



School of Business & Creative Design

HOSPITALITY AND TOURISM MANAGEMENT PROGRAM

Course Outline – Term Winter 2014

HAT 4043

Beverage Appreciation and Management

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Revised by: Rachel Burt December 2013

Approved by: Yvonne Clarke, Associate Dean

Prerequisite: HAT 3043, or CLN 3043 and must be of legal drinking age in Ontario

Corequisite: none

1. Course Description

This interactive course is designed for students who have a professional interest in learning about the sale and service of wines, beers, spirits, and non alcoholic beverages. Learning will focus on product knowledge, supported by sampling and evaluation of products, examination of industry trends, menu development and management, and maximizing revenues specific to beverage sales.

2. General Education and Essential Employability Skills

This course provides the following provincial Essential Employability Skills:

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

Is this course approved as a General Education course?

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No

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Yes

Students should refer to their program's restricted General Education courses for final determination.

3. Learning Outcomes

1. Discuss the role of alcoholic and non-alcoholic beverages as part of a profitable food and beverage operation
2. Evaluate wine, spirits, beers and non-alcoholic beverages demonstrating accepted professional tasting/serving techniques
3. Apply knowledge of food and wine pairing
4. Create a wine list including descriptions and suggested pairings
5. Categorize distilled spirits
6. Identify types and characteristics of beers available in Ontario
7. Discuss alcoholic and non-alcoholic beverage trends

4. Learning Objectives

Learning Outcome Reference Number

Unit 1	Discuss the role of beverages as part of a profitable food and beverage operation	
1.1	Identify trends in consumer behaviour as they apply to beverage sales and service	[1,2,3,4]
1.2	Define the three classifications of alcoholic beverages	[2]
1.3	Recognize the attributes of wine and its role in the “dining experience”	[1,2,3]
1.4	Discuss wine as a revenue generator to a food and beverage operation	[1,4]
1.5	Explain “Upselling” as it applies to the server and management	[1]
1.6	Demonstrate an advanced skill in the wine service ritual found in high end food and beverage establishments	[1]
1.7	Create a wine list by selecting wines from an array of wine producing regions providing a variety in type and price points	[1,2,3,4]
1.8	Set prices for wines by the glass and bottle considering the relationship between cost and contribution margin.	[1,4]
Unit 2	Recognize the role of the winemaker and the location of the vineyard in wine production.	
2. 1	Contrast the different techniques used in making wine	[2,3,4]
2. 2	Identify the geographical impacts on the art of winemaking	[2,4]
Unit 3	Evaluate Wine	
3. 1	Identify the four classifications of wine	[2,3,4]
3. 2	Demonstrate proper tasting techniques	[2]
3. 3	Visualize the physical properties of wine in terms of colour and clarity	[2]
3. 4	Associate the smells and tastes of wine to other non-wine items	[2,3]
3. 5	Describe the characteristics of wines from the major wine producing regions of the world utilizing industry accepted terminology	[2,3,4]
3. 6	Interpret wine labels and classifications	[2,4]
3. 7	Discuss the wine producing regions of France	[2,4]
3. 8	Investigate the wine producing regions of Germany	[2,4]
3. 9	Compare the wine producing regions of Italy, Spain and Portugal	[2,4]
3. 10	Investigate the Oceanic Wine Producing countries of Australia and New Zealand	[2,4]
3. 11	Discuss South American Wine Producing Countries	[2,4]
3. 12	Examine North American Wine Production with an emphasis on Ontario and local wineries	[2,4]
Unit 4	Apply Knowledge of Pairing Food with Wine	
4. 1	Discuss the traditional rules of food and wine marriages and how they have been modified to pair based on flavour, body, and texture	[3,4]
4. 2	Select wines to complement specific menu items	[3,4]

Unit 5 Categorize Distilled Spirits

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| 5. 1 | Identify four types of whiskies | [1,2,5] |
| 5. 2 | Differentiate between single malt and blended | [1,2,5] |
| 5. 3 | Discuss production of Rum, Vodka, Gin and Tequila | [1,2,5] |
| 5. 4 | Distinguish the difference between liquor and liqueurs | [1,2,5] |

Unit 6 Identify Classifications and Types of Beers

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| 6. 1 | Differentiate the types based on production methods and characteristics of beers | [1,2,6] |
| 6. 2 | Identify international, domestic, and micro-brews available in Ontario | [1,2,6] |

Unit 7 Discuss Non Alcoholic Beverage Trends

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| 7. 1 | Define common terminology used in specialty coffee houses | [1,2,7] |
| 7. 2 | Recognize the profit potential in offering specialty teas | [1,2,7] |
| 7. 3 | Consider the profitability potential in other alcoholic and non-alcoholic beverages | [1,2,7] |

5. Resource Supplies

a. Required:

Class discussion, notes and assigned readings

Materials Voucher to be purchased at the College Bookstore

Wine Opener

Calculator

b. Supplemental:

Marie, Jacques, Darling, Shari, and Ejbich, Konrad, The Wine Manual. Toronto, Canada. Gage Educational Publishing Company, 1997.

Joseph, Robert and Rand, Margaret Rand, K.I.S.S. Guide to Wine. New York, USA. Dorling Kindersley Publishing, Inc., 2000.

McCarthy, Ed and Ewing-Mulligan, Mary, Wine for Dummies. California, USA. IDG Books Worldwide, Inc., 1995.

LCBO website at www.lcbo.ca

Food and Drink Quarterly Magazine, LCBO

6. Methodology

This course will consist of lectures, independent learning, product sampling and audiovisual presentations designed to explain the concepts and principles necessary for successful completion of this course.

Individual projects, assignments, hands on application, presentations and visiting guest speakers will be used as a means of sharing information.

Special Requirements

Students will be required to participate in the wine tasting labs. Consequently, students must be of legal age to consume alcohol in Ontario.

One day field orientations to industry properties to view the internal workings of food and beverage operations and/or wineries may be conducted. Any expenses incurred are the responsibility of the student.

Students are required to dress professionally for all in class guest speakers and off campus excursions. Professional dress would include dress pants/skirt and dress shirt/blouse. Jacket or blazer would be preferred but not required. Participation to classes with guest speakers and/or excursions will be denied if the student is not dressed accordingly.

7. Student Evaluations

The following elements will determine the student's final grade:

Conventional sections:

Tests (3 @ 20%)	60%
Wine Menu	20%
Lab Tasting Notes	20%
Total	100%

Missed Test Policy

All tests must be written and all assignments must be submitted to the instructor's satisfaction in order to receive a passing grade. If the student is not present for a quiz, the result will be recorded as a zero. The instructor may make an exception and allow the test to be written at a time other than the scheduled time provided that:

- A medical certificate is presented as proof of the student's inability to be present at the scheduled time

- The instructor has agreed in ADVANCE that there is justification for the student not being present at the scheduled time

Due Dates and Late Submissions

The student is expected to complete all assignments on time. All assignments are to be submitted during scheduled class time on the due date or as per faculty instruction. Late submissions will be penalized at 10% per day.

Final Grades

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

The passing grade in this course is a D. For further clarification, the student may consult with the Program Coordinator or the Dean.

8. Academic Integrity

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policy. Students should make themselves familiar with the Students Rights and Responsibilities Policy, located on the MyLambton website for details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the [Lambton College Centre for Academic Integrity](#)

9. Related Items

Students with Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making

an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

Prior Learning Assessment Statement

This course is eligible for Prior Learning Assessment

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Yes

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No

If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.

Date of Withdrawal without Academic Penalty

Please consult the Academic Regulations and Registrar's published dates.

Waiver of Responsibility

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.