

HTM 49112: Management and Service of Beverage Alcohol

Course Description

This course introduces the principles and practices regarding the production, and service of beverage alcohol in the hospitality industry. Structured tastings will be utilized to identify and describe specific factors necessary to serve specific spirits, wines and beers in the hospitality industry.

Restrictions:

Must be enrolled in one of the following Majors:

Hospitality & Tourism Mgmt

Prerequisites:

Undergraduate level HTM 49111 Minimum Grade of D- [may be taken concurrently]

Course Objectives

At the completion of the course, the student will be able to:

Identify and describe the categories of beverage alcohol including spirits, wine, beer and ale including the factors involved in the fermentation and distillation of beverage alcohol.

Through structured tastings, identify and describe the specific factors that make up and customer appeal of specific distilled beverage alcohol, including Scotch, Bourbon and Cognac.

Identify and describe the market impact of the major global wine producing regions in terms of geography, geology and climate.

Identify the key wine producing grape varieties, production standards and terms and the criteria for producing quality wines.

Identify and describe the major growing regions, production methods, and characteristics of a given wine from either an Old World or New World wine producing country.

Through structured tastings, identify and describe how each sense is used to evaluate a wine.

Through structured tastings, deduce and describe the predominant sensory characteristics of specific New and Old World wines.

Through structured tastings, describe the production of beer and ale including types of ingredients, styles and products produced for the Hospitality Industry.

Identify the merchandising and pairing with food items of fermented, distilled and brewed beverage alcohol.