



COLLEGE of BUSINESS AND ECONOMICS

SCHOOL OF HOSPITALITY, FOOD
AND TOURISM MANAGEMENT

HTM*3030 Beverage Management (0.5) F2018 0.5 Credits

General Course Information

Instructor: Lidia Fitzpatrick
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Office Location MACS 104, ext. 56890
Office Hours by appointment
Department/School School of Hospitality, Food and Tourism Management

Class Schedule:

Lecture:	Thurs.,	5:30 PM – 6:50 PM; MACS 209
Lab	Thurs.,	7:00 PM – 9:20 PM; MACS 209

Important Dates to Note:

Mid-term exam: Thursday Oct. 25, 2018 (MACS 209, 5:30PM – 7:00PM)
 Last Date to Drop: Friday, Nov. 2, 2018
 Last Class: Thursday, November 22, 2018.
 Group project due: Due Nov. 22; bring to class.
 Final Examination: Date and Location TBA

HTM*3030 Fall 2015 Lecture and Lab Schedule:

Date	Topic
Sep. 6	Alcoholic beverages
Lab.	Alcohol and the Law Pay \$70 lab fee and pick-up glasses from HTM Office
Sep. 13	Use and Abuse of Alcohol
Lab.	Wine and viticulture How to taste wine
Sep. 20	Wine Production
Lab.	Fortified, Sparkling and Aperitif Wines Wine tasting

Date	Topic
Sep. 27	Reading Wine Labels Cellaring and Service Wine Tasting
Oct. 4	Types of Beer Beer Production, Handling Beer Tasting
Oct. 8-9	Thanksgiving Study Break
Oct. 11	Introduction to Distilled Spirits Distilled Spirits Production Techniques Spirits Tasting
Oct. 18	Distilled Spirits Exam Review & Group Project Overview Classic Malts (Video) Whiskey tasting
Oct. 25	<u>MIDTERM EXAMINATION</u> 40% (In Class, 5:30PM – 7:00PM) Wine film and pick-up tasting lab
Nov. 1	Aperitifs, Liqueurs, Cocktails, Fruit Spirits Digestifs Liqueur, Cordial and Digestif tasting
Nov. 2	<u>LAST DROP DATES</u>
Nov. 8	Black Coffee (1) Video Black Coffee (2) Video Cider, Perry, Flavoured and Mulled wine Tasting
Nov. 15	Coffee Tea Tea tasting
Nov. 22	Bottled Water Energy Drinks Surprise Tasting. Project prototypes due in class.

Pre-requisites: The course is initially limited to B.Comm HAFAs and Tourism majors who have completed 7.5 academic hours and are 19 years of age or older. Any available spaces will be made available to students 19 years of age or older from other programs.

Co-requisites: *None.*

Course Description

This course provides students with knowledge about beer, wine, spirits, coffee, tea, energy drink and bottled water. The role that these products have in the hospitality environment will be stressed. Course topics will include the responsible service and consumption of alcoholic beverages, the legal and health impact, product production techniques, characteristics, purchasing, pricing, packaging, marketing and promotion.

There is a general understanding that students entering the food and beverage industry have a lack of awareness of beverage and beverage management issues. Knowledge of beverages (alcoholic and non-alcoholic) is important since beverages represent an area where commercial operations can experience substantial financial gain or loss. It is also an excellent life-style course that can enhance the responsible enjoyment and knowledge about beverages of all kinds.

Course Learning Outcomes

Upon completion of this course, students should:

1. Understand the physiological and social effects of alcohol, caffeine and other compounds found in beverages.
2. Know the effect of the history of alcoholic beverages in Canada, and how that influenced the development of laws and regulations concerning beverage alcohol.
3. Be able to identify different types of beverages, their origins, production processes, and their unique characteristics.
4. Be knowledgeable about the various beverages that are available to foodservice operators.
5. Be able to evaluate the quality of various beverages, both alcoholic and non-alcoholic.
6. Have an in-depth understanding of the role that beverages play in the food and beverage industry.
7. Be able to develop a beverage menu consisting of wine, beers, spirits and bottled water, etc.
8. Design a wine product package (label and bottle) for a defined target market that conforms to legal requirements and measure its effectiveness against commercially available products.

Upon successfully completing this course, you will be able to:

Knowledge and Understanding:

1. Understand the physiological, health and social effects of alcohol, caffeine and other compounds found in beverages.
2. Know the effect of the history of alcoholic beverages in Canada on the development of laws and regulations concerning beverage alcohol.
3. Have an in-depth understanding of the role that beverages play in the food and beverage industry.

Discipline/Professional and Transferable Skills:

1. Be knowledgeable about the various beverages that are available to foodservice operators.
2. Be able to identify different types of beverages, their origins, production processes, and their unique characteristics.
3. Be able to evaluate the quality of various beverages, both alcoholic and non-alcoholic.
4. Be able to develop a beverage menu consisting of wine, beers, spirits and bottled water, etc.

Attitudes and Values:

1. Be a responsible consumer, server and manager of pharmacologically active beverage products

Indicative Content

1. Design a wine product package (label and bottle) for a defined target market that conforms to legal Requirements.
2. Design, administer and analyse a consumer study to measure the effectiveness of your label design against commercially available products.
3. Write a report that describes your package design process and effectiveness study.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	40%	<i>Multiple choice midterm examination</i>	<i>Factual Knowledge</i>	Oct 25, 5:30 – 7:00 PM, MACS 209
Assessment 2:	40%	<i>Multiple choice final examination</i>	<i>Factual Knowledge</i>	Date and Room TBA
Assessment 3:	20%	<i>Wine Label Group Project</i>	<i>Team work, wine marketing, research design, data analysis and report writing skills</i>	Nov. 22 MACS209 In class
Total	100%			

Teaching and Learning Practices

Lectures

A combination of teaching methods will be utilized including videos, lectures, discussions, guest lectures and product tasting exercises. Lecture notes, news items, class announcements, etc. will be posted weekly as they occur. Courselink will have recommended websites and web media resources. Students are expected to utilize these resources in preparing for class and studying. Videos shown in class will not be available for viewing at alternate times. The Black Coffee videos are available from the library.

Labs

During the labs, small samples of products (containing about 1.0 ounce of ethanol in total for any session) are used to teach and practice organoleptic evaluation techniques. It is possible to learn and experience most of the sensations without swallowing a single drop of beverages containing alcohol, caffeine or other pharmacologically active compounds (although some people find this very difficult to do). Indeed, top professional wine tasters evaluate, and then spit out hundreds of wine samples on a given day. It is advisable to eat lunch prior to labs on Fridays to reduce the immediate effect of imbibing alcohol on an empty stomach.

Students who do not wish to imbibe alcohol for any reason are invited to speak with the instructor about alternate exam questions or project topics. It is possible to get 100% of the marks for this course without touching a single drop. Students who do not wish to imbibe are advised that attendance during labs is recommended because lecture materials will be presented during labs.

The alcoholic and non-alcoholic beverage products for tasting exercises are specifically obtained for each lab and cannot be provided at other times. Notwithstanding sniffles and colds that may inhibit your ability to evaluate these products completely, you should make every effort to attend lab sessions: they will not be repeated.

Laboratory Code of Conduct

Prior to participating in any Beverage Management laboratory, students are required to provide proof of age of majority (any of Ontario Driver's Licence, LCBO's BYID Card, Passport, Canadian Citizenship Card, Canadian Armed Forces Identification Card, Certificate of Indian Status Card, Permanent Resident Card and Ontario Photo Card) and sign a document that attests to their understanding and agreement to abide by the Laboratory Code of conduct for HTM*3030 labs. The code of conduct is below:

1. Students are **not** required to imbibe any alcoholic sample provided during the laboratory class, mid-term or final examinations.
2. Students with allergies will exercise due diligence with regards to imbibing any beverage samples served and have the appropriate remedy available at all times in the event of a reaction.
3. Students will **not** imbibe any alcohol if they are taking medication that prohibits ingestion of alcohol.
4. Students will **not** imbibe any alcohol on the same day prior to a laboratory class or examination where alcohol is served.
5. Students will **not** provide any portion of their alcoholic beverage sample(s) to another student.
6. Students will **not** imbibe any alcoholic beverage sample that was not directly served to them under the instructor's supervision.
7. Students will **not** bring alcoholic beverages into the laboratory class room.
8. Students will **not** remove any alcoholic beverages from the classroom.
9. Students will eat something prior to the laboratory. Students will **not** imbibe alcohol on an empty stomach.
10. Students will review the material in the lecture entitled, "Use and abuse of alcohol" prior to participating in the first HTM*3030 lab where alcoholic beverages are served.

The **Laboratory code of conduct** is to ensure that the lab complies with the AGCO regulations for licensed facilities, and that participants have a safe, informative learning experience. Modest levels of inebriation have a substantive effect on the ability to learn

and retain the knowledge gained in class. While labs are enjoyable, their purpose is educational, not social.

Course Resources

Required Texts:

There is no text book for this course. Lecture materials (PowerPoint slides) will be posted on Courselink shortly before each lecture. It is recommended that students print a copy of the lecture slides before each class and annotate the slides with additional materials as necessary.

Additional Costs:

Lab Fee: A lab fee of \$70.00 is required to cover the cost of beverage tasting labs. A set of wine tasting glasses are included in the lab fee. Exact replacements can be purchased from IKEA stores. The material and shape of glassware plays a role in how we perceive beverages. Substitution of different glassware will result in different tastes and aromas than those experienced by the rest of the class.

This fee will be collected during the first lab in cash or by cheque. Please make cheques payable to the University of Guelph. Keep in mind that the University imposes a sizable fee for NSF cheques. Lab fees are not refundable. Students who drop the course may continue to attend the labs.

Course Policies

Grading Policies

Examinations are not returned. Students may review their examinations with the instructor by appointment for information and accuracy.

Midterm examination and Final Exam conflicts:

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities or those who do not wish to imbibe alcoholic or other beverages are encouraged to contact the instructor to discuss their individualized needs for accommodations.

The University, and its employees, have an obligation to accommodate students who may need to miss scheduled class periods or exams due to religious obligations. Individuals who may require special accommodation on the basis of religious observance are requested to notify the instructor in advance of the day or days that you may miss so that alternative arrangements may be made.

Students are responsible for ensuring that they do not have a time conflict with examinations in other courses, athletic competitions, personal travel, etc. ***You are not permitted to enrol in this course if you have a time conflict with examinations.***

Course Policy on Group Work:

Wine Label Project Groups:

You will have the opportunity to select your own group of five (5) HTM*3030 students to work on the project immediately after the first midterm exam. You may form your group earlier if you wish. After the group selection period is closed, any remaining individuals will be randomly assigned into groups by the instructor.

It is good idea to review the skills needed to do the project: creative skills, experimental design skills, data analysis, writing skills, etc. It is wise to select team members who can contribute effectively to the group effort.

Grading Rubrick:

Rationale: 5 marks

- Company Mission / Goals
- Target Market
- Major and minor uses
- Price Point
- Label and bottle design rationale
- Consistency of the above

Conformity to Label/Package Regulation: 5 marks

- French and English Language
- VQA or Product of Canada Designation
- Wine type (White, red, etc.)
- Alcohol content
- Name of producer and address
- Back Label
- Type face / size

Analysis, Questionnaire, Introspective: 5 marks

- Use real bottles, not photographs
- Research Questions
- Survey Questions
- Pre-test
- Sampling method, sample size
- Survey results
- Conclusions
- Changes if you were to do this study again.

Overall Quality of Paper and Prototype: 5 Marks

- Prototype has the appearance and heft of a real bottle
- Paper is well written: spelling, grammar and organization
- Paper has a Executive summary, Table of contents and page numbers
- Photographs are clear and easily viewed
- Graphs and charts are labeled, self-explanatory and referred to in the text.
- Project shows pride of workmanship

Peer Evaluation:

Ideally, students work well together and participate fully as team members according to their strengths. However, in some cases, certain team members may contribute disproportionately, and should thus receive a higher or lower grade than other members of the team. A numerical peer evaluation procedure is used in this course to recognize the performance of each team member appropriately.

How peer evaluation works:

Suppose there are 5 people in your group and the project has received a grade of 15/20 (75%) from the instructor.

You have a total of 100 points to allocate among every member of your group except yourself. Each student submits a Peer Performance Evaluation form (next page). Evaluation forms are submitted (on paper or by email) before the projects are graded.

Only the instructor and the Director of the School will see the peer evaluations. These are kept in the strictest confidence and never revealed to any student.

PEER PERFORMANCE EVALUATION FORM

You have 100 points to allocate to each member of your team other than yourself according to their contribution and participation in the project. You must allocate all 100 points.

Team Number: _____ Your Name: _____

Signature: _____

Name: _____ Points: _____

Name: _____ Points: _____

Name: _____ Points: _____

Name: _____ Points: _____

Total: 100 points

The Instructor enters the allocations from each student's Peer Performance Evaluation Form into a spreadsheet column from top to bottom, as below. Total Points scores for each student are obtained by adding across, and each students' final project grade is calculated by multiplying the Total Points ÷ 100 X the project Grade as follows:

	Jim ↓	Hana ↓	Roger ↓	Wenli ↓	Khalil ↓	Total Points → (across)	Final Student Grade
Jim	n/a	30	30	30	25	115	17.25
Hana	25	n/a	30	25	25	105	15.75
Roger	25	25	n/a	25	25	100	15.00
Wenli	25	25	20	n/a	25	95	14.25
Khalil	25	20	20	20	n/a	85	12.75
Total	100	100	100	100	100	500	

Notes:

- (1) The final mark for each student is obtained by multiplying the (Total Points X project Grade) ÷ 100.
- (2) A grade of more than 100% will not be awarded, even though it is mathematically possible.

Course Policy regarding use of electronic devices and recording of lectures

Students are permitted to record my lectures (including labs), and share them freely along with any of the material posted on the Courselink website for this course.

Classroom chatter is disrespectful to the instructor, and interferes with other students listening and participation. Students are encouraged to use email, text messaging, etc. in class as an alternative to chatter during lectures and labs.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday, November 4th. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>

Additional Course Information

Group Term Project: Wine Packaging Assignment

Most people who select a bottle of wine for the first time do so based on the label and package design since it is often not possible to taste the contents before purchase. Consequently, given the vast array of products on LCBO store shelves, package and label design is one of the most important components of marketing wine to the consumer. In many cases, small and medium sized wineries use creative services to deliver artistic renderings of packages and labels for the approval of winery owners without ever having tested these package prototypes for consumer preference.

Description of the Project

Imagine that you have formed a small marketing company with a group of 5 associates. You plan to offer wine label/package design services to small and medium sized wineries located in Canadian wine producing regions. To get your first contract, you decide to present a hypothetical sample of your work. The "sample" is a complete package design and consumer choice test for a new wine product.

To do this, you must prepare a new wine label/package for a hypothetical Canadian winery (your invention) that is competitive with a selection of real wines available in the liquor stores throughout Ontario. In order to attract the interest of the wine trade, you select a target market of consumers that buy Canadian wines of a specified type and price range.

Some examples of target markets:

- 35-50 year old mid-career professionals who intend to consume the wine at home with meals might be interested in \$14-\$16 red wines made from cabernet or merlot grapes grown in BC.
- 19-23 year old student newcomers to wine who want to bring a bottle of \$20-25 Ontario chardonnay wine to Thanksgiving dinner at a special friend's parent's house.

Your group is free to define your own target market and product type, provided it is a Canadian product.

Your group then purchases four or five samples (or obtains empty bottles) of Canadian wines that fall into the category of interest to your target market. Remember to choose wines that are direct competitors with

your hypothetical, new wine package. Do not mix wines from different regions, countries, grape type, or significantly different prices as this will confound the results of your study.

Following the first target market example, this might be:

- Four or five bottles of Ontario Merlot costing between \$14-16.

Your marketing agency must then design a wine label/package that would have superior appeal to the target market than the direct competitor products you have selected. This label, bottle, etc. must conform to all Canadian and AGCO packaging and labeling regulations. To be an effective prototype, it must look as much like a real bottle (or other approved container) of wine as you can make it. The use of computer generated graphics, colour printing technology and various types of print media (coloured papers, glossy/matte label stock, plastic films, etc.) can go a long way towards preparing your prototype. Wine making shops can provide you with heat-shrink capsules.

The next part of the project is to design and perform a simple consumer choice test to evaluate how your wine label stands up to the competition.

For example, you might have a small group of mid-career professionals rank the packages in order of preference (i.e. the package they are most likely to purchase... to the least likely). You may follow-up with a debriefing to try and understand why consumers chose one package design over another.

Following the debriefing, you may wish to modify your package design to incorporate some of the consumer feedback. Finally, you will repeat the test with 15-25 new subjects drawn from your target market to determine the final choice ranking of your design, and the comparison set of real wines.

Remember that the subjects in your study don't try the wines... they simply make a selection based on the label / bottle just as they would if they saw the packages lined up on a liquor store shelf.

Assignment Steps:

1. Create a hypothetical Canadian winery client. Describe the winery briefly, where it is located, what kinds of wines they produce, the owner's philosophy and marketing goals.
2. Select and define a target market for one of the wines produced by your hypothetical winery. Define the most frequent way(s) the target market would use your product (consumption at home, take to parties, impress someone, a gift item, etc.).
3. Choose a price range and type of Canadian wine that fits the interest of your target market. Obtain four or five different bottles of real wine that fall within that category and would be direct competitors to your hypothetical wine. Do not select imported wines as part of your comparison group because some wine drinkers prefer the wines from certain countries, and will choose based on country rather than package design. Do not choose wines made of different grapes or from different regions. Your goal is to select wines as close as possible to the product you have designed. If you do not wish to buy the real wines, you may obtain empty bottles for your project, using the same criteria.
4. Design and make a prototype wine package including labels, container, closure, etc. The shape of the container, label, number of colours, design elements, winery name, etc. should all be considered in terms of their appeal to the target market. Your goal is to present a wine package that has good (or optimally the best) appeal to your target market.

5. Administer a simple questionnaire to show how well consumers representative of your target market prefer your wine label/package over the selection of real wines drawn from the same category (step 2). Ranked preference is the best way to do that.
6. You may wish to modify your design and repeat the experiment, or do some form of label pre-testing before performing the final experiment with 15-25 subjects.
7. Write up your project as if it were a package design proposal for consideration by the hypothetical winery client. State the goals of your package proposal clearly: i.e. to have superior appeal to your target market than existing, similar category brands. Define the target market including the targeted uses of the product. Provide a rationale about your design, why you chose the themes, colours, etc. used in the prototype. Describe your experimental design, how you recruited subjects and the rationale behind the questions you ask the test subjects. Provide the results of the study and your conclusions about how well your prototype package fares against the competitive product line-up. Include photographs of the product line-up, and your prototype package (empty, of course!!) with your project.