

COURSEWORK ASSIGNMENT BRIEF

Unit 1, WSET Level 4 Diploma in Wines and Spirits



Assignment 2: April 2019 – The rum revival

Context

After the gin renaissance of recent years could we be witnessing the start of a rum revival? Articles in *The Times* and on www.cbsnews.com, as well as in the trade press, suggest that innovation and premiumisation are flourishing in the rum sector. Rum is a lightly regulated category compared to some other spirits. From the building of new artisanal distilleries around the world, through the repositioning of classic brands, to the opening of rum-focused bars, the drink is reaching out to a new customer base.

[See next page for required sections and allocation of marks]

Instructions for candidates

- Assignments **must** be between 2500 and 3000 words in length (excluding references, bibliography, appendices, diagrams or tables) and contain a bibliography showing the sources used to research the topic.
- Candidates are reminded of the need to draw on a range of sources in their assignment (including the course materials, trade/general press and other industry sources). There should be clear evidence of critical analysis of source material and well-reasoned personal commentary, together with relevant examples to support the points made.
- There are 100 marks available, of which 20 marks are allocated to presentation (spelling, grammar, legibility, bibliography and referencing) and answer structure/style (coherence, flair, fluency and use of examples). Footnotes, references and appendices **must** be used correctly. Candidates are advised to read the Coursework Assignment Guidelines set out in the Study Guide before starting their research.
- Candidates must address all required sections and gain a minimum overall mark of 55% to qualify for a pass grade.

Required sections and allocation of marks

Candidates must address the following required sections:

1. Introduction and statistics (20 marks)

The candidate should present statistics outlining the global market for rum. The candidate should also present more detailed figures for a national market of their choice. The candidate is encouraged to highlight any discernible trends at both global and national levels.

2. Innovation, premiumisation and range extension (40 marks)

The candidate should discuss how new ideas in the production and marketing of rum have breathed life into what was often seen as a static, rather conservative product.

3. The bar scene (10 marks)

The candidate should describe how the bar scene has helped to drive the rum revival.

4. Personal commentary (10 marks)

Drawing on their findings, the candidate should speculate on how they see the rum category and market developing over the next ten years.

The remaining 20 marks are allocated to presentation and structure, as outlined in *Instructions for candidates* on previous page.