

On Food and Movement: Exploring Origin and Locale As Part of Food and Wine Education For Hospitality

Patricia Rogers & Trevis L. Gleason with Morgan Vanderkamer & Anke Hartmann

ABSTRACT: We will consider restaurant design and size and its role in affecting interaction with guests. We will look at the role of education in both restaurants with a spotlight on how food and wine is experienced together. We will consider the difference in Hedonic and Eudaimonic happiness, satisfaction, in today's dining experience. The former from immediate pleasure and enjoyment, the latter through an experience having meaning, purpose. We will discuss how authentic regional character and a commitment to education connects hospitality in both locations. A common aspiration to delight, surprise and educate.

As wine and food trends move and evolve, new needs are presenting in the food and wine industries. We will here explore education for hospitality, the importance of information about a product's origin and consumption locale. We will look at the word educate, as defined by the Merriam-Webster dictionary, both as it pertains to hospitality professionals "to train by formal instruction and supervised practice especially in a skill, trade, or profession" and as part of evolving hospitality toward guests "to provide with information." We will consider how today's consumer body and labour force are moving through a generational transition, bringing technological evolution and heightened awareness of food and wine provenance. We will consider the difference between hedonic and eudaimonic satisfaction for consumer and provider, discussing these topics with working professionals in international markets while observing commonality and diversity throughout.

Food, Place, Information

We increasingly appraise labels with details such as food miles and carbon footprint in our food choices. It is not as simple a question as, how far did this lemon travel to reach my plate? Food miles alone fail to fully encompass the totality of a food's environmental impact. It is an easy assumption that the airfreight of food would have a higher carbon impact than road transport. Shipping foods via container vessel, if feasible, might be an alternate option but with many foods, time is of the essence. As reported for BBC Good Food "After all, flying in food typically creates around 10 times more carbon emissions than road transport and around 50 times more than shipping." (Allen n.d.) While researching the biographical cookery book

Burren Dinners (Gleason 2019) chef/author Trevis Gleason visited restaurants throughout County Clare in Ireland. Mr. Gleason, a former culinary instructor in the Hotel and Restaurant Management programme at Cornell University (US), became intrigued when he found several chefs in the region using the incomplete science of comparative carbon food-print in their menu descriptors, apparently customers were genuinely interested and wanted the information. As an example: Niall Hughes, chef/co-owner of Sea View House in Doolin County Clare, offers his guests the opportunity to choose aspects of their breakfast based on food distance travelled. Pancakes made using their own eggs and a neighbour's milk, with honey from a nearby apiary, added just five (5) additional food miles to the base product. Should they choose Vermont maple syrup with the pancakes, they tack on almost 3,000 miles to the breakfast food-print. Upon further reading, Mr. Gleason discovered that so complex is this issue of food miles, UK retailer TESCO abandoned a program called A revolution in green consumption under which they intended to label all food products with the respective carbon footprint. They cited it as time-consuming and too expensive to justify. (Quinn 2012). Modern culinary enthusiasts however, have become increasingly resolute that some form of graduated gauge needs to exist to measure the environmental impact of the foods we consume. "Millennial consumers," those born between 1981 and 1996, "want to know what is in the products they buy and where they come from, demanding curbs on plastic and waste." (Daneshkhu 2018) From the same reporting, Emmanuel Faber, chief executive of France's largest food group Danone, commented "Millennials have a completely new set of values. They want committed brands with authentic products. Natural, simpler, more local and if possible small, as small as you can." (Daneshkhu 2018).

In a study at Cornell University investigating customers demand for local food products and label information, results stated "product-origin information and local-related marketing information have significant effect on consumers' willingness-to-pay, with participants willing to pay significantly more for food that they are told originates from their region." (Chang, Li, and Yang 2018) In addition to the movement in the customer base, the change in the labour force now entering food and beverage is also very significant. "By 2025, millennials will represent 75% of the workforce." (Bergen 2021)

Wine and Education

Wine, the primary beverage we considered for this discussion “has been paired with food for centuries. Although wine making may go back as far as 8000 years ago, recent archaeological finds place the origins of wine making (in large scale) to 4100 B.C. In early times wine was paired with food since it was safer to drink than the local water supply.” (Science of Food and Wine Pairing 2011) Our point of interest here is the evolution of food and wine service with an informed look at the needs of today’s consumer and service professional, and what that means in a modern hospitality setting.

As part of a service team, the passionate wine steward or sommelier aspires to educate not only themselves, but also their service team and, by extension, their guests. Internationally recognised wine education today comes from a relatively small number of providers. The most recognised are the Wine and Spirits Education Trust (WSET) and the Court of Master Sommeliers (CMS). Morgan VanderKamer and Anke Hartmann are sommeliers experienced with both educational bodies. They are currently owner operators of businesses that include restaurant, wine bar, retail outlet and boutique hotel. Ms. VanderKamer brings experience from her native Canada, Australia, London, and Dublin and is the current president of the Irish Guild of Sommeliers.

Ms. Hartmann is a Michelin-trained chef and sommelier with experience in her native Germany, Austria, and the UK prior to coming to Ireland, and is currently an instructor with WSET. In discussions, we talked through training needs around food and wine, including matching and service. Ms. Hartmann writes “We have moved far from the considered classic pairings like Chablis and oysters (Rynning, 2018) or Brunello and roast lamb (Mercer 2021). Professionals today are being challenged by a vast array of spices, smoked and fermented ingredients in cuisine from Asia, Africa, the Far east, and even the far North with ever expanding Nordic influences. It is an exciting challenge for wine professionals to partner these foods with the expanding choice of wines from emerging sources worldwide.”

Ms. VanderKamer, on our behalf, surveyed comments from a group of sommelier colleagues on food and wine matching education. From Ian Brosnan at Ely Wine in Dublin “Is it time to remove preconceived barriers of food and wine matching rules and move towards embracing food and wine as being mutually beneficial?” Daniel Stojic at Raby Hunt in Durham, England comments “It is up to me as a sommelier to sell and explain my reasoning with enthusiasm to the guest as they put trust in my choices.” Eleanor Byrne at Bossa Nova Wine and Beer in Toronto, Canada suggests that the modern wine professional “must fully live the experience of food and wine together in order to best convey it to their guests.” With broadening horizons and consumer perspectives, the future will demand more from a hospitality team.

Ms. Hartmann spoke on our behalf with Nina Basset FIH from the Gerard Basset Foundation and VP of the Academy of Food and Wine Service (UK). Ms. Basset comments “Formal training bodies such as WSET and CMS do a great job in teaching the nuts and bolts about wine theory, tasting and service ... but this should be enhanced by personal experiences.” Ms. Basset also noted “There is definitely an upward trend with consumers to learn more about what they are eating and drinking and the ethos and provenance of the products. I think staff feel compelled to learn more, as consumers and guests start to learn more and take more interest, the staff need to be one step ahead.” (“Gérard Basset Foundation.” n.d.)

In a study published by Cornell University in 2021, *Developing Wine Appreciation for New Generations of Consumers*, the authors addressed the paradox presented by modern consumers who desire to know more about wine. “Some believe that learning will lead to more enjoyment” while others are motivated by “appearing more knowledgeable or expert” (La Tour, Joy, and Noujeim 2020) Psychologists differentiate two satisfaction perspectives as ‘Hedonia’ and ‘Eudaimonia’. Hedonic satisfaction is a concept originating with the ancient Greek Aristippus, relating to a search for pleasure and satisfaction, the word itself from the Greek *hēdonē* meaning “pleasure.” (Aristippus | Greek Philosopher | Britannica.” n.d.) Eudaimonic satisfaction on the other hand is a concept attributed to Aristotle and considers satisfaction derived from a “virtuous life focusing on growth, meaning, authenticity and excellence” (Duignan 2020). The paper tells us participants engaged with wine differently dependent on whether (or not) they had taken any prior wine education classes. The study looked at “teaching young consumers (Gen Z and Millennials) through a holistic technique (involving drawing the wine’s taste)” as well as by using “a more verbal analytical approach.” Results showed that a holistic approach led to greater liking for the wines, especially among students with little prior wine education. Participants with some prior wine knowledge “desired a more Eudaimonic approach to their learning than new wine consumers” however “Both levels [...] desired a hedonic learning experience.” (La Tour, Joy, and Noujeim 2020). We also note that authenticity is “a key ingredient for consumers [...] and this is especially true for millennials and Gen Z. These people are savvy. Whether they’ve visited a region themselves, eaten in an authentic restaurant at home, or scrolled through Insta images of the perfect ramen, they have clear expectations.” (Koh 2019)

It appears that providing experiential training with food and wines together has significant merit, suggesting that existing platforms could benefit from adaptation or the development of a new educational paradigm. In a final thought from Nina Basset “All education has a role to play and each part adds to the overall jigsaw.” (“Gérard Basset Foundation.” n.d.)

Technology Impacts

We consulted with Professor Marcella Giannasio, a lecturer in the Culinary School at Johnson & Wales University in Charlotte N. Carolina (USA). Prof. Giannasio tells us “A strong beverage program can be a very significant profit source for a restaurant, and so merits attention. What we are seeing now are restaurants doing more training internally. This develops emerging talent from within an existing team which brings added value to association with that restaurant and increases a culture of well-being. Very important for the Millennial and Gen Z generations.” Exploration of the unknown and innate curiosity are signatures of both Millennial (Pinkus 2022) and Gen Z (Ko 2021) generations. Prof. Giannasio continues: “We see a large segment of the working population interested in niche aspects of continued education, like food and wine pairing. For employees or students, intel on any topic now is almost instant! It’s only one Google search away! But experience does not come on a phone.”

This led us to further consider the growing importance of technology. Social media platforms spotlight wine and food opinions of both guest and professional. Ms. VanderKamer brought to our attention a recent comment posted on the social media network LinkedIn.

What makes a good wine list? I stayed in a 4-star Dublin hotel last weekend and I wasn’t surprised to find a dull and un-inspiring wine list in the bar. The by-the-glass list was a predictable offering of multiple versions of Sauvignon Blanc, Pinot Grigio and Chardonnay with Cabernet, Merlot and other straight varietals. There was no opportunity to experiment, trade up or try something different—as is so often the case for me, I drank sparkling water.

It was interesting that this particular hotel was making laudable efforts at green hospitality (less plastic used, no small toiletries in rooms, conscientious laundry policy etc), but it didn’t extend to food and beverage—since when has Eton Mess with seasonal berries been a January dish? This is true of most 3- and 4-star hotels in Ireland—there tends to be a distinct lack of creativity around wine lists and bar food, leading to a mediocre dining experience, especially for wine lovers.

I do believe the will is there and it’s often the case that the day job gets in the way—a rewrite of a wine list takes innovation, energy, effort and time. With the recruitment crisis in hospitality, the priority is often just keeping the show on the road.

Many restaurants, mostly in Dublin (although there are specific destinations in Cork, Galway and other spots around the country) are much more adventurous and courageous with their wine offering, however hotels really do seem to lag

behind. Despite the challenges, the consumer’s post-Covid hunger for an experience would seem to me the optimal time to try something new... (Peterson 2022)

A predictable, albeit solid wine selection may frequently be passed over or dismissed completely (sadly the latter in this case) if no alternative is available. As an informed consumer, Ms. Peterson hoped for a wine that might surprise her, perhaps one with a good backstory. That could bring an opportunity via social media, to share the wine’s story and that of the premises where it was enjoyed, rather than a disappointed commentary. It is not surprising to see wine education trends now including Social Media Influencers who examine experience and interesting products with their audience. We should note this audience likely includes current and future guests and colleagues in its number. The platform “Instagram” has particular influence and has been described as a ‘game changer’ for restaurants. “Ten years ago, it would have been unthinkable for diners to photograph their food before eating, but now, it’s rare to go out without seeing someone snap a photo. According to a study by consumer intelligence firm Maru/Matchbox, 69 percent of millennials take a photo or video of their food before eating.” (An, 2021) Ms. VanderKamer concludes “Keen, detailed attention to the customer is still the beating heart of successful hospitality, awareness of trends within hospitality is now an essential part of that attention.”

A Tale of Two Kitchens

Food movements that highlight local producers and artisanal methods are seeing vigorous consumer interest and support world-wide (Ryan 2021). Many restaurant operators ardently support endeavours of this nature, tailoring menus to include seasonal changes and serving smaller tasting plates to encourage guests to try multiple items. In so doing, they bring both a local and familial atmosphere to the meal. We approached two owner-operators from markedly different restaurant concepts to consider food and movement within their operations, their locale(s) and restaurant identity. Chefs Todd Rushing and Nicky Foley were in conversation with Patricia Rogers on January 17, 2022.

Two Urban Licks

Two Urban Licks has been open for business since 2004 in midtown Atlanta Georgia (US) current population approx. 5.5m. In 2016, *Patch Magazine* in GA delightfully reported how local restaurant TWO had been listed as “one of the greatest restaurants around the globe, according to those who eat, cook, and travel for a living in *Condé Nast Traveler*. This puts TWO alongside the likes of Alinea (Chicago), Chez Panisse (Berkeley), Au Vieux Comptoir (Paris), Shaya (New Orleans) and Le Bernardin in Manhattan New York.” (Wilkins, 2016) Just getting to the

location brings “destination restaurant” to mind. There is no subway/rail system. There is no direct street access. The 10,000 square foot restaurant is housed in one of many former warehouses built along railway lines during the American Civil War. To access the restaurant, you turn off from the street and go across multiple concrete parking lots, past Post Office delivery trucks and vans, still further back from the road along a line of warehouses to the very last row and enter through what feels like a delivery platform (it was) to a commercial premises (it was). Behind the building, the now empty train tracks draw your eye to the horizon and a view of Atlanta’s skyline. A twenty eight mile section of the unused railroad has since been developed as an urban greenway called the Atlanta Beltline. Chef Todd Rushing and his business partner Bob Amick opened TWO in what was, in 2004, a remote, mostly unknown part of the city. Opening a restaurant there, as Chef Rushing put it, was “a leap of faith.”

Solas

About 6,000 km from midtown Atlanta, on the southwest coast of Ireland (coincidentally also located on a now defunct railway line) is the small town of Dingle. After two decades cooking in award winning restaurants in London and Spain, Chef Nicky Foley planned a move back to his native Ireland. Originally from Waterford, he settled on the small town of Dingle (pop. approx. 2,000) where he opened his restaurant SOLAS (which means ‘light’ in the Irish language). Dingle had for some time been building a solid reputation as a food destination, including a renowned annual Food Festival and SOLAS has, since its opening, added numerous accolades to the town’s dining scene.

Choosing Location and Impact on Concept and Execution

Chef Rushing tells how the off-the-beaten-track location brought many considerations to mind. “Because our restaurant needed to be a destination in and of itself, we brought live music and a vibrant bar area into the concept so coming to TWO could be a whole night out. Our wine program is built on wine-in-kegs (mostly from the US), so we created a wall feature at the bar where all the kegs are visible. People can see where their wine is coming from and with virtually no waste, because of the kegs, we eagerly encourage tasting and trying new wines maybe with a familiar meal. It also helps greatly with training when we have so many wines by the glass, right now about sixty. We are all sommeliers! Many of the wines are from winery friends of long standing from our other restaurants, we wanted to change the perception of wine in kegs, so with premium wines made available to us from well-known producers, it brought real cachet to the program, and the menu with a southern feel keeps service informal.”

Chef Foley in Kerry tells that “Dingle was already a food destination when we opened here. We are a small restaurant; we want to create moments for guests. Serving

tapas style small plates made us distinctive around here, and in a way, it helped us create those moments for people. The service style encourages frequent movement to and from tableside, that helps you make connection with the customer.” About the wine program there, Chef Foley tells us “Our wine program leans to Spain, not surprisingly. Having lived there and with many friends still there, a lot of the producers we feature are unique to us. We enjoy having wines that are only available at our restaurant, in many cases we have a direct connection with the wineries, which we then share with customers. It makes all the difference to our staff to have a story from the source. We visit Spain as often as possible, tasting as often as possible, always on the lookout for something interesting to work with our food. It also reinforces the Spanish part of our identity.”

Movement of Food

We asked for thoughts on the movement of food and support for local producers, their opinions on any benefit to restaurant and customer and their thoughts about post pandemic supply considerations.

Chef Rushing tells us “We have always tried to support smaller producers and entrepreneurial minded folks, but it has to make sense for us as a large restaurant. At the beginning of the pandemic, some smaller farmers we worked with went out of business because of challenging logistics and staff shortages. However, two years on I am glad to say we see a renaissance in small farming. Being in the south helps, with an almost year-round growing season. About 90% of our produce comes from our home state of Georgia and most of our seafood is from southern coastal waters.”

Chef Foley tells how “It is a pleasure to have high quality local foods to work with. In Dingle, the seafood bears special mention. It is absolutely world class, right there out of our own harbour. Since we re-opened, I have noticed people asking us to replicate a meal they had with us before lockdown. Rather than searching for something new, people seem to be looking for a food experience that is familiar, a sort of reassurance. Knowing the food is local also helps that, I think.” Almost immediately, Chef Rushing responded “We are seeing the same thing! We are selling more rôtisserie chicken dinners than I ever remember. People are looking for comfort food, familiar things to share. In the south BBQ falls into that category, which is part of our food identity here.”

Consumer Interest in Food Provenance and Production

We asked if they had seen an uptick in awareness of hedonic and eudaimonic aspects of satisfaction, namely when a product tastes great and we then see the producer made extra effort on the production side, it laminates the two elements of satisfaction into a greater whole. Familiar efforts might include organic farming, sustainable grape growing and perhaps artisanal methods of production. We

asked “Do you have—and we’ll ask you to pick just one—a food supplier who ticks both boxes and whose product(s) you are particularly proud to tell staff and guests about?”

Chef Foley replied “Oh absolutely! Multiple, but if I had to choose one, it would be Angie O’Hanlon and her Dingle Goats cheese. It is so unique, a really creamy, soft goat’s cheese of excellent quality. I love telling people about their farm, how she started with just two goats for milk for her kids and now they’re milking sixty up there on the mountain and, they just got certified organic! It’s a terrific story and achievement” (Dingle Goats Cheese n.d.).

Chef Rushing gave us his choice. “Well, I just can’t say enough about Jon Jackson and his work down at Comfort Farms in Milledgeville, Ga. His pigs are absolutely fantastic. You know he’s resurrected a native breed, the Mulefoot pig, and now he’s finding ancient seeds and growing heritage vegetables ... not enough, yet, of the vegetables for a restaurant our size, but we take all the pork we can get. All this and at the same time helping veterans overcome PTSD and other issues. They just made a movie about what Jon is doing down there. Our customers love the story. He is amazing, we are truly proud to work with him” (Kornegay 2020).

Proximity to Outdoor Attractions

In many articles and studies in the past two years, we see how people have spent more time outdoors during various levels of COVID-19 restriction, re-connecting with nature as a relief from lockdown or isolation stress. A recent study from Oslo, Norway reports that even after safety protocols were relaxed, people are continuing the outdoor recreational habits formed during COVID-19 safety protocols. (Venter et al. 2021)

We first considered the Beltline in Atlanta, which runs behind Two Urban licks. Chef Rushing tells “No doubt, the Beltline has helped our business since it opened, but never more so than this past year when the pandemic restrictions lifted, and we re-opened. The numbers of people out on the Beltline all the time now is remarkable. Dawn to dusk, people jogging, cycling, families out together. We were shocked by the numbers of new, first-time guests to the restaurant who live within just a three-mile radius! People are going out exploring what is closer to home and near the greenway.”

We then looked at Dingle and where it lies along The Wild Atlantic Way in Ireland, in a region of outstanding natural beauty. We asked Chef Foley for his thoughts. “In season in Dingle before COVID-19, you could have as many as 10,000 visitors through here on a day. We don’t know if that will come back. During lockdown, the biggest move we made was planting our own gardens. We felt this would help us bring value to the table, as well as ensuring supply of items we like to feature like courgette flowers and artichokes. They are very expensive to import from say Holland, but now we grow them ourselves and can assure

the quality from our own garden. This is a long-term commitment, we feel it will be rewarding and inclusive, something we’re proud to tell our guests about.”

Conclusion

Throughout the many discussions and consults undertaken for this paper, we have seen how the COVID-19 experience and concurrent generational transition has irreversibly changed the way people consider their food and wine, and indeed, where they are now comfortable going to eat and drink. This points to our supposition that a change for the consumer also brings a change in need for the professional at their service. As we heard from restaurant contributors in both the US and Ireland, these needs transcend concept, origin, location. The newly informed consumer wants to know ever more about the food and wine they are offered, especially when from a professional with personal experience. We noted from both restaurants that when food or wine has a connection to the location, it brings heightened value to both consumer and them as provider, as does appreciation for smaller producers and artisanal methods. This movement from consumer up has changed foods on offer even in fast food chains like McDonald’s e.g. the Vegan-friendly Wrap and Happy Meal in the UK (Chiorando 2019).

Wine trends are also moving. One dramatic example is the rapid rise in popularity of rosé wines (Digeso 2019) alongside lesser-known bottlings of natural wines and orange wines (McCoy, 2018). There are abundant selections of fine wines in kegs, as we saw at TWO in Atlanta with over sixty selections. Our sommelier contributors also commented on the growing selection of wines in cans available internationally. These perceived breaks with tradition are deflating the elitism that once aggrandised the wine industry.

We look to all these changes and posit that a need for change in education for the industry is emerging rapidly. In this post COVID-19 experiential economy, many professionals sense that a release from old paradigms may enable them find the next pleasures, for “[...] unlike products, which are tangible and distinct from the consumer, experience is inseparable from the human being who is going through it.” (Rao 2021)

References

- Allen, Paul. n.d. “The Facts about Food Miles.” BBC Good Food. <https://www.bbcgoodfood.com/howto/guide/facts-about-food-miles>.
- An, Veronica. 2018. “How Instagram Has Become a Game Changer for Restaurants.” Restaurant Insider. December 13, 2018. <https://upserve.com/restaurant-insider/instagram-become-game-changer-restaurants/>.
- “Aristippus | Greek Philosopher | Britannica.” n.d. <https://www.britannica.com/biography/Aristippus>.
-

- Bergen, Joshua. 2021. "Are Millennials Ready to Be the Next Generation of Hospitality Leaders? | By Joshua Bergen, CHAE, CHTP." Hospitality Net. May 19, 2021. <https://www.hospitalitynet.org/opinion/4104492.html>.
- Chang, Biying, Mengjia Li, and Liuyuan Yuan Yang. 2018. "Consumers' Demand for Local Food Products: An Investigation into the Power of Label Information," May. <https://ecommons.cornell.edu/handle/1813/60164>.
- Chiorando, Maria. 2020. "McDonald's Launches Vegan-Friendly Wrap and Happy Meal In The UK." Plant Based News. October 1, 2020. <http://plantbasednews.org/lifestyle/mcdonalds-vegan-wrap-vegan-happy-meals-uk/>.
- Daneshkhu, Scheherazade. 2018. "How Millennials' Taste for 'Authenticity' Is Disrupting Powerful Food Brands." *Financial Times*, June 19, 2018. <https://www.ft.com/content/09271178-6f29-11e8-92d3-6c13e5c92914>.
- "Definition of Educate." n.d. <https://www.merriam-webster.com/dictionary/educate>.
- Digeso, Joanne. 2021. "The Rise of Rosé." *SommWine* (blog). May 23, 2021. <https://www.sommwine.com/the-rise-of-rose/>.
- "Dingle Goats Cheese." n.d. Dingle Goats Cheese. <https://dinglegoatscheese.ie>.
- "Eudaimonia | Definition & Facts | Britannica." n.d. <https://www.britannica.com/topic/eudaimonia>.
- Festival, NORTH. 2015. "10 Delicious Nordic Food Trends To Try Now." *Honest Cooking* (blog). September 16, 2015. <https://honestcooking.com/10-delicious-nordic-food-trends-try-now/>.
- "Gérard Basset Foundation." n.d. Gérard Basset Foundation. <https://gerardbassetfoundation.org>.
- Ko, Deborah. 2021. "Stay Woke: How Gen Z Is Teaching Us about the Future of News and Information." Think with Google. January 2021. <https://www.thinkwithgoogle.com/intl/en-apac/consumer-insights/consumer-trends/stay-woke-how-gen-z-teaching-us-about-future-news-and-information/>.
- Koh, Philip. 2019. "Want to Attract Millennials and Gen Z? Focus on Authenteeeeeeeeeeeeeeeeeeeeentcity, Not Fads." *The Grocer*. July 11, 2019. <https://www.thegrocer.co.uk/consumer-trends/want-to-attract-millennials-and-gen-z-focus-on-authenticity-not-fads/595450.article>.
- Kornegay, Jennifer. 2020. "Nothing Grows in Comfort." *The Bitter Southerner*. September 8, 2020. <https://bittersoutherner.com/features/2020/nothing-grows-in-comfort-comfort-farms-jon-jackson-milledgeville-georgia>.
- LaTour, Kathryn A., Annamma Joy, and Roger Noujeim. "Developing Wine Appreciation for New Generations of Consumers." *Cornell Hospitality Quarterly* 62, no. 3 (August 2021): 337–45. <https://doi.org/10.1177/1938965520978382>.
- McCoy, Elin. 2018. "The Rise of the Natural Wine Movement - Comment." Decanter. March 9, 2018. <https://www.decanter.com/premium/natural-wine-movement-elin-mccoy-385311/>.
- Mercer, Chris. 2021. "Best Wine with Lamb: Great Styles to Pair with Classic Cuts." Decanter. March 18, 2021. <https://www.decanter.com/learn/food/wine-with-lamb-easter-food-matching-296118/>.
- Peterson, Laura. 2022. "Post on LinkedIn." LinkedIn. <https://www.linkedin.com/in/laura-peterson-a388685a/?originalSubdomain=ie> 2022
- Pinkus, Erin @ Survey Monkey <https://www.surveymonkey.com/curiosity/5-things-to-remember-when-working-with-millennials/>.
- Quinn, Ian. 2012. "'Frustrated' Tesco Ditches Eco-Labels." *The Grocer*. January 27, 2012. <https://www.thegrocer.co.uk/tesco/frustrated-tesco-ditches-eco-labels/225502.article>.
- Rao, Sanat. 2021. "Council Post: Winning In The Experience Economy." *Forbes*. April 7, 2021. <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2021/04/07/winning-in-the-experience-economy/>.
- Ryan, Tom. 2021. "Will the Local Food Movement See a Post-Pandemic Boost? – RetailWire." January 25, 2021. <https://retailwire.com/discussion/will-the-local-food-movement-see-a-post-pandemic-boost/>.
- Rynning, Cyndi. 2018. "Beyond Oysters: What (Other) Foods Pair with Chablis?" *Grape Experiences*. January 18, 2018. <http://www.grape-experiences.com/2018/01/beyond-oysters-foods-pair-chablis/>.
- "Science of Food and Wine Pairing." n.d. <https://www.scienceofcooking.com/food-and-wine/science-of-food-and-wine-pairing.html#:~:text=Wine%20been%20paired%20with%20food,drink%20than%20local%20water%20supply>.
- Thorsen, John. 2020. "Tenet #9 - The Wine Industry Needs To Change." *Reverse Wine Snob* (blog). May 1, 2020. <https://www.reversewinesnob.com/tenet-9-wine-industry-needs-to-change>.
- "TWO Urban Licks Named One of the 'Greatest Restaurants Around the Globe.'" 2016. East Atlanta, GA Patch. September 22, 2016. <https://patch.com/georgia/eastatlanta/atlanta-s-two-urban-licks-listed-one-greatest-restaurants-around-globe>.
- Venter, Zander S., David N. Barton, Vegard Gundersen, Helene Figari, and Megan S. Nowell. 2021. "Back to Nature: Norwegians Sustain Increased Recreational Use of Urban Green Space Months after the COVID-19 Outbreak." *Landscape and Urban Planning* 214 (October): 104175. <https://doi.org/10.1016/j.landurbplan.2021.104175>.
- "Welcome to the Court of Master Sommeliers." n.d. Court of Master Sommeliers Europe. <https://www.courtofmastersommeliers.org/>.
- "Wine & Spirit Education Trust (WSET)." n.d. <https://www.wsetglobal.com/>.