<u>Beverage Production Experiential Learning Analysis</u>
Due week 14
10% of course grade

<u>Task</u>
Visit a vineyard with a winery in any AVA. Explain the techniques the winery employs when making their wine. Identify and analyze the unique qualities of the wine and wine region visited using the following information:

- Grapes varieties grown
- Approach to agriculture
- Vinification practices utilized
- Knowledge of tasting room personnel
- Customer service skill of tasting room personnel
- Additional comments/recommendations

<u>Role</u>
As a student studying wine and beverage management, you will be in the role of investigator, seeking out a better understanding of how a variety of beverages are produced and how "place" becomes important in the sourcing and production of the beverage analyzed.

<u>Audience</u>
The audience is anyone interested in visiting a winery, vineyard, roaster, brewery or distillery as well as anyone wanting to know more about the production of a variety of beverages.

<u>Format</u>
o Create a new post on the course's OpenLab for the analysis
 o Change the "category" to "experiential learning analysis"
o Include eight (8) descriptive photos including at least one of each of the following: tasting room, marketing material, production facility, specific equipment in the production facility, vineyard or farm
 o For each photo, explain what is portrayed in the image.
 o *There should be at least one photo of you at the production facility or vineyard*
o Comment on at least one other student's post
o **ALTERNATIVE FORMAT, upon discretion of the instructor**: Include all the requirements in an APA format essay

<u>Expectations</u>
o Analysis must include a minimum of 10 vocabulary words (**bold** the word)
o The photos are included in the post in a logical manner
o The analysis is approximately 450-500 words in length
o APA formatted reference list with a minimum of three academically appropriate sources (include the reference list at the bottom of the blog post).
o A minimum of three in-text citations to support the analysis.

Alternative Assignments on back must be approved by your instructor

Alternative Task, Distillery

Visit a distillery and participate in a tour. Explain the techniques the distillery employs when making their spirit(s). Identify and analyze the unique qualities of the spirits using the following information:

- Ingredients used
- Source farmer's approach to agriculture/farming practices
- Fermenting and distilling practices utilized
- Knowledge of tasting room personnel
- Customer service skill of tasting room personnel
- Additional comments/recommendations

Alternative Task, Beer Brewery

Visit a brewer of beer and participate in a tour. Explain the techniques the brewery employs when making their beer. Identify and analyze the unique qualities of the beer(s)produced using the following information:

- Ingredients used
- Source farmer's approach to agriculture/farming practices
- Brewing practices utilized
- Knowledge of tasting room personnel
- Customer service skill of tasting room personnel
- Additional comments/recommendations

Alternative Task, Coffee Roaster

Visit a coffee roaster and participate in a tour. Explain the techniques the roaster employs when making their coffee. Identify and analyze the unique qualities of the beans and resulting beverage using the following information:

- Source of coffee beans grown
- Source farmer's approach to agriculture/farming practices
- Roasting practices utilized
- Knowledge of personnel assisting you
- Customer service skill of personnel
- Additional comments/recommendations

Student Learning Outcomes

a. Communicate in diverse settings wine making methods using wine industry terminology (HMGT: Skill; Gen Ed: Skill)
b. Gather, interpret and apply information about the factors that affect the taste of wine (HMGT: Knowledge; Gen Ed: Integration)
c. Gather, interpret and apply information about the geographic regions where fermented beverages are produced (HMGT: Knowledge; Gen Ed: Integration)

Alternative Assignments on back must be approved by your instructor