

CASE STUDY BRIEF

Unit 1, WSET Level 4 Diploma in Wines and Spirits



June 2019 – The lower alcohol wines and spirits category

There is an ever-increasing portfolio of alcohol-free and reduced alcohol products available in the marketplace. Whilst a focus on issues such as public health and social responsibility might have kick-started this trend, a vibrant new category has emerged as a result of engagement by both consumers and producers.

There are a number of different options to reduce or virtually eliminate alcohol from wines. There are even brands of non-alcoholic distilled drinks. Ever-more-sophisticated techniques have been developed in the interests of efficiency and authenticity, but feedback from consumers suggests that they remain qualitatively inferior to their more alcoholic counterparts.

There is a tension between *aficionados* who argue that such products necessarily mean a compromise on quality and realists who acknowledge there is a demand for them. There are also those who simply like to drink them.

Instructions for candidates

- Candidates are reminded of the need to research the topic thoroughly using the course materials, trade/general press and other industry sources. Answers in the Unit 1 case study examination should show clear evidence of critical analysis of source material and well-reasoned personal commentary, together with relevant examples to support the points made.
- Candidates are advised to read the Study Guide for further guidance on the Unit 1 case study and how to prepare for the examination.
- Candidates must address all required sections in the examination and gain a minimum overall mark of 55% to qualify for a pass grade.