

MWBM-510 : The New World--Northern Hemisphere

Through lecture, in depth tastings, guest speakers and class discussion, this course explores the histories, terroirs, varieties and wine regulations of the primary new world wine growing countries located in the northern hemisphere including the United States, Canada, and Mexico. Critical issues, emerging regions, and pathways to global success for each country are discussed, as well as food compatibility and wine selection considerations for beverage programs featuring the major wines of these new world countries. An examination of the history, laws, terroir, viticultural and vinicultural techniques, combined with focused tastings of classic varieties, provides the template for understanding any wine growing region. The application of this template enables students to examine wine regions of the United States, Canada, and Mexico in a consistent fashion and identify the unique aspects of the wine industry for each country.

Credits 3

Prerequisites

Residency One-Viticulture and Viniculture, Orientation and Cohort Formation (MWBM-501A) and Global Wine Business Operations (MWBM-500), The New World-Southern Hemisphere

Corequisites

Advanced Beverage Management (MWBM-520)