WINE 101 Course Outline as of Fall 2004

CATALOG INFORMATION

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

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	1.50	Lecture Scheduled	3.00	8	Lecture Scheduled	24.00
Minimum	1.50	Lab Scheduled	0	8	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	24.00
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 48.00 Total Student Learning Hours: 72.00

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 175

Catalog Description:
This class examines the business of wine sales and distribution, reviewing the role of brokers and distributors. 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. This course covers import and export of wines.

Prerequisites/Corequisites:
Minimum Age 21 or older

Recommended Preparation:

Limits on Enrollment:
Must be 21 or older.

Schedule of Classes Information:
Description: This class examines the business of wine sales and distribution, reviewing the role of brokers and distributors. Topics include the costs of distribution including margins, marketing, freight and taxes. Regional market variation across the nation is covered including the differences between retail and restaurant sales; also covers import/export of wines. (Grade or P/NP)

Prerequisites/Corequisites: Minimum Age 21 or older
Recommended:
Limits on Enrollment: Must be 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:
Certificate Applicable Course

COURSE CONTENT

Outcomes and Objectives:
The student will:
1. Describe wine distribution methods in differing wine markets.
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 of the retail wine market versus 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 effects on wine sales and distribution
2. Wine distributors and brokers

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. Trend to quality wine and type (domestic versus import) varies by market
   b. Regional and geographic variation in wine consumption
   c. Social, economic, and cultural differences affecting wine sales
   d. Distributing to open states versus control states
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. Students will read industry handouts.
2. Problem sets, mark-up, retail pricing.

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 homework	Writing 5 - 20%

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

Homework problems	Problem solving 10 - 15%

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

Class performances	Skill Demonstrations 30 - 45%

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

Multiple choice, True/false, Completion	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:
THE WINE BIBLE: by Karen MacNeil, Workman Publishing, 2000