

Discipline: Agriculture	Sub-discipline: Wine Education/Enology
General Course Title: <b>Wine Sales and Distribution</b>	Min. Units: <b>1.5 Semester</b>
Proposed Suffix:	
<p>Course Description:  This class examines the business of wine sales and distribution, reviewing the role of brokers and distributors. Topics will include the costs of distribution including margins, mark-ups, freight and taxes. Regional market variation is covered including the differences between retail and restaurant sales. This course covers import and export of wines.</p>	
Required Prerequisites or Co-Requisites <sup>1</sup>	
Advisories/Recommended Preparation <sup>2</sup>	
<p>Course Objectives: <i>At the conclusion of this course, the student should be able to:</i></p> <ul style="list-style-type: none"> <li>• Describe wine distribution methods in differing wine markets.</li> <li>• Define the role of wine distribution and distribution trends and recognize and discuss the roles of wine brokers: managing distributor's sales versus direct selling to accounts.</li> <li>• Calculate projected pricing in markets; wine costs, freight, taxes, broker commissions, distributors and retail mark-ups, and sales tax.</li> <li>• Describe the cultural, regional end user and structural differences in the United States wine market.</li> <li>• Define the difference of the retail wine market versus restaurant sales and describe the "push" versus allocation method of wine marketing.</li> <li>• Describe successful methods of wine sales management, including classification of accounts, program preplanning, and management by objectives, sales incentives, and contests.</li> <li>• Describe the import and export of wines.</li> </ul>	
<p>Course Content:</p> <ol style="list-style-type: none"> <li>1. Introduction to wine distribution in the United States <ol style="list-style-type: none"> <li>a. History and economic importance of the wine industry</li> <li>b. The development of wine sales and distribution methods and techniques</li> <li>c. Social, economic, and regional trends in wine distribution</li> <li>d. Regulatory effects on wine sales and distribution</li> </ol> </li> <li>2. Wine distributors and brokers <ol style="list-style-type: none"> <li>a. The economic role of distributors and brokers</li> <li>b. Trends in the use of distributors and brokers</li> <li>c. Managing distributor sales versus direct account sales</li> </ol> </li> <li>3. Wine marketing pricing - costs and profits <ol style="list-style-type: none"> <li>a. Product costs - including product and packaging</li> <li>b. Distribution and shipping costs - including freight, warehousing, taxes, broker commissions and distributor mark-ups</li> <li>c. Retail/restaurant costs - including mark-up or margin and taxes applicable to account type</li> <li>d. Projected final price to consumer - based on all the cost components in the distribution system</li> </ol> </li> </ol> <p><b>Wine Sales and Distribution (Content Continued)</b></p> <ol style="list-style-type: none"> <li>4. Wine market differences in the United States</li> </ol>	

<sup>1</sup> Prerequisite or co-requisite course need to be validated at the CCC level in accordance with Title 5 regulations; co-requisites for CCCs are the linked courses that must be taken at the same time as the primary or target course.

<sup>2</sup> Advisories or recommended preparation will not require validation but are recommendations to be considered by the student prior to enrolling.

- a. Trend to quality wine and type (domestic versus import) varies by market
  - b. Regional and geographic variation in wine consumption
  - c. Social, economic, and cultural differences affecting wine sales
  - d. Distributing to open states versus control states
5. Retail versus restaurant sales
- a. Methods for classifying, targeting, selling and merchandising retail accounts
  - b. Methods of targeting, selling, and training and motivating restaurant accounts to sell wines
  - c. Appropriate methods of merchandising wine - inventory "push" sales approach versus the allocation method of marketing
6. Successful wine sales management tools and techniques
- a. Target account lists
  - b. Goal setting by territory
  - c. Sales motivational incentives
  - d. Wine sales contests and wine trips
7. Import and export of wines
- a. Methodology
  - b. Costs
  - c. Practices

Laboratory Activities: Individual Laboratory Activities are designed to support course objectives.

Methods of Evaluation: Lecture  
 Comprehensive Quizzes and Exams  
 Written Critical Thinking Scenarios  
 Problem Analysis and Solution  
 Research and Term Papers

Methods of Evaluation: Laboratory  
 Laboratory Skill Validation by Observation  
 Laboratory Reports  
 Diagnoses and Problem Solving  
 Laboratory Skill Practicum  
 Certification Exams

Typical Textbooks, Manuals, or Other Support Materials  
THE WINE BIBLE: by Karen MacNeil, Workman Publishing, 2000

**Statewide Articulation: CPSLO-AGB 447**

FDRG Lead Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**Internal Tracking Number**

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