

**Rowan College of South Jersey
 Career Certificate in
 Beverage Tourism/Tasting Room Management
 Transfer Program Requirements
 Suggested Four Semester Sequence of Courses**

The craft beverage industry currently consisting of wineries, breweries and distilleries, is expanding rapidly throughout this region. A common thread among these businesses is the presence of tasting rooms as key marketing venues. Collectively, these tasting rooms have the potential to develop into a major attraction bringing tourists into the region, with beverage tourism becoming an economic driver in the hospitality industry. This program is designed to prepare a workforce capable of managing tasting rooms across the business sector, which will deliver exemplary tasting room experiences. Students who have completed the program will be able to:

- Serve alcoholic beverages in compliance with relevant State and Federal regulations in tasting rooms and remote venues.
- Distinguish between when to serve a patron or to withhold service, and to implement that decision in a courteous and effective manner.
- Speak knowledgeably about the alcoholic beverages including general information on production techniques, history, cultural context and food pairings.
- Effectively perform sensory evaluation on a variety of alcoholic beverages and speak knowledgeably on the results of this evaluation.
- Convey information regarding winery, brewery, and distillery venues and related accommodations.

First Year

Fall Semester

		Credits
___BT 101	State and Federal Alcohol Compliance and Safe Alcohol Handling	3
___BT 103	Wines of the World	3
___BT 104	Beer of the World	3
___BT 201	Breweries, Distilleries & Wineries of NJ	3

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Required Core and Elective Courses

Program Courses

BT 101	State and Federal Alcohol Compliance and Safe Alcohol Handling	3
BT 103	Wines of the World	3
BT 104	Beer of the World	3
BT 201	Breweries, Distilleries & Wineries of NJ	3
Total Minimum Credits		12