

VWT-160: WINE HOSPITALITY

Effective Term

Fall 2025

CC Approval

03/07/2025

AS Approval

03/13/2025

BOT Approval

03/20/2025

COCI Approval

05/02/2025

SECTION A - Course Data Elements

CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Agricultural Business and Related Services (Any Degree and Professional Experience)	Or
Culinary Arts/Food Technology (Any Degree and Professional Experience)	Or
Hotel and Motel Services (Any Degree and Professional Experience)	Or
Marketing (Master's Degree)	

Subject Code

VWT - Viticulture and Winery Technology

Course Number

160

Department

Viticulture and Winery Technology (VWT)

Division

Career Education and Workforce Development (CEWD)

Full Course Title

Wine Hospitality

Short Title

Wine Hospitality

CB03 TOP Code

0104.00 - *Viticulture, Enology, and Wine Business

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

C - Clearly Occupational

Rationale

This course is intended to train students on the proper way to interact with customers in tasting rooms and wine sales venues. It fits well with the PLO's of the Wine Marketing and Sales AS degree and also within the PLO's of HCTM. This class has been requested by industry in Advisory Board meetings. It is currently being piloted as a non-credit course and demand is very high. Class caps were raised twice to meet demand for this class.

SECTION B - Course Description

Catalog Course Description

This course provides an introduction to Wine Hospitality including wine history, a background on grape and wine production, local history, and communication. There is a focus on how to communicate with customers about wines.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

Yes

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites

Limitation on Enrollment

Student must be at least 18 years of age to enroll.

SECTION D - Course Standards

Is this course variable unit?

No

Units

3.00000

Lecture Hours

54

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval

Is this course offered through Distance Education?

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Hybrid	Permanent
Entirely Online	Emergency Only

SECTION E - Course Content

Student Learning Outcomes

Upon satisfactory completion of the course, students will be able to:

1. Educate wine consumers on what makes a given wine unique including the background and history of grape and wine production and culture.
2. Perform skill required in the workplace.

Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. Discuss the history and culture surround wine and viticulture.
2. Describe basic grapevine biology and viticulture practices.
3. Explain the principles of still wine production.
4. Communicate the differences in the viticulture and winemaking of still, sparkling, dessert and fortified wines.
5. Perform standard wine service protocols.
6. Demonstrate responsible beverage service.
7. Discuss the basics of wine and health.
8. Describe the core principles of tasting room management.
9. Demonstrate good wine sales techniques.
10. Practice public speaking and presentation skills.
11. Assess basic wine sensory attributes.
12. Explain the basic principles of wine marketing.
13. Summarize the local history of the region in general and the wine industry specifically.
14. List popular options in the local tourism industry.
15. Present wines to potential customers.
16. Explain skills required in the workplace.
17. Tailor sales techniques to one's audience.

Course Content

1. The basics of wine history
2. The basics of viticulture
3. The basics of enology
4. The differences between production of various wine styles
5. Standard wine service protocols
6. Responsible beverage service
7. The basics of wine and health
8. Tasting room management
9. Wine sales techniques
10. Public speaking and presentation skills
11. The basics of sensory analysis
12. Basic wine marketing and sales methods.
13. Local history
14. Local tourism
15. Present wines to potential customers
16. Use customer feeding to change sales approach
17. Know your audience
18. Skills required in the workplace

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Lecture	Lecture on the different techniques used to make red vs. white wines.
Activity	Presentation of local wine and their attributes to the class.

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards
 Chat Rooms
 Discussion Boards
 E-mail Communication
 Telephone Conversations
 Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms
 Discussions
 Group Work

Course design is accessible

No

Methods of Evaluation

Methods of Evaluation

Types	Examples of classroom assessments
Oral Presentations	Presentation of wine to the class as it might be presented to customers at a tasting.
Exams/Tests	Essay question on the grape varieties known to perform well in the various meso-climates in Napa Valley.

Assignments

Reading Assignments

Chapter on the Napa Valley from The World Atlas of Wine.

Writing Assignments

Essay question comparing wine styles common in the Napa Valley and North Coast.

Other Assignments

Present a wine to the class, highlighting its unique character and attributes.

SECTION F - Textbooks and Instructional Materials

Material Type

Textbook

Author

Jancis Robinson and Hugh Johnson

Title

World Atlas of Wine

Edition/Version

9th

Publisher

Mitchell-Beazley

Year

2019

Rationale

Classic book on wine culture

Course Codes (Admin Only)**CB00 State ID**

CCC000652264

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No