Instructor: Eric C. Sigmund, Esq., CS., CSW, WSET III
Phone: 443-970-2512 (Direct)
E-mail: esigmund@ttu.edu | sigmund.eric@gmail.com

COURSE DESCRIPTION
Welcome to Licensing and Compliance for the Wine Industry. Alcoholic beverage law is a layered, complex, and sometimes nebulous responsibility of owning or operating a wine business. Federal, state, and local regulatory agencies with authority over wine production, marketing, and sales are numerous. Compliance with trade regulations, as well as the accurate and timely filing of compliance reports is essential to sustaining business operations and avoiding fines or other legal reprimands. This course will explore the federal and state agencies which owners and operators must be familiar with, the licensing and compliance requirements established by each agency, and the essential documents which must be completed to ensure a business remains compliant.

COURSE OBJECTIVES
This course is designed to introduce participants interested in operating and/or owning a winery and/or vineyard to the myriad of legal issues involved in the production, sale, and distribution of wine. Course content will frame the legal concepts and issues presented, and provide participants with the tools to research specific regulations that affect their business. By the conclusion of this course, participants will possess a thorough understanding of the regulatory landscape within the wine industry and be familiar with an operator’s legal obligations.

COURSE LEARNING OUTCOMES

- Navigate the various federal, state, and local agencies that regulate winery operations or the sale and distribution of wine.
- Analyze the submission requirements of relevant regulatory agencies, including applicable reports and deadlines.
- Understand how to track and manage production and sales data for reporting requirements.
- Understand the various compliance tools or services available to owners/operators.
- Understand the costs and penalties associated with compliance/non-compliance.
- Develop a toolkit of resources for future use by winery operators to maintain compliance.
- Demonstrate knowledge learned via practical application to real-life scenarios.

COURSE STRUCTURE AND ENGAGEMENT
This course deals with the complexities of regulatory compliance and alcoholic beverage law. This material can often be dense, confusing, and dare I say boring. However, a strong understanding and timely accurate completion of reporting obligations is critical. To this end, the instructor will seek to make content engaging and applicable to real world operations. Participants are encouraged to engage with their colleagues and instructor throughout the course to maximize its value to all participants. Interaction will be in written form on the course message board and through synchronous sessions. Weekly readings will provide a framework for each week’s virtual discussion sessions.

**COURSE CONTENT & MATERIALS**

<table>
<thead>
<tr>
<th>COURSE CALENDAR</th>
</tr>
</thead>
</table>
| Week #1:  
Unit 1 — Introduction & Overview of Regulatory Bodies | Week #4:  
Unit 4: Production Standards: The FDA and Texas DSHS |
| Week #2:  
Unit 2: Product Record Keeping and Excise Taxes | Week #5:  
Unit 5: State-to-State Regulatory Framework |
| Week #3:  
Unit 3: Marketing and Trade Practices | Week #6:  
Unit 6: Other Regulatory Agencies (OSHA & Texas Commission on Env. Quality). |

Each unit/week you will receive the following information and resources:

1. Required Reading
2. Recommended Reading
3. Regulatory Forms / Tools
4. Class Lecture (Recorded during class, posted after class) and presentation, if applicable.

While the course does not have an assigned text, each unit will include assigned reading material. The reading material will be used to introduce the unit material and will provide useful resources for future use. Participants are expected to have read the material prior to the live discussion sessions. Participants may, but are not required to, read the recommended reading which will accompany the resources for each unit. Concepts from the recommended reading may or may not be presented by the instructor in class.

**WEEKLY MESSAGE BOARD DISCUSSION**

To facilitate engagement, we have created a message board to collaborate with your colleagues. The message board will be used to complete weekly discussion assignments, post questions about the reading to the instructor and other course participants, and to connect with your colleagues about all things wine business. Please take an opportunity to introduce yourselves via the discussion board before the first class.

Each week, you will be asked to respond to a series of questions or prompts about the required reading and respond to posts from your colleagues. Your responses should be well-developed and encourage deep conversation about the subject matter presented. You are encouraged to utilize your own experiences to respond to the prompts. Responses to message board prompts must be posted no later than 5:00PM on Thursday of the respective week in which the post is due.
In this course there will be no minimum word count or limitations. You will be evaluated based on the completeness of your responses and level of engagement with the prompt and your colleagues’ posts. Please be thoughtful in your responses as the discussion board is a great tool to add additional value to the course material.

PREPARED ASSIGNMENTS
Assignments will be selected to allow participants to apply learning outcomes from weekly discussions in a practical fashion. Details of assignments will be discussed during the first virtual session with additional information available on the message board.

WEEKLY ZOOM SESSIONS
The instructor will hold weekly virtual lecture/discussion sessions via Zoom throughout the term of the class. These sessions will be used to explore the unit material, answer questions from participants, and stimulate discussion about relevant topics. These sessions will be held on Thursday evenings at 7:00 CST and will last 60-75 minutes each. Participants are highly encouraged to attend each of these sessions as the weekly “lecture” will be presented during these sessions. Class sessions will be recorded and posted online for those who are unable to join or who wish to revisit the material at a later time.

ASSESSMENT OF PARTICIPANTS
This course will be assessed on a pass / incomplete basis. Participants will be evaluated on:

- Engagement in class discussions and/or the course message board
- Completeness and thoroughness of answers to weekly discussion board questions
- Completeness and thoroughness of assignments

Assignments shall be due by Thursday at 6:00pm CST the following week unless otherwise specified. Extensions will be granted on a case-by-case basis by contacting the instructor.

REACHING ME
In addition to the live virtual sessions, the instructor will be available via the discussion board as well as by email. Participants should allow up to 24 hours for an instructor response.

STUDENTS WITH DISABILITIES
Any student who, because of a disability, may require special arrangements to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements.

STATEMENT OF NONDISCRIMINATION
Neither the instructor nor any student in this class will discriminate or tolerate discrimination on the basis of age, color, disability, ethnicity, gender, national origin, race, religion, sexual orientation, or veteran status. This policy extends to asynchronous and live discussions, student assignments/projects, and all other forms of communication associated with this course.

PROGRAM COORDINATOR/TECHNICAL SUPPORT
For program and technical support, please contact Asta Edlin at astedlin@ttu.edu.