

Current Events in the New York City Beverage Market

Due April 21

10% of course grade

In lieu of collecting tasting notes for a completion grade, this new assignment will satisfy this portion of your graded assessment of this class. Select **ONLY ONE** of the prompts to write your essay.

Plan on around 450 words total and what you write should demonstrate a well-researched and informed understanding of each topic. This will require a good amount of reading various news topics online and synthesizing what you have read to put your understanding into your own words. Be sure to note which number question you are addressing. Submit the essay as one PDF via the associated Blackboard link.

Option 1

Discuss the Trump administration's 2019/2020 retaliatory tariffs imposed or threatened on EU goods, including certain beverages, imported into the US. Discuss what percentage tariffs were in play or imposed, when and why. There are two issues of concern, be sure to address **BOTH** issues that are the impetus for President Trump to propose these tariffs. Based on your research, discuss whether you feel these tariffs would be a good or bad thing for New York state wineries and why.

Option 2

How has the current state of the New York restaurant environment due to COVID19 pandemic affected you? Using news articles, explain the current state of the restaurant environment, solutions some restaurants have implemented and the impact it has made on you as a hospitality professional

Option 3

If you were not directly affected professionally by the economic slowdown caused by COVID19, what have you done to support the beverage/food/restaurant/related hospitality industries since the pandemic hit? Use news articles to explain the current state of the restaurant environment and efforts to support the industry.

Option 4

Provide a specific example of an organization (independent restaurant or restaurant group) that you believe addressed the mandatory closings of their dining rooms due to COVID19 well. Explain how they handled it and why you felt it was well-handled.

Option 5

Discuss the effects of COVID19 on New York City restaurants, with particular regard to both unemployment and flexibility of New York State Liquor Authority laws about on-premise/off-premise alcohol sales

Option 6

Discuss the effects of COVID19 on New York State wineries and distilleries. How are distilleries contributing to the betterment of their communities at this time and how are winery tasting rooms using technology to continue selling to and engaging with their consumer base while their physical places of business are closed to the public?