Date	*April 2023*
Project	*Let's Wine and Dine*
Client	*[Company Name]*

Purpose	So many people walk down the wine aisle with anxiety as to which wine to select. This learning experience will increase customer knowledge and confidence while shopping for wine
Target Audience	Customers, 21 and up, looking to purchase wine and are interested in elevating their wine experience
Training Time	15-20 minutes
Training Recommendation and Tools	● 1 e-learning course 　○ Developed in Articulate Rise
Deliverables	● Design Document ● Text-based Storyboard ● E-learning course developed in Articulate Rise
Learning Objectives	1. Learners will be able to identify the main types of wine 2. Learners will be able to match basic wine and food pairings 3. Learners will be able to walk down the wine aisle with more confidence.
Training/Content Outline	1. Wine Basics 101 　a. Survey Question to peak interest and engagement 　b. Brief explanation of the course and its objectives 2. Types of Wine 　a. Red Wine 　　i. Short Intro Overview 　　ii. Top Red Wine Choices 　　　1. Cabernet Sauvignon 　　　2. Merlot 　　　3. Chianti 　　　4. Pinot Noir 　　iii. Fun Fact about Red Wine 　b. White Wine 　　i. Short Intro Overview 　　ii. Top White Wine Choices 　　　1. Chardonnay 　　　2. Sauvignon Blanc 　　　3. Pinot Grigio 　　　4. Riesling

	iii. Fun Fact about White Wine c. Rose Wine i. Short Intro Overview ii. Different Shades of Rose 1. Province 2. Tempranillo 3. White Zinfandel 4. Cabernet Sauvignon 5. Tavel iii. Fun Fact about Rose Wine d. Sparkling Wine i. Short Intro Overview ii. Top Sparkling Wine Choices 1. Champagne 2. Prosecco iii. Fun Fact about Sparkling Wine e. Dessert Wine i. Short Intro Overview ii. Top Dessert Wine Choices 1. Icewine 2. Moscato iii. Fun Fact about Dessert Wine f. Fortified Wine i. Short Intro Overview ii. Top Fortified Wine Choices 1. Port 2. Sherry 3. Madeira 4. Marsala iii. Fun Fact about Fortified Wine 3. Wine and Food Pairings a. Outline some top food and taste pairings for each type of wine including examples and tips i. Red Wine ii. White Wine iii. Rose Wine iv. Sparkling Wine v. Dessert Wine vi. Fortified Wine 4. Exit Course
Evaluation Plan	- Include a post survey evaluation to ask learners their thoughts on and experience with the training - Ask learners if they feel more confident selecting a wine after the training