

General Course Information

Instructor: Melissa Pulvermacher
Email mpulverm@uoguelph.ca
Office Location MACS229
Office Hours By appointment
Department/School School of Hospitality, Food and Tourism Management

Class Schedule: Lecture: Tues., 4:00 PM – 5:20 PM; MACS 209
Lab: Thurs., 7:00 PM – 8:40PM; MACS 209

Pre-requisites: The course is initially limited to B.Comm HFAFA 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.

Restrictions:

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 successfully completing this course, you will:

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.

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.

Summary of Course Content and Materials

Required Texts:

There is no text book for this course. Lecture and online materials 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 scheduled collection period 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 Assessment

| | | | Associated Learning Outcomes | Due Date/ location |
|----------------------|-------------|-------------------------------------|---|--|
| Assessment 1: | 40% | Multiple choice midterm examination | Factual Knowledge | October 17, 2019 7:00PM MACS 209 |
| Assessment 2: | 40% | Multiple choice final examination | Factual knowledge | Date and room TBA |
| Assessment 4: | 20% | Final Project | Wine and beverage list building, mark-up structure and budgets, research and analysis and report writing skills | Online Submission November 21, 2019 |
| 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.

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 Text: TBA

Recommended Text: TBA

Other Resources:

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

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

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

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:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

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

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is XXXXX, 20XX. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

HTM*3030 Fall 2019 Lecture and Lab Schedule:

| <u>Week</u> | <u>Topic</u> |
|-------------|---|
| Sep. 3 | No Classes |
| Lab. | |
| Sep. 10 | Alcoholic beverages Alcohol and the Law Use and Abuse of Alcohol <i>Pay \$70 lab fee and pick-up glasses (3:00PM)</i> |
| Lab. | Wine and viticulture How to taste wine |
| Sep. 17 | Wine Production Fortified, Sparkling and Aperitif Wines |
| Lab. | Wine mark-up structures/ building a list Wine tasting |
| Sep. 24 | Reading Wine Labels Cellaring and Service |
| Lab. | Wine Tasting – guest speaker TBA |
| Oct. 1 | Beer 101 - Types Beer Production, Handling |
| Lab. | Beer mark-up structures/ building a list Beer Tasting |
| Oct. 8 | Introduction to Distilled Spirits Distilled Spirits Production Techniques |
| Lab. | Spirit mark-up structures/ building a list Spirits Tasting |
| Oct. 15 | No Class Tuesday October 15 – Thanksgiving Break |
| Lab. | <u>MIDTERM EXAMINATION</u> 40% (In Class, 7:00PM – 8:00PM) |
| Oct. 22 | No Class – final project details posted to courselink |
| Lab. | Whisk(e)y Tasting with guest taster |
| Oct. 29 | Aperitifs, Liqueurs, Digestif |
| Lab. | Cider Lecture & Aperitifs, Liqueurs, Digestif tasting |

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| Nov. 5 | Cider Tasting (bring your glasses) |
| Lab. | Mixology – cocktail creation & building a cocktail list |
| Nov. 12 | Coffee – history, production, types |
| Lab. | Coffee tasting + lecture |
| Nov. 19 | Tea – history, production, types |
| Lab. | Tea tasting + lecture <u>FINAL PROJECT DUE 20% (Dropbox by midnight)</u> |
| Nov. 26 | The bottled water industry/ serving water in restaurants Commitment to sustainability/ eco-friendly menus |
| Lab. | <u>FINAL EXAMINATION 40% (In Class, 7:00PM – 8:00PM)</u> |