

# WSET Diploma in Wine & Spirits

## Candidate assignment brief April 2012

### The presentation and packaging of wine

#### **CONTENT, SUGGESTED APPROACH AND SECTIONS IN THE REPORT:**

##### **1. Context**

Wine is part of the branded consumer market, where presentation is key, and some consumers are more interested in the look and feel of the bottle than in the contents. Of course, bottles are not the only container used to present wine to the consumer, bag-in-box, Tetrapack and cans all have a part to play. As far as labelling and packaging are concerned, they serve many purposes - aesthetic, functional and legal necessity to name a few. Some people believe a well designed label will help sell a mediocre wine, whilst an exceptional wine may be overlooked because it fails to stand out visually.

##### **2. Strategy and required sections**

###### a) Presentation and structure: (20% weighting)

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

###### b) Introduction: (5% weighting)

List the components of a bottle (or other container) that can be used to communicate visually with the consumer.

###### c) Information contained in labels: (35% weighting)

Discuss what can and must be expressed and communicated via the presentation of the wine.

###### d) Case study of the effectiveness of labelling: (40% weighting)

Select two existing wines, one of which in your opinion represents good packaging and one that represents bad packaging. For each wine, provide an image of the product, and explain what it is that you think makes the packaging a success or failure.

## **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 exclusively for the 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 5%

Section c) – Information in labels 35%

Section d) – Case study 40%

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.