

# MW Studieplan

<b>Paper 1 &amp; 2: Production of wine.</b>	tid	datum
• Characteristics of the vine.	2 tim	7/12
• Vine species. Vine varieties. Clones. Development of new vine varieties. Vine propagation. Rootstocks and grafting. Growth cycle of the vine. Life cycle of the vine.	4 tim	11/12
• Establishment, re-planting and acquisition of vineyards. Practical and economic issues of planting, or re-planting, vineyards. Issues concerning the acquisition of vineyards through purchase or inheritance.	4 tim	13/12
• Factors affecting grape growing. Climate. Weather. Soil. Aspect. Effect of these factors on wine style, quality, yield and cost. The concept of "terroir".	4 tim	19/12
• Cultivation of the vine. Types and methods of pruning and training. Underlying principles and practical applications of canopy management. Irrigation.	3 tim	19/12
• Application of fertilisers. Use of herbicides. Green harvesting. Implications for yield of all of the above. Bio-dynamic, organic, and other alternative cultivation methods.	3 tim	21/12
• Maladies of the vine and their control. Vine pests. Vine diseases. Physiological disorders. Prevention and control of the above.	4 tim	22/12
• Structure and composition of grapes. Chemical composition of grapes, e.g. sugars, acids, anthocyanins, tannins etc.. Analytical techniques. Fruit ripeness. Noble rot.	2 tim	27/12
• Harvesting of grapes. Timing of the harvest. Picking options. Grape transportation. Quality and cost implications.	4 tim	28/12
• Processing of grapes. Grape reception. Grape handling strategies eg. de- stalking, crushing, pressing and skin contact. Must treatments. Temperature control.	4 tim	29/12
• Alcoholic fermentation. Role of yeast, enzymes, temperature and fermentation vessels. Strategies for the extraction of colour, aroma, flavour and tannin.	4 tim	30/12
• Carbonic maceration, whole bunch fermentation and thermovinification. Theory and practice of malolactic fermentation.	2 tim	2/1
• Maturation and blending. Maturation options for the wine maker. Types of maturation vessel. Inert storage. Blending options. Timing of bottling.	4 tim	3/1
• Stabilisation, clarification, packing and labelling. Movement of wine in bulk. Methods of stabilisation and clarification eg. fining, filtration, centrifugation, cold stabilisation etc.	4 tim	4/1

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• Use of chemicals in wine making and wine handling – their function, action and application. International regulations governing the use of chemicals. Packing into bottles and other containers. Ingredient labelling. Closures.	4 tim	5/1
• Production of sparkling wines. Production techniques for sparkling wines. Grape selection and pressing. Temperature control. Selection and blending of base wines. The second fermentation. Maturation. Finishing.	4 tim	7/1
• Production of fortified of wines. Production techniques for fortified wines. Selection of base wines. Timing of fortification. Practice and significance of blending and maturation. Finishing.	4 tim	8/1
• Quality assurance and quality control. Composition of wine and its faults. Analysis of wine, its purpose, use and limitations. QA and QC systems and structures for wine and dry goods. Practical issues of QA and QC. Compliance with statutory regulations. Effects of storage and transport on wine after packing.	8 tim	9/1

<b>Paper 3: Business of wine.</b>		
• <b>Theory and practice of marketing wine.</b>		
• Marketing strategy applied to growers, producers, exporters/ importers, buyers and sellers. Market research, applied to existing and potential wine purchasers with clear understanding of techniques of information gathering and analysis as well as awareness of consumption trends nationally and internationally.		
Product marketing applied to different sectors of the market for wine. Factors influencing market segmentation. Theory and practical application of product positioning and branding in relation to the market and product range.		
Promotional and sales techniques relevant to the wine industry. Understanding of the role of advertising and public relations and use of communications media.		
Pricing trends nationally and internationally eg. producer, en primeur, wholesale, retail and at auction.		
• <b>Financial and commercial awareness.</b>		

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<b>Paper 3: Business of wine.</b>			
<p>Candidates will be expected to have a broad understanding of the financial and commercial structures affecting all sectors of the wine industry eg negociants, agents, brand owners, brokers, grape growers and co-operatives, wineries, large multinational producers, marketing co-operatives, merchants, consultants, specialists, supermarkets, wine chains and mail order operators. Factors to be considered when appraising investment decisions in different industry sectors.</p> <p>Influences on business decisions including strategic planning, national and international laws, taxation and currency fluctuations. Whilst candidates are not assumed to be specialists in finance they may be expected to demonstrate a broad understanding of balance sheets, profit and loss accounts and how costing and pricing decisions are made in the wine industry.</p>			
<p>• <b>Trends and challenges facing wine producing countries and regions.</b></p>			
<p>Candidates will be expected to demonstrate knowledge of export shares and trends for significant producing countries and regions and should use specific examples to support their answers. Broad knowledge of industry structures world-wide is essential and this may be supplemented by specific examples from regions with which candidates are most familiar.</p>			

<b>Paper 4: Contemporary issues</b>			
<p>Candidates will be expected to demonstrate knowledge of export shares and trends for significant producing countries and regions and should use specific examples to support their answers. Broad knowledge of industry structures world-wide is essential and this may be supplemented by specific examples from regions with which candidates are most familiar.</p>			
<p>Knowledge and analysis of social, historical, cultural, health, ethical, educational, communication and media issues relevant to the wine industry.</p>			

<b>Övriga ämnen</b>	<b>litteratur</b>
Tyskland, tysk vinlag	
Nya europeiska vinlagen	
Australien	
Sydafrika	