



Australian Government

Department of Education, Employment and Workplace Relations

FDFCD3002A Conduct a specialised product tasting

Release 3

FDFCD3002A Conduct a specialised product tasting

Modification History

This unit supersedes and is equivalent to FDFCDSSPTB Conduct a specialised product tasting.

September 2012: clarified pre-requisite information.

April 2012: Minor typographical corrections.

Unit Descriptor

Unit descriptor	This specialist unit has been developed for the cellar door sales stream of the wine sector. It covers the skills and knowledge required to conduct specialised wine tastings for a variety of winery customers and clients.
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Application of the Unit

Application of the unit	This unit applies to the preparation and conducting of specialised wine tastings as part of cellar door operations in the wine industry. The unit includes researching the needs of clients, sourcing the wine to be tasted, preparing wine and tasting equipment, conducting the tasting and providing advice and information on the wine being tasted.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		
	FDFCD2002A	Promote wine tourism information* <i>SIRXCCS202 Interact with customers</i>
	FDFCD2006A	Conduct a standard product tasting* <i>FDFCD2003A Evaluate wines (standard)</i> <i>SIRXCCS202 Interact with customers</i> <i>SITHFAB009A Provide responsible service of</i>

		<i>alcohol</i>
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Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.

Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Prepare for specialised product tastings 2. Conduct specialised product tasting 3. Evaluate and assess performance	1.1 Specialised customer requirements are accurately established 1.2 Tasting event is planned and organised 1.3 Appropriate background research is carried out for presentation and facilities 1.4 Support materials are prepared 2.1 Information is presented according to customer requirements and workplace policy 2.2 Products are tasted according to workplace policy and procedures and customer requirements 3.1 Customers are asked to participate in a review procedure, as required by workplace policy 3.2 Self-assessment of performance is carried out in accordance with workplace procedures 3.3 Positive and negative aspects of the way the tasting was conducted are recognised and addressed 3.4 Feedback from customers is dealt with in accordance with workplace procedures

Required Skills and Knowledge

This section describes the skills and knowledge required for this unit.

Required skills include:

Note: The following required skills should be applied as appropriate to the equipment and processes that are used in the particular winery or workplace.

Ability to:

- access workplace information to identify specialised wine tasting requirements
- confirm supply of necessary products and materials
- liaise with other work areas and customers. This may include:
 - winery hospitality coordinator
 - marketing and public relations (PR)
 - winemaker
- prepare product and materials as required
- confirm equipment status and condition as required
- identify out-of-specification products and materials or non-compliance
- take corrective action in response to out-of-specification products and materials or non-compliance
- report and/or record corrective action
- apply a high standard of personal presentation. This may include:
 - personal hygiene
 - appropriate and clean clothes or uniform
- accurately identify specific customer requirements. These may include:
 - reason for tasting (e.g. commercial and hobby)
 - numbers expected
 - time of arrival and departure
 - other activity and commitments before and after
 - specific products required for tasting
 - specific information sought (e.g. production techniques and vintage characteristics)
 - common interests of group (e.g. club members)
- identify personal and enterprise objectives of tasting (e.g. product sale overseas)
- plan and organise tasting event. This may include consideration of:
 - equipment
 - materials
 - personnel skills and availability
 - product availability
 - information to research
 - expertise availability (e.g. winemakers)
 - space and seating
 - facilities

- research background information to meet customer requirements. This may include a variety of information resources, including:
 - libraries
 - industry bodies (e.g. Winemakers Federation of Australia and Wine Export Council)
 - enterprise personnel (e.g. winemakers and vineyard managers)
- conduct a specialised product tasting according to workplace policy and procedures and customer requirements. This may include:
 - articulating an accurate sensory evaluation of product tasted
 - serving products in appropriate condition for specific tasting
 - identifying and removing faulty products prior to tasting
 - maintaining optimum tasting environment
 - providing customer service
 - ensuring comfort of tasters
- provide accurate and relevant information in line with customer requirements. This may include:
 - preparation and distribution of information sheets
 - delivering a presentation
 - operating visual aids effectively and professionally
 - leading and/or facilitating the product tasting
- evaluate and assess performance against customer, personal and workplace objectives. This may include:
 - seeking feedback from customers and colleagues
 - receiving negative and positive criticism
 - logging sales
 - collating results
 - writing and presenting reports
- communicate effectively and professionally. This may include:
 - verbal (e.g. face to face, telephone, individual and group communication)
 - written (e.g. leaflets, overhead projector and reports)
 - body language
 - relaying and summarising complex and technical information
- deal with customer complaints according to workplace policy and procedures
- respond sensitively to the information needs of customers from a range of cultural and social backgrounds
- respond appropriately to VIP or expert groups
- provide hospitality or other facilities in accordance with instructions
- prepare equipment for cleaning as required
- record workplace information
- maintain work area to meet housekeeping standards
- facilitate teams according to enterprise procedures
- evaluate wines (advanced) according to enterprise procedures

- work cooperatively within a culturally diverse workforce.

Required knowledge includes:

Note: The following required knowledge should be applied as appropriate to the equipment and processes that are used in the particular winery or workplace.

Knowledge of:

- purpose and principles of specialised wine tasting
- link to related work areas and activities
- quality characteristics of products and materials
- promotional and brand objectives of the enterprise and tasting events
- domestic and international distributors of enterprise products
- basic judging procedures for Australian Wine Awards
- international, national, regional and enterprise-specific knowledge of wine industry
- workplace policy and procedures with regard to:
 - responsible service of alcohol
 - specialised and standard product tastings
 - customer service
 - customer complaints
 - information provision and presentation
 - international and VIP guests
 - hospitality services
 - activity performance review and evaluation
- product sensory evaluation techniques and procedures
- presentation principles and techniques, including:
 - overhead projector and slide presentation
 - hand-out preparation
 - using visual aids
 - body language
 - voice projection
 - talk structure and terminology
 - questioning
 - active listening
 - summarising
- evaluation techniques and procedures
- reporting techniques and procedures
- procedures and responsibility for reporting problems
- Occupational health and safety (OHS) hazards and controls
- recording requirements and procedures
- housekeeping requirements and procedures
- team facilitation techniques where relevant
- advanced wine sensory evaluation techniques where relevant.

Evidence Guide

EVIDENCE GUIDE

The evidence guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment	Assessment must be carried out in a manner that recognises the cultural and literacy requirements of the assessee and is appropriate to the work performed. Competence in this unit must be achieved in accordance with food safety standards and regulations.
Critical aspects for assessment and evidence required to demonstrate competency in this unit	Evidence of ability to: - properly research needs of clients - identify and prepare wines correctly, including correct temperature, wine glasses and tasting environment - identify and remove out-of-specification product - establish details on style, vintage, region and other background information on products to be tasted - ensure personal presentation is appropriate to tasting event - follow correct hygiene procedures - conduct tasting to enterprise and customer requirements - provide accurate and relevant information to clients - answer questions appropriately.
Context of and specific resources for assessment	Assessment must occur in a real or simulated workplace where the assessee has access to: - personal protective clothing and equipment as required - work procedures, including advice on company practices, safe work practices, food safety, quality and environmental requirements - instructions, information, specifications and schedules as required - equipment, services and corresponding information as required - products and materials as required - internal and external customers and suppliers as required - cleaning procedures, materials and equipment as required

EVIDENCE GUIDE

- documentation and recording requirements and procedures.

EVIDENCE GUIDE	
Method of assessment	This unit should be assessed together with other units of competency relevant to the function or work role.
Guidance information for assessment	To ensure consistency in one's performance, competency should be demonstrated on more than one occasion over a period of time in order to cover a variety of circumstances, cases and responsibilities, and where possible, over a number of assessment activities.

Range Statement

RANGE STATEMENT	
The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.	
Policies and procedures	Work is carried out in accordance with workplace procedures, licensing requirements and legislative requirements
Workplace information	Workplace information can include: • Standard Operating Procedures (SOPs) • workplace policy and procedures in regard to conducting product tastings • specifications • work notes • instructions or verbal direction from manager, supervisor or senior staff
Customers	Customers may include: • regular, new, external or enterprise personnel • people from a range of social, cultural or ethnic backgrounds and physical and mental abilities. English may not be their first language. Buying and ordering experience and expertise may vary. Customers needs and requests may vary
Products	Products may include: • wines and spirits

RANGE STATEMENT	
Information systems	Information systems may be: • print or screen based
Equipment	Equipment may be electronic or manual and should include that which is required to conduct a wine tasting according to workplace policies and procedures, and may include: • glasses • foil cutters • corkscrews • champagne cork removers • wine thermometer • stoppers • vac-u-vin • spittoon • overhead projector • slide projector • video presenters • microphones
Materials	Materials may vary and may include: • overhead projector slides • videos • slides • tasting mats • detailed or specific product information sheets • pens and markers • napkins • wine lists • tasting notes • non-alcoholic drinks • food
Product knowledge	Product knowledge may include: • product style and characteristics • optimum serving condition • cellaring potential • storage requirements • stock availability • food and occasion matches • vintage characteristics

RANGE STATEMENT	
	• production techniques • price, discounts and special offers • sizes • specific knowledge to reflect customer needs and reason for tasting
Product tastings	Product tastings include those associated with: • overseas and domestic corporate buyers • internal enterprise functions • press tastings • pre-arranged winery tours of groups with a common interest (e.g. rotary clubs and wine clubs)
Product faults	Product faults may include: • tartrates • oxidation • haze • cork taint • excessive sulphur • imperfect packaging

Unit Sector(s)

Unit sector	Wine operations
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