

TEACHING THE WINE CONSUMER OF THE FUTURE

The Total Immersion Theory

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For the past nine years at the University of Melbourne (UoM) over 4000 young wine consumers have completed a unique teaching program that makes them into more discerning and involved consumers.

The Wine Breadth program run by the Faculty of Veterinary and Agricultural Sciences at UoM runs three subjects at 1st, 2nd and 3rd year levels for students from every Faculty across the University. These are not budding winemakers, but budding consumers eager to learn, and increasingly made up of International students (predominantly Chinese).

The teaching method is deliberate "total immersion" where students live, breath, and taste wine for an intensive live-in week. Over five days they go from wine-zero to wine-hero, completing theory and sensory evaluation examinations, where they make comprehensive notes on masked wines and go as far as varietal identification and notes on climate, oak and food pairing.

While sometimes producing young people who see a career in wine, it undoubtedly makes for young drinkers who want to upgrade their wine selection, have a respect for the product and want to continue to learn more. Just the consumers the Australian wine industry needs, both here and in new markets such as China.

THE BASIC EDUCATIONAL FRAMEWORK

WHAT IS BREADTH?

University of Melbourne students are required to study four subjects out of their degree course. These subjects are called breadth. Through breadth, students develop a broader range of skills & can explore interests that may not traditionally be available within their main field of study.

WINE-ZERO TO WINE-HERO

Over five days students learn about all aspects of the wine industry. At the end of the intensive week students are examined & can make comprehensive tasting notes on masked wines and go as far as varietal identification & notes on climate, oak ability to cellar & food pairing.

WHO ARE THEY?

Students are from all undergraduate degree courses including Commerce, Science, Arts, Engineering & Agriculture. Many of our students are International, with around 29% of our total student cohort from China & this number is growing as interest in wine in China grows.

THE EDUCATIONAL EXPERIENCE



Level 1: Australia in the Wine World

An introduction to the basics of wine & sensory evaluation. Students learn how wine is made and undergo 15 hours of wine sensory evaluation where they learn to distinguish style, variety, climate, age & oak, as well as write detail descriptors.



Level 2: Vine to Wine

Hands on subject, taught in February over 1 week. Starts with harvesting grapes. Students crush, ferment, press & place their wine in barrel. They then bottle and package the previous years wine. A unique learning experience!



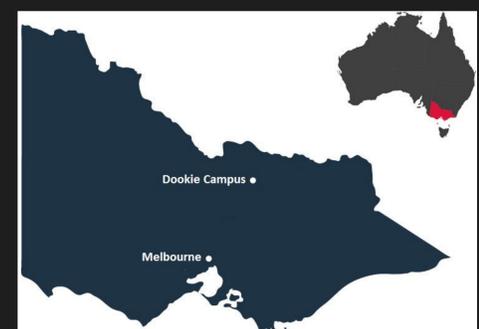
Level 3: Wines of the World

International wine, history & culture focusing on France and in particular; Champagne, Burgundy & Bordeaux. This subject has a more arts focused curriculum, incorporating tastings and sensory evaluation.

Where is the University of Melbourne's Dookie Campus located?

Located 2 hours drive north of Melbourne Dookie campus is set on the tranquil rolling hills between Shepparton and Benalla in Victoria, Australia. Dookie campus has played a key role in the development of agriculture and agricultural teaching and learning in Australia since 1886 and it remains a focal point for the key research, teaching and technology development that is helping to shape the future of agriculture in Australia.

Situated on 2,440 hectares the campus includes a small community which houses our students & teaching staff, merino sheep, an orchard, robotic dairy, winery & a natural bush reserve.



A UNIQUE EDUCATIONAL OUTCOME



The only undergraduate university wine education program aimed at non-wine professionals & taught in an intensive 5 day mode. Over its decade history it has produced over 4000 discerning wine consumers from all over the world. Student feedback; "I'll never drink "Goon" again", "The most interesting subject I've done at Uni" & "I now enjoy engaging with my parents over a glass of wine at dinner". Although aimed as an elective students have gone on from these subjects to become winemakers, viticulturalists & wine marketers, working in France, Germany, Kenya, Austria, Italy, US & New Zealand.