
  - A. Soil relationships
  - B. Climate relationships
  - C. Variety selection
  - D. Cultural practices
- IV. Basic Enology Practices
  - A. Overview of wine chemistry
  - B. Red wine fermentation procedures
  - C. White wine fermentation procedures
  - D. Malo-lactic fermentation
  - E. Wood aging
  - F. Bottling procedures

- G. Label requirements
- H. Bureau of Alcohol (BATF), Tobacco & Firearms, and Alcoholic Beverage Control (ABC) regulations
- V. Promotion of Wines
  - A. Wine competitions
  - B. Media reviews
  - C. Trade / public events
- VI. Merchandising and Sales of Wines and Wine-related Products in the Tasting Room
  - A. Sales training for the tasting room employee
  - B. ABC's of basic wine sales
  - C. Negotiating and closing the sale
- VII. Winery Tasting Room Special Events and Promotions

### Assignment:

Assignments may include:

1. Role play a sales presentation.
2. Written research report on wine statistics and trends (3-5 pages).
3. Quizzes (1-2) and final exam.
4. Reading, 10 - 20 pages per week.

### 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.

Research report.

Writing  
20 - 30%

**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.

Class performances, Role play.

Skill Demonstrations  
20 - 30%

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

Multiple choice, True/false, Matching items, Completion, short answer

Exams  
20 - 30%

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

Participation
---------------

Other Category 10 - 20%
----------------------------

**Representative Textbooks and Materials:**

Sales and Service for the Wine Professional. Julyan, Brian. Thomson Learning, 2003.

Instructor prepared materials.