**QUALIFICATION DETAILS**

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| **Qualification number/Te nama o te tohu mātauranga** | 4286-2 | | |
| **English title/Taitara Ingarihi** | New Zealand Diploma in Professional Wine Management (Sommelier) (Level 6) | | |
| **Māori title/Taitara Māori** |  | | |
| **Version number/Te putanga** | 2 | **Qualification type/Te momo tohu** | Diploma |
| **Level/Te kaupae** | 6 | **Credits/Ngā whiwhinga** | 120 |
| **NZSCED/Whakaraupapa** | 110103 Food, Hospitality and Personal Services > Food and Hospitality > Food and Beverage Service | | |
| **Qualification developer/Te kaihanga tohu** | Ringa Hora Services Workforce Development Council | | |
| **Review Date /Te rā arotake** | xx xxx 2030 | | |

**OUTCOME STATEMENT/TE TAUĀKI Ā-HUA**

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| **Strategic Purpose statement/ Te rautaki o te tohu** |
| The purpose of this qualification is to provide the winery, hospitality, and tourism sectors with individuals who are able to apply a comprehensive knowledge of global wine, spirit and alcoholic beverages to enhance the customer service relationships, brand values and marketing initiatives for these businesses.  Graduates will be able to work independently and lead, manage, train and mentor other staff.  The qualification will benefit the community by enriching New Zealand’s wine, hospitality, and tourism experiences. |

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| **Graduate Profile/Ngā hua o te tohu** |
| Graduates of this qualification will be able to:  - Develop high-quality customer experiences in the winery, hospitality, and tourism sectors by analysing and applying marketing concepts for food and wine tourism.  - Evaluate New Zealand styles of wine and investigate innovative producers along with strategies used to enhance the international reputation of New Zealand wines.  - Apply knowledge of key characteristics of wine and other alcoholic beverages to recommend food and beverage pairings for customers in businesses.  - Evaluate leading grape varieties, labelling terms, and production methods of international wine regions, and identify characteristics to explain international demand for these wines.  - Analyse and apply a range of sales management tools and techniques for use in winery, hospitality, and tourism environments.  - Evaluate premium international wines, spirits, Sake, and liqueurs, identifying their styles, appellation rules, and culture, and apply this knowledge to food and wine tourism concepts.  - Evaluate contemporary marketing management strategies and apply knowledge of these strategies to enhance brand values, distribution and customer experience across a range of businesses.  - Investigate viticulture, sustainability practices, and winemaking, to develop knowledge of grape growing methods and oenology.  - Manage, train and mentor junior staff on sales, wine service, and communication skills to enhance the customer experience. |

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| **Education Pathway/ Ngā huarahi mātauranga** |
| This qualification builds on the New Zealand Certificate in Professional Wine Knowledge (Level 5) [Ref: 4285]. This qualification can lead to the New Zealand Diploma in Hospitality Management (Level 6) [Ref: 2540] and may lead on to further higher-level study in Hospitality Management or related disciplines such as Tourism Management, Viticulture, and Wine Science. |

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| **Employment, Cultural, Community Pathway/ Ko ngā huarahi ā-mahi, ā-ahurea, ā-whānau, ā-hapū, ā-iwi, ā-hapori anō hoki** |
| Graduates of this qualification will have the skills and knowledge to work at a senior level across a wide range of winery, retail, hospitality, hotel and tourism businesses.  Roles may include sommelier, food and beverage manager, winery sales and marketing manager, brand ambassador, and hospitality trainer/educator. |

**QUALIFICATION SPECIFICATIONS/ NGĀ TAUWHĀITITANGA O TE TOHU**

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| Qualification Award/ Te whakawhiwhinga o te tohu | This qualification may be awarded by any education organisation with an approved programme or accreditation to deliver an approved programme. |
| Evidence requirements for assuring consistency/ Ngā taunaki hei whakaū i te tauritenga | Evidence may include:   * Results of employer surveys to determine if graduates of the qualification meet the graduate profile outcomes * Analysis of a range of workplace evidence demonstrating that graduates meet the graduate profile outcomes. |
| Minimum standard of achievement and standards for grade endorsements/ Te pae o raro e tutuki ai, ngā paerewa hoki hei whakaatu i te taumata o te whakatutukinga | Achieved. |
| Other requirements for the qualification (including regulatory body or legislative requirements)/ Kō ētahi atu here o te tohu (tae atu hoki ki ngā here ā-hinonga whakamarumaru, ki ngā here ā-ture rānei) | N/A |
| General conditions for programme/ Ngā tikanga whānui o te hōtaka | Providers are advised to refer to the Ringa Hora Services Workforce Development Council [Programme endorsement](https://ringahora.nz/qualifications-and-assurance/programme-endorsement/our-role-in-programme-endorsement/) considerations.   * Ngā Whakamārama - Programme content * Mana ōrite mō te hunga ako - Equity for learners * Torotoronga me te kimi whakaaro - Programme engagement and consultation * Te ao Māori * Te akoako me ngā reo o Te Moana-nui-a-Kiwa - Pacific languages and learners * Tangata Whaikaha - Disabled people |

**CONDITIONS RELATING TO THE GRADUATE PROFILE /NGĀ TIKANGA E HĀNGAI ANA KI NGA HUA O TE TOHU**

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| **Qualification outcomes/ Ngā hua** | | **Credits/Ngā whiwhinga** | **Conditions/Ngā tikanga** |
| 1 | Develop high-quality customer experiences in the winery, hospitality, and tourism sectors by analysing and applying marketing concepts for food and wine tourism. | 20 |  |
| 2 | Evaluate New Zealand styles of wine and investigate innovative producers along with strategies used to enhance the international reputation of New Zealand wines. | 10 |  |
| 3 | Apply knowledge of key characteristics of wine and other alcoholic beverages to recommend food and beverage pairings for customers in businesses. | 5 |  |
| 4 | Evaluate leading grape varieties, labelling terms, and production methods of international wine regions, and identify characteristics to explain international demand for these wines. | 15 |  |
| 5 | Analyse and apply a range of sales management tools and techniques for use in winery, hospitality, and tourism environments. | 10 |  |
| 6 | Evaluate premium international wines, spirits, Sake, and liqueurs, identifying their styles, appellation rules, and culture, and apply this knowledge to food and wine tourism concepts. | 20 |  |
| 7 | Evaluate contemporary marketing management strategies and apply knowledge of these strategies to enhance brand values, distribution and customer experience across a range of businesses. | 20 |  |
| 8 | Investigate viticulture, sustainability practices, and winemaking, to develop knowledge of grape growing methods and oenology. | 10 |  |
| 9 | Manage, train and mentor junior staff on sales, wine service, and communication skills to enhance the customer experience. | 10 |  |

**TRANSITION INFORMATION/ HE KŌRERO WHAKAWHITI**

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| Replacement information/ He kōrero mō te whakakapi | N/A |
| Additional transition information/ Kō ētahi atu kōrero mō te whakakapi | Version Information  Version 2 of this qualification was published in xx xxx as the result of a scheduled review.  Please refer to [Qualifications and Assessment Standards Approvals](https://www.nzqa.govt.nz/framework/updates/summaries.do) for further information.  The last date for assessment for version 1 of this qualification is 31 December 2028.  It is the intention of Ringa Hora Services WDC that no existing trainee should be disadvantaged by these transition arrangements. Any person who considers they have been disadvantaged may appeal to:  Ringa Hora Services Workforce Development Council  PO Box 445  Wellington  Phone: 04 909 0306  Web: [www.ringahora.nz](https://www.nzqa.govt.nz/nzqf/search/www.ringahora.nz)  Email: [Qualifications@ringahora.nz](https://www.nzqa.govt.nz/nzqf/search/Qualifications@ringahora.nz) |