



**HTM\*3030 Beverage Management Fall 2013**

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**MEETING DAY/TIME & LOCATION:**

Lecture:	Tue. & Thu.,	4:30 PM – 5:20 PM; MAC113
Lab (Section 1)	Monday,	3:30 PM - 5:20 PM; MACS 209
Lab (Section 2)	Friday,	1:30 PM - 3:20 PM; MACS 209

Please note: You must attend the lab section to which you are assigned.

**Prerequisites/restrictions:** The course is limited to HAFA 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.

**Lab Fee:** The course will require a lab fee of \$70.00 to cover the cost of beverage tasting labs. 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 ISF cheques. Lab fees are not refundable. Students who drop the course may continue to attend the labs.

**Course Description:** This course provides students with knowledge of the beer, wine, spirits, coffee, tea, energy drink and bottled water industries. The important role that these products have in the hospitality environment will be stressed. Course topics will include the responsible service and consumption of alcoholic beverages, 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. This course introduces students to the major beverages served in restaurants, their characteristics, issues and trends that affect beverage service in restaurants. It is also an excellent life-style course that can enhance the responsible enjoyment and knowledge about beverages of all kinds.

**Objectives:** Upon completion of this course, students should:

1. Understand the physiological and social effects of alcohol and caffeine.
2. Understand the history of alcoholic beverages in Canada.
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.

**Required Materials, Text and Readings:**

There is no textbook for this course. Lecture materials (PowerPoint slides) will be posted on D2L 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.

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.

## **Teaching Methods:**

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. D2L will have links to 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.

## **Laboratory:**

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.

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 alcohol or caffeine bearing liquids (although some people find this very difficult to do). Indeed, top professional wine tasters often 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 should speak with the instructor about alternate exam questions or project topics. Students who do not wish to imbibe are advised that course materials will be presented during labs.

## **Laboratory Code of Conduct**

Prior to participating in any Beverage Management laboratory, students are required to provide proof of age of majority (Ontario Driver's Licence, LCBO's BYID Card, Canadian 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 all 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 LCBO 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.

### **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 Graduate Calendar:  
[http://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec\\_d0e1609.shtml](http://www.uoguelph.ca/registrar/calendars/graduate/current/genreg/sec_d0e1609.shtml)

**Evaluation:**

There will be one midterm exam and one end-of-term hand-in group project.  
 There is a final exam.

	Weight	Date	TIME	PLACE
Midterm exam:	40%	Oct. 25/28	In class	MCLN102
Group Project:	20%	Nov. 22/25	Protoype in lab	MACS209
		Nov. 26	Write-up In class	MCLN102
Final exam:	40%	Dec. 13	11:30 AM – 1:30PM	TBA

\* Write in the same time & section as your regularly scheduled lab.

**Midterm examination and Fina Exam conflicts:**

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 the exams.**

**Important Dates to Note:**

Mid-term exam: Oct. 25/28. (in lab class)  
 Last Date to Drop: Friday, Nov. 1, 2013.  
 Last Class: Thursday, November 26, 2013.  
 Group project due: Thursday, November 26, 2013.  
 Final Examination: Dec. 13, 11:30 AM -1:30 PM, Place TBA

**HTM\*3030 Fall 2011 Lecture and Lab Schedule:**

Date	Topic
Sep. 5	Alcoholic beverages
Lab 6/9	Alcohol and the Law Pay \$70 lab fee and pick-up glasses from HTM Office
Sep. 10	Use and Abuse of Alcohol
Sep. 12	Wine and viticulture
Lab 13/16	History of Wine (Video) Wine tasting

Date	Topic
Sep. 17	Wine Production
Sep. 19	Fortified, Sparkling and Aperitif Wines
Lab 20/23	Wine tasting
Sep. 24	Reading Wine Labels
Sep. 26	Cellaring and Service
Lab 27/30	Wine Tasting
Oct. 1	Types of Beer
Oct. 3	Beer Production
Lab 4/7	Beer tasting, Ontario Craft Beer (Video)
Oct. 8	Introduction to Distilled Spirits
Oct. 10	Distilled Spirits Production Techniques
Lab 11/14	Both Labs Cancelled.. early start/late finish on the Weekend!
Oct. 15	Distilled Spirits
Oct. 17	Catch up if needed
Lab 18/ 21	Classic Malts (Video) Whiskey tasting
Oct. 22	Exam Review & Group Project Overview
Oct. 24	Wine film
<b>Oct. 25/28</b>	<b><u>MIDTERM EXAMINATION</u> (in lab)</b>
Oct. 29	Aperitifs, Liqueurs, Coctails, Fruit Spirits
Oct. 31	Digestifs
Lab 1/4	Liqueur, Cordial and Digestif tasting
<b>Nov. 1</b>	<b><u>LAST DROP DATE</u></b>
Nov. 5	Black Coffee (1) Video
Nov. 7	Black Coffee (2) Video
Lab 8,11	Gin, Vodka, Rum Tasting
Nov. 12	Coffee
Nov. 14	Tea
Lab 15/18	Tea tasting
Nov. 19	Bottled Water
Nov. 21	Energy Drinks
Lab 22/25	Energy drinks Tasting.
Nov. 26	Last Class: Final Project Write-ups due; Exam Review/Project help

## **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:

35-50 year old mid-career professionals who intend to consume the wine at home with meals might be interested in \$12-\$15 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 white 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.

Following the first target market example, this might be:

Four or five bottles of Ontario Merlot costing between \$12-15.

Your marketing agency must then design a wine label/package that would have superior appeal to the target market. This label, bottle, etc. must conform to all Canadian and LCBO 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, 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 do 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 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. 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.

#### Wine Label Project Groups:

You will have the opportunity to select your own group of 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 a good project: creative skills, experimental design skills, writing skills, etc. and select team members who can contribute effectively to the group effort.

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. Each student must fill in the Peer evaluation form below and return it in a sealed envelope with the project, or email their evaluation to the instructor.

Anyone who does not provide a peer evaluation is considered to have allocated points equally among the members of the group.

**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.**

How peer evaluation works:

Suppose there are 5 people in your group and the project receives a grade of 15/20. You have a total of 100 points to allocate among every member of your group except yourself. Each students' allocations are entered from top to bottom into a spreadsheet, Total Points are obtained by adding across, and the final grade is calculated by multiplying the Total Points by the project Grade ÷ 100 as follows:

	Jim ↓	Babs ↓	Roger ↓	Wenli ↓	George ↓	Total →	Final Grade
Jim	n/a	30	30	30	25	115	17.25
Babs	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
George	25	20	20	20	n/a	85	12.75
Total	100	100	100	100	100	500	75.00

Notes:

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

Print and Submit this form in a sealed envelope with your project, or by email attachment with "HTM\*3030 Peer Evaluation" in the subject line.

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PEER PERFORMANCE EVALUATION: 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

**General Notes:**

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 me 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 me in advance of the day or days that you may miss so that alternative arrangements may be made.

The University of Guelph is committed to upholding the highest standards of academic integrity and enjoins 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. The University of Guelph takes a serious view of academic misconduct and it is your

responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission. To better understand your responsibilities, read the Undergraduate Calendar at for the full Academic Misconduct Policy:

[http://www.uoguelph.ca/undergrad\\_calendar/c08/c08-amisconduct.shtml](http://www.uoguelph.ca/undergrad_calendar/c08/c08-amisconduct.shtml)

You are also advised to make use of the resources available through the Learning Commons:

[www.learningcommons.uoguelph.ca](http://www.learningcommons.uoguelph.ca)

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion can be imposed.

Students who find themselves unable to meet course requirements by the deadlines or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on academic consideration in the calendar and discuss their situation with the instructor, program counsellor or other academic counsellor as appropriate."

To safeguard the University's license, and ensure the proper, educational conduct of the laboratories, the instructor retains the right to deny alcoholic beverage tasting to any student during the labs or examinations. The instructor, in consultation with the director of the School of Hospitality and Tourism Management, retains the right to bar any student from the laboratory class if their conduct is deemed inappropriate or detrimental to themselves or others. Barred students will be given an alternative learning and examination materials.