Wine Essays: List of possible Topics

1. As you:
   a. will not be receiving any lessons during the Summer Recess of July and August and the short Winter stop, and
   b. to encourage your continued interest in wine, in a pleasant yet serious manner,
   c. further, because of the demands of the employment market you need to display an ability to conduct a certain amount of independent research

   all students have to spend those weeks in preparing and submitting a Essay on a wide range of interesting topics.

   Some of those topics may be new to you but we are confident that you already display a sufficient grasp of the materiel that you should have no problems in selecting a topic which interests you immensely, even if it is one which is new to you!

2. You are expected to submit an Essay of at least 5000 words (not including appendices, tables or diagrams) on one of the topics listed below. Appendices are for the exclusive inclusion of charts, diagrams, tables etc. Essays should include a declared word count and a bibliography correctly referenced throughout the body of the text.

3. Tutors will be looking for:
   a. Explicit evidence within the body of the Essay of careful and thoughtful study of the course materials plus additional evidence of diverse and relevant research.
   b. Good presentation and clear thinking. This includes good layout, contents lists and references.
   c. Evidence of original thought and an ability to analyse and question data.

4. In exceptional circumstances you may submit a topic of your own choice but it must first be submitted to us for approval, together with your reasons for such submission.

5. Students following specialised courses in viticulture, oenology, marketing, business and sommellerie must submit a choice of 3 different topics, relevant to their course, for EWA's approval.

6. If you feel that a topic could be presented slightly differently, eg. by comparing it with another subject (If for instance you select to do “Washington” you may want to compare its wines with that of California) you may suggest such amendment to us, but well in advance, for approval.
7. Where relevant you may illustrate your Essay with graphic material and maps.

8. Where possible include a Tasting Report of the wines you have tasted as part of your Essay.

9. The mark you obtain for this Essay will count towards your final year mark.

10. Do not pad the Essay with irrelevant issues and lists like names of producers etc. If you are not sure whether you may include such lists contact us in advance for guidance.

11. In all cases we want as much information as you can obtain but it remains important of course to present such information in a logical manner.

12. It is no good to simply copy and paste from the internet or a book: you are expected to understand the contents and then write it out in your own words.

13. The Essay must be submitted by no later than 30 days before the end of your course, which leaves you more than sufficient time within which to complete it.

14. We have tried to present a wide but interesting choice of subjects for you to choose from:

List of Approved Topics:

- Madeira and Marsala
- Corsica and Sardinia
- Hungary
- Chateauneuf-du-Pape
- English wine
- A comparison between Old World and New World wines.
- Syrah/Shiraz, a comparison
- Nebbiolo
- Sangiovese
- Tuscany
- Tempranillo
- German sweet wines
- Barolo
- Semillon
- Describe the role of wood and oak in the preparation and maturation of Wine
- Wine and Health
- Viognier
- Malbec in France and Argentina
- Tannat in France and Uruguay
- Beaujolais and its wines
- Discuss 3 lesser known wines from this list:
  - Marsanne
  - Gewürztraminer
  - Albariño
- Aligoté
- Grüner veltliner
- Zweigelt
- Dornfelder
- Palomino
- Pinot Blanc
- Pinot Gris
- Petit Manseng
- Gros Manseng
- Zinfandel
- Mourvèdre
- Barbera
- Carignan
- Cinsaut
- Grenache

- A Comparison between Champagne, Crémants and Sparkling Wines
- Red wines of Portugal
- The wines of Northern Spain
- A Comparison between Champagne, Cava and Sekt
- Dessert wines
- Port
- Xerex/Sherry
- Sparkling wines of the world
- Wine in Greek & Roman Times
- Provence
- Wines from the Savoy and Jura
- Pinotage in SA and the rest of the World
- Wines from Cool Climates
- The Sweet wines and Dessert wines of France
- Sauternes and its satellites
- A comparison between the Medoc and Pomerol, France.
- A comparison between Merlot and Carmeneré
- What is a Sommelier
- The Grape vine plant
- What role does Climate and a possible climate change play?
- Different forms of Vinification
- How has the recent spate of mergers and acquisitions in the wine industry affected the world wine market?
- Is wood-aging always good for wine?
- What influence can the Chinese and Indian markets have for the export of European wines?
- Made in the USA!
- Washington
- Rioja
- Terroir
- Natural Cork v Artificial closures
- Organic wine
- Canada
• Uruguay
• Cabernet Franc
• History of Wine
• Ice Wine
• Cognac and Armagnac
• Greece
• Wines from the Middle East, Israel and North Africa
• Discuss ‘branding’ and give your views on whether it is still necessary nowadays to have a strong brand in the wine industry.
• How does the branding of a premium wine differ from that of a single malt whisky? Discuss various examples of each type of drink.
• Prepare a detailed marketing plan for the launch of a new premium red wine from Moldavia. Discuss that wine region, and once you’ve decided on at least two target markets for the launch, discuss the marketing plan in the context of each region.
• Compare the red wines of Australia, with those of Austria.
• Discuss the Pinot Noirs of New Zealand with those of Oregon and Washington.
• Compare the Malbec produced in Argentina to that produced in France.
• Discuss the wine regions of China.
• Discuss the potential for wine in India, as an importer.
• Discuss the differences between the wines of Japan and those of China.
• Prepare a marketing plan for the launch of a range of red and white wines into China.
• What is the value of a wine trade fair as a marketing strategy?
• Discuss in detail and least 10 recent winemaking innovations.
• What is the relevance of the biodynamic movement to the wine industry?
• Compare organic wines with wines made according to biodynamic principles.
• What is the true potential of microbullage?
• Discuss the different philosophy and methods used by winemakers in the New World, compared to those of Europe.
• Discuss in detail, filtration and fining and indicate how the their use can affect the taste and style of a wine.
• Discuss the wines of Mexico.
• Discuss and compare all the sparkling wines made world-wide.
• Discuss the different botrytized wines of the world
• Discuss the 20 most important vineyard pests and diseases which are found in your region, and discuss ways of combating them. Also investigate whether there are alternative, non-chemical methods available to combat those problems.
• Discuss the possibilities of using ‘Fairtrade’ as a marketing strategy for wines?
• How has the changing climate affected the wines in your region, or in a wine region that you are familiar with?