

The Hong Kong Polytechnic University

Subject Description Form

Subject Code	HTM1CN07
Subject Title	The History and Culture of the Wine Industry
Credit Value	3
Level	1
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject provides students with an appreciation of the history and culture of wine in contemporary society, with basic understanding of wine and grape varieties, wine making and how to assess the taste and the quality of wines.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. Understand the key factors affecting grape varieties and wine styles and how culture affects wine production, labeling, quality and price in old and new world countries. b. Discuss, explain and compare the “terroir” (the physical/environmental characteristics, history and culture) that is conducive to wine production in old and new world countries. c. Communicate effectively regarding wine history and culture, varieties associated with particular countries and related tasting notes. d. Identify and apply the rules of food and wine pairing. e. Demonstrate a sensitivity and respect for cultural diversity in the global wine industry. Understand personal and social responsibility in a global wine context and possess ethical skills to make sound decisions and be able to apply these principles in practice.
Subject Synopsis/ Indicative Syllabus	<ol style="list-style-type: none"> 1. The Basics: History of wine and how different cultures have influenced grape varieties. The Vineyard: Soil to Harvest. 2. Essentials to Wine Appreciation: How to read wine labels, identify and communicate effectively using sensory evaluation. 3. Types and styles of wines: History and development of global grape varieties and wine styles.

	<p>4. Wine history and cultural influences from old world wine producing countries: Regions of Europe: France, Germany.</p> <p>5. Wine history and cultural influences from old world wine producing countries: Regions of Europe: Italy, Spain, Portugal.</p> <p>6. Cultural influences and wines produced in the New World: South Africa, Australia, New Zealand.</p> <p>7. Cultural influences and wines produced in the New World: North and South America</p> <p>8. The history and culture surrounding the making of Champagne, Sparkling Wine, Fortified Wines and Sweet Wines: The global appeal and culture of Champagne, Expansion and production of Port and Sherry. Influences of local culture on the growth and production of sweet wines onto a global market.</p> <p>9. Food and wine pairing, beverage laws in different countries: Host responsibilities and legislation in major countries including China and Hong Kong.</p> <p>10. The business of wine: The role of local wine and vineyards in destination marketing.</p> <p>11. Storage, service and responsible consumption: Influences from local culture on wine production and consumption.</p> <p>12. Sustainability, personal and social responsibility.</p>
--	---