

WSET[®] Diploma in Wine & Spirits

Candidate assignment brief – academic year 2009/10

ASSIGNMENT APRIL 2010:

The growth of mass appeal wines

CONTENT, SUGGESTED APPROACH AND SECTIONS IN THE REPORT:

1. Context

Some people characterise the market with opposing extremes – wines that aim for mass appeal and niche market wines. Mass appeal wines are targeted at a broad swathe or sector of the market. They achieve this by a range of strategies including having easy, appealing style, recognisable generic names, e.g. Pinot Grigio or Côtes du Rhône, or by branding. In contrast, niche wines achieve individuality by reflecting *terroir*, vintage, producer philosophy, indigenous grape varieties or idiosyncratic production techniques. There are fears that mass appeal wines could push these niche wines out of the market.

2. Strategy and required sections

a) Presentation and structure:

Assignments should include a declared word count and a bibliography correctly referenced throughout the body of the text.

b) Introduction to the national market:

The candidate should examine their national market in terms of wine availability and diversity and use statistical evidence to show what actually generates the bulk of sales in this market.

c) The emergence of mass appeal wines:

The candidate should analyse what has led to the popularity of these mass appeal wines in the global market, examining this from the point of view of the consumer, the producer and the retailer.

d) Impact:

The candidate should consider what have been the consequences of the growth of this category, for example, could niche wines be squeezed out?

e) Conclusion and personal commentary:

The candidate should state clearly whether they think the benefits outweigh the negatives.

MARKING

Structure:

The report should be of between 2500 and 3000 words in length (not including appendices, tables or diagrams) with a declared word count and bibliography which is correctly referenced throughout the body of the assignment. Appendices are for the exclusive inclusion of charts, diagrams, tables etc. Allocation of marks will be as follows:

Section a) – including structure and style (coherence, flair, fluency, use of examples), bibliography showing diversity of evidence of research which is used appropriately and correctly referenced, presentation (spelling, grammar, legibility) 20%

Section b) – Introduction to the national market 15%

Section c) – The emergence of mass appeal wines 25%

Section d) – Impact 35%

Section e) – Conclusion and personal commentary 5%

Examiners will be looking for

- Explicit evidence within the body of the assignment of careful and thoughtful study of the course materials plus additional evidence of diverse and relevant research.
- Evidence that information for the assignment has been drawn from both the trade press and other industry sources.
- Examples and information to justify arguments made in the assignment
- Evidence that the information and examples uncovered by research have been the subject of careful study, analysis and reworking before being deployed in the assignment
- Good presentation and clear thinking. This includes good layout, contents lists and references.
- Evidence of original and reflective thought.
- Candidates must address all required sections and gain an overall minimum mark of 55% to qualify for a pass grade.