

BA International Wine Business & FdA Wine Business



Programme Manager

Nick Hutchinson

nick.hutchinson@plumpton.ac.uk

Welcome to your university course guide. Here you will find all the information you need for starting in September including your equipment list, trips, reading list and much more.

Contents:

[Notable guest speakers](#)

[Graduate destinations](#)

[Trips & Visits](#)

[Research Highlights](#)

[Reading List](#)

Equipment:

6 ISO wine tasting
glasses

Notable Guest Speakers



UNIVERSITY
COURSES

Benjamin Fisher | Caves De Pyrene, Independent
Importer

Ciara Wong | Wine Ambassador Metzendorf

Anthony Maxwell | Liv-X (Global Fine Wine Market)

Jamie Shakeshaft | Vin-X (Fine Wine Investment)

House of Port

Chateaux Ksara (Lebanon)



Graduates from the wine degree programmes can look forward to a multitude of career avenues in the wine industry, including:

- Vin-X – Fine Wine Investment
- Liv-X – Global Fine Wine
- Halgarten – Wine distributor
- Metzendorf – Wine Distributor
- Bibendum – Wine Distributor
- Berkmann – Wine Distributor
- Bolney Wine Estate
- Artelium Wine Estate
- Ridgeview Wine Estate
- Rathfinny Wine Estate
- Wiston Estate
- Flint Vineyard
- Quaff Wine
- Seven Cellars
- Berry Brothers & Rudd
- Majestic Wine
- Fortnum and Mason
- Aldi



Trips this year have included:

- Annual visit to Montpellier in France for the SITEVI Vineyard trade show
- Viti-Culture Show
- Winery visits to urban wineries in London
- On-trade Hospitality businesses in Brighton
- Local wineries

Research Highlights

Independent study topics include a wide range of subject from:

- Lo and No alcohol,
- English wine Tourism
- Tasting bias in professional wine tasting
- Ageing wine under water
- Fine Wine profitability
- Premiumisation of Bag-in-Box

Reading List



UNIVERSITY
COURSES

1. Johnson, H. and Robinson, J., 2019. *The world atlas of wine*. 8th ed. London: Mitchell Beazley
2. Robinson, J. and Harding, J. eds., 2015. *The Oxford companion to wine*. 5th ed. Oxford: Oxford University Press.
3. Smith, B.C. ed., 2007. *Questions of Taste*. Signal, Oxford.
4. Flint, D. J., Signori, P. and Golcic, S. L., 2016. *Contemporary wine marketing and supply chain management: a global perspective*. Basingstoke: Palgrave Macmillan.
5. Wagner, P., Olsen, J. and Thach, L., 2017. *Wine marketing and sales: success strategies for a saturated market*. 3rd ed. San Francisco: Wine Appreciation Guild.
6. Parkinson, J., 2017. *Wine & food: Perfect pairings every time*. London: Ryland, Peters & Small
7. Perez-Ortiz, M., de la Cruz Del Rio Rama, M. and Rueda-Armengot, C., 2019 *Wine and tourism: A strategic segment for sustainable economic development*. New York: Springer

Reading List



UNIVERSITY
COURSES

8. Stevenson, T. and Avellan, E., 2013. *Christie's world encyclopaedia of champagne and sparkling wine*. London: Absolute Press.
9. Moreno-Arribas, M.V. and Bartolomé Suáldea, B., (eds). 2016. *Wine Safety, Consumer Preference, and Human Health*. Cham, Switzerland: Springer International Publishing
10. Robbins, S. P., Coulter, M. and DeCenzo, D. A., 2019. *Fundamentals of management: Global Edition*. 11th ed. Harlow: Pearson.
11. Harvey, M. (ed), *Wine and identity: branding, heritage, terroir*. Abingdon. Routledge
12. Robinson, J., Harding, J, and Vouillamoz, J., 2015. *Vines, grapes and wines*. London: Mitchell Beazley
13. Smith, D., Mitry, D., Jenster, P., & Jenster, L., 2014. *International Business of Wine*. Norway: Nordic International Management Institute Press.