

Beverage Trends Report (This is NOT a Current Events Assignment)

Due week 13  
10% of course grade

Task

Read three articles one each from Seventy Daily, VinePair and Forbes Food and Beverage written between January 2019 and now. Explain what you learned

Expectations

- The analysis will be 450-500 words in length
- Create a title page using APA format
- Create a reference list using APA format
- Write an essay citing each source using APA format, include the following
  - Identification of the trend
  - Significance to the beverage industry
  - Impact on a restaurant
  - Impact on a retail store
  - Summary
- Save it as a PDF and upload it to the Beverage Trends Report section of BlackBoard

|  | 0 points  | 1 points  | 2.5 points  | Comments |
|--|---|---|---|----------|
| <b>Sources</b>   | No sources are included   | One or two academically appropriate sources                                       | Three or more academically appropriate sources                            |          |
| <b>APA Format for intext citation and reference list</b> | No intext citations included<br><br>Format is incorrect                 | Inaccurate use of intext citations<br><br>Inaccurate reference list               | Proper format for intext citation<br><br>Proper format for reference list |          |
| <b>Vocabulary</b>  | Vocabulary words are missing  | 1-9 vocabulary words, expressing a developing understanding of the subject matter | 10 or more vocabulary words expressing a wide range of knowledge          |          |
| <b>Overall</b>   | Errors in grammar and proofreading interfere with overall communication | Some errors in grammar and proofreading   | Free of errors  |          |
|  |   |   |   |          |
|  |   |   |   |          |