

Las Positas College
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Course Outline for VWT 55

WINE SERVICE AND SALES

Effective: Fall 2018

I. CATALOG DESCRIPTION:

VWT 55 — WINE SERVICE AND SALES — 2.00 units

This course will provide students with the information, skills, and abilities to provide high-quality wine service in restaurants, tasting rooms, wine bars, and/or catering events. Instruction will include both the technical and social skills necessary to maximize the guest experience and to be a successful wine sales/service professional. Students under the age of 21 must have a declared major of either viticulture and/or enology to participate in any tasting activities as stated in the California State Assembly Bill 1989.

2.00 Units Lecture

Grading Methods:

Letter or P/NP

Discipline:

- Culinary Arts/Food Technology

	MIN
Lecture Hours:	36.00
Expected Outside of Class Hours:	72.00
Total Hours:	108.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

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

- Describe the many models and concepts of the wine hospitality industry
- Explain how to properly set up a bar and wine cellar
- Design, organize and care for a wine list
- Define the importance of wine labeling laws
- Perform wine service
- Explain the roles of aperitifs, cordials and other spirits in the dining experience
- Identify the key points of up-selling to increase sales
- Summarize the pathway from entry level server to Master Sommelier
 - Discuss restaurant and tasting room policies and procedures
 - Identify when a server may need to intervene to increase awareness of the effects of alcohol

V. CONTENT:

- The Wine Hospitality industry
 - Wine tourism
 - The modern tasting room
 - The Bed & Breakfast model
 - Restaurants and wine bars
- Preparation and maintenance of a bar and wine cellar
 - Intelligent selections
 - Product rotation
 - Storage temperatures
 - Glasses/stemware
 - "Mise en place"
 - Required tools for service and sanitation
- The Wine list
 - Design and appearance
 - Care
 - By the glass offerings
 - Organization preferences
 - Keeping the wine list current
- Sales: knowing your product

1. Label laws
2. Varietal knowledge
3. Wine production specifics
4. The importance of vintage
- E. Professional wine service
 1. Personal appearance
 2. Approaching the guest
 3. Assisting with wine selection
 4. Presenting the wine bottle
 - a. How to hold and carry the wine bottle
 5. Proper wine opening techniques
 - a. Still wine
 - b. Sparkling wine
 - c. Older wines
 - d. Decanting
 6. Proper wine pouring techniques
 - a. Stemware selection and placement
 - b. Pouring the initial taste and helping with guest approval of wines
 - c. Proper etiquette and pouring the table
 - d. How to handle bad wine
 - e. Handling accidents
- F. Spirits, Aperitifs, Cordials and other drinks
 1. Proper stemware
 2. Service protocols
- G. Maintaining and increasing sales
 1. Up-selling
 2. Following up
 3. Food and wine pairing
- H. Getting to the next level
 1. Certified Sommelier
 2. Advanced Sommelier
 3. Master Sommelier
- I. Restaurant and tasting room policies and procedures
 1. House rules
 - a. Corkage
 - b. Staff tasting
 2. Opening and Closing responsibilities
 3. Checking I.D.'s
- J. Alcohol awareness
 1. The physiology of alcohol
 2. Blood alcohol content
 3. When to say "enough"

VI. METHODS OF INSTRUCTION:

- A. **Simulations** -
- B. **Observation and Demonstration** -
- C. **Projects** - Group project for the semester
- D. **Field Trips** -
- E. **Lecture** -
- F. **Audio-visual Activity** -
- G. **Discussion** -

VII. TYPICAL ASSIGNMENTS:

- A. Read the chapter on Staff Practice and Customer Relations and answer the homework questions.
- B. Write a two page paper on *the importance of personal presentation and hygiene in wine sales/service*.
- C. Discuss (in class) how you could increase sales in a winery tasting room.
- D. Prepare a semester group project: "Simulating a dissatisfied guest" and present it to the class with possible resolutions.

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Quizzes
3. Field Trips
4. Simulation
5. Class Participation
6. Home Work
7. Class Performance

B. **Frequency**

1. At least 2 exams/tests/quizzes per semester
2. Field trips to on-premise wine sales outlets, tasting rooms, wine shops, and other at the discretion of instructor
3. Weekly simulations on sales and services techniques
4. Daily class participation/class work
5. Weekly homework
6. Weekly class performance of wine sales and service techniques

IX. TYPICAL TEXTS:

1. Julyan, Brian. *Sales and Service for the Wine Professional*. 3rd ed., Cengage Learning Business Press, 2008.
2. Benjamin, Jeff. *Front of the House: Restaurant Manners, Misbehaviors & Secrets*. 1st ed., Burgess Lea Press, 2015.
3. Culinary Institute of America. *Remarkable Service*. 3rd ed., Wiley Blackwell, 2014.
4. National Restaurant Association. *ServSafe Alcohol: Fundamentals of Responsible Alcohol Service with Answer Sheet*. 2nd ed., Pearson, 2010.
5. Cockerell, Lee. *The Customer Rules: The 39 Essential Rules for Delivering Sensational Service*. 1st ed., Crown business, 2013.
6. Toister, Jeff. *The Service Culture Handbook: A Guide to Getting Your Employees Obsessed with Customer Service*. 1st ed., Toister Performance Solutions, 2017.
7. Curtain, Steve. *Delight Your Customers: 7 Simple Ways to Raise Your Customer Service from Ordinary to Extraordinary*. 1st ed., AMACON Publishing, 2013.
8. Gallagher, Richard. *The Customer Service Survival Kit: What to Say to Defuse Even the Worst Customer Situations*. 1st ed.,

AMACON Publishing, 2013.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Students are required to provide their own wine openers.