

# Wine Professional CERTIFICATE

## Program Overview

The Wine Professional Certificate provides the graduate with a strong knowledge of wine, wine service skills, and wine marketing strategies.

## Career Opportunities

The wine industry is rapidly expanding within the United States, where wine sales represent the largest wine consumer market in the world. A new report published by Allied Market Research, titled, "Luxury Wines and Spirits Market by Product Type, Distribution Channel and Geography: Global Opportunity Analysis and Industry Forecast, 2014 - 2022," projects that the global luxury wines and spirits market was valued at \$812,108 million in 2015, and is expected to reach \$1,122,578 million by 2022, growing at a CAGR of 4.8 percent from 2016 to 2022. Wine sales have now surpassed beer sales, with millennials rapidly adapting to wine over beer. Wine sales are an important profit center for the restaurant/ hospitality industry, and thus a comprehensive knowledge of wine is critical for maximizing outcomes.

Opportunities are available in hotels, restaurants, resorts, clubs, catering and corporate dining.

Graduates of the Wine Professional Certificate will be prepared for careers in the restaurant/ hospitality industry, wine distribution, and wholesale/retail wine trade.

Source: Modern Restaurant Management, Top 5 Consumer Trends of 2017, 2017 Edition-  
www.modernrestaurantmanagement.com/according-to-a-recent-studysurvey-end-of-january-2017-edition

## Program Outcomes

1. Graduates will have knowledge and skills in professional tasting techniques for assessment and evaluation of wine.
2. Graduates will have knowledge and skills in wine service techniques.
3. Graduates will have knowledge and skills in wine business considerations.
4. Graduates will have knowledge and skills in wine merchandising, marketing and public relations.

## Program Faculty

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## Program Requirements

- Check off when completed
- All credits must be completed in one semester.
- Must be 21 years of age\*\*

Course	Cr
<input type="checkbox"/> CULA 1600 Professional Introduction to Wine . . .	2
<input type="checkbox"/> CULA 1610 Flavor Dynamics of Wine. . . . .	2*
<input type="checkbox"/> CULA 1620 Professional Wine Service** . . . . .	1**
<input type="checkbox"/> CULA 1630 Strategies for Pairing Food and Wine . . . . .	2
<input type="checkbox"/> CULA 1640 Wine Marketing . . . . .	2

**Total Program Credits . . . . . 9**

\*Course has a differential tuition rate. Check the Course Schedule at [www.saintpaul.edu/CourseSchedule](http://www.saintpaul.edu/CourseSchedule) for current course costs.

\*\*Alcohol awareness/server training is part of CULA 1620

## Program Start Dates

Fall

## Course Sequence

The following sequence is required.

- All courses must be completed within the same semester.
- Program is not eligible for financial aid.

## One Semester

CULA 1600 Professional Introduction to Wine . . . . .	2
CULA 1610 Flavor Dynamics of Wine . . . . .	2
CULA 1620 Professional Wine Service . . . . .	1
CULA 1630 Strategies for Pairing Food and Wine . . .	2
CULA 1640 Wine Marketing . . . . .	2
<b>Total Semester Credits . . . . .</b>	<b>9</b>

**Total Program Credits . . . . . 9**

*Information is subject to change.  
This Program Requirements Guide is not a contract.*

**Minimum Program Entry Requirements**  
Students entering this program must meet the following minimum program entry requirements:  
**Must be 21 years of age.**  
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