

HF 328 The Australian Wine Industry (Offered during Fall and Spring Semesters)

Course Coordinators: Ms Kate Khoury, Ms Gaynor Sims

There is a two-day required field trip to the Hunter Valley wine region and a class excursion to a Sydney Tasting Theatre*.

Overview

This course provides an overview of the Australian Wine Industry in a cultural context and leads to advanced wine knowledge. The main aim of the course is to provide an introduction to the Australian Wine Industry, wine regions, grape varieties, and production methods in Australia and food and wine combinations and event planning. In addition, the course provides an overview of Australian legislation, classification systems, and quality control. This builds a consolidated understanding of the wine making process, its variations and pitfalls. Focus will be placed on developing an appreciation of great Australian wine and the ability to recognise a flawed one. The course provides principles and techniques for wine tasting and sensorial assessment, in order to be able to perform the purchasing function knowledgeably and confidently. Additionally the course will provide an understanding of the structures, job roles, and functions available in the Australian wine and related fields and industries.

Course Description

This course will provide an introduction to the Australian Wine Industry. The focus will be on:

- ⊕ The history, location and development of the Australian Wine Industry.
- ⊕ The process involved in the production of wine.
- ⊕ The business of the Australian Wine Industry.
- ⊕ The basic skills of wine tasting.
- ⊕

Course Objectives

- ⊕ An understanding of the history and development of the Australian Wine Industry.
- ⊕ An understanding of the viticulture and winemaking process.
- ⊕ An understanding of the marketing of Australian Wine both domestically and internationally.
- ⊕ To be able to choose, taste and match food with wine.
- ⊕ To be able to maintain a journal, critically analyse marketing literature and develop and deliver a short presentation.

Assessment

- **Field Journal** **30%**
 - – to include
 - Media clippings
 - Tasting notes of food and wine experiences
 - Field trip notes
 - Wine labels and/or comments
 - At least one promotional flyer/ brochure with comments
 - Provide examples of print media and other advertising modes, with comments.

- **Seminar presentations** – 5 minute presentation on allocated topic. **20%**

- **Project** – to write a 5 course degustation menu with appropriately matched foods and wines. Give reasons for your choices referring to power, flavour and texture. **25%**

- **Exam** – 2 hours **25%**

****Field Trip – Hunter Valley***

Description: There is a required two day field trip to the Hunter Valley Wine Region to provide a wine tourism experience.

Objectives:

To -

1. Experience an Australian Wine Region.
2. Experience the diversity of Cellar Door Tourism
3. Experience the different wine varieties of a region...and Iconic Wines.
4. Develop the student's wine sensory evaluation tasting skills.
5. Analyse the tourism experience of The Hunter Valley.
6. Analyse the Marketing & Branding of the Wine Estates and Cellar Doors.

Strategies:

To -

- Visit 6 cellar doors which show the range of Cellar Door Experiences and Wine Tasting Experiences –
 - Family owned, large company ownership, small company ownership
 - Historical, Rustic and Contemporary Architectural Buildings
 - Organic & Traditionally Grown and Made Wines
- Taste wines in a variety of venues
 - Vertical tasting of HV Varieties in an Organic Winery
 - Structured tasting in Historical Rammed Earth Floor
 - Structured Tasting in Barrel Room
 - Experience Wine Australia's Personality Wines – Brand Champions, Landmark Wines & Next Generation.
- Collection of Printed Materials to analyse for "Ideal Client", Target Market, Logo, Vision Statement.

- Note formal and informal examples of Branding such as Signage, Staff Uniform, Use of Logo and Wine Label
- Critique the H V Gardens Village as a Tourism Food and Shopping Experience...Lunch
- Enjoy the experience of a 4 star accommodation establishment.

****Field Trip – Wine Odyssey Australia***

Aroma Room and Tasting Theatre



Objective: This field trip in the final week of the course aims to provide the students with a wine evaluation experience which consolidates & challenges their learnings.

The Aroma Room and Tasting Theatre offers Australia's premier wine appreciation experience. Students expand their wine vocabulary and taste six world-class Australian wines - including the World's Greatest Shiraz - as they are guided on screen by the winemakers who made them.

The experience includes -

- **The Aroma Room**
Students need to be able to name the aromas and flavours they are experiencing. In the Aroma Room they are introduced to 50 aromas

that characterise Australian wine. e.g. orange blossom is associated with aromatic white wines, and leather can be detected in certain reds.

- **The Wine Tasting Theatre**

After the Aroma Room, students are ushered into the Tasting Theatre. There are six tastings of premium Australian wines and a movie of the winemakers who created these great wines who guide the students in their wine tasting. As they listen, they discover qualities in the wine they hadn't previously detected and enter a new realm of wine appreciation.