

Beverage Production Experiential Learning Analysis

Due week 13
10% of course grade

Task

Visit a vineyard with a winery in any AVA. Explain the techniques the winery employs to make their wine. Identify and analyze the unique qualities of the wine and wine region visited using the following information:

- Grapes varieties grown
- Vinicultural practices
- Vinification practices
- Knowledge of tasting room personnel
- Special attributes of the AVA
- Additional comments/recommendations

Role

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.

Audience

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.

Format

- Create a new post on the course's OpenLab for the analysis
 - Change the "category" to "experiential learning analysis"
- Include six descriptive photos including at least one of each of the following: tasting room, wine for sale, equipment used to make wine, grape vines.
 - For each photo, explain what is portrayed in the image.
 - There should be at least one photo of you at the production facility or vineyard
- Comment on at least one other student's post
- **ALTERNATIVE FORMAT, upon discretion of the instructor:** Include all the requirements in an APA format essay

Expectations

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

Alternative Task, Distillery (alternative must be approved)

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
- Additional comments/recommendations

Alternative Task, Beer Brewery (alternative must be approved)

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
- Additional comments/recommendations

Alternative Task, Coffee Roaster (alternative must be approved)

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
- 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)

	0 points	1 points	2 points	Comments
Sources	No sources are included	One or two academically appropriate sources	Three or more academically appropriate sources	
APA Format for intext citation and reference list	No intext citations included	Inaccurate use of intext citations	Proper format for intext citation	
	Format is incorrect	Inaccurate reference list	Proper format for reference list	
Vocabulary	Vocabulary words are missing	1-9 vocabulary words written in bold, expressing a developing understanding of the subject matter	10 or more vocabulary words written in bold, expressing a wide range of knowledge	
Images with descriptions	Images are missing	Some images are included Some description is included	Six or more images are included and include a description	
Overall	Errors in grammar and proofreading interfere with overall communication	Some errors in grammar and proofreading	Free of errors	