



CANADIAN ASSOCIATION OF
PROFESSIONAL SOMMELIERS
ASSOCIATION CANADIENNE DES
SOMMELIERS PROFESSIONNELS

Request for Proposals for
**Development of a Master Class Curriculum
on Wines of Nova Scotia**

RFP Number: 18-001

Issued By: Canadian Association of Professional Sommeliers –
Atlantic Chapter (CAPS-AC)

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Deadline for Submissions: March 21, 2018 – 11:59 pm AST

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1. Introduction & Background

The Canadian Association of Professional Sommeliers (CAPS) is a pan-Canadian non-profit organization representing the sommelier trade. It has five regional chapters, from coast to coast, representing key influencers in the restaurant trade, journalists, and educators. It is associated with ASI – Association de la Sommellerie Internationale. Comprising 54 member countries, ASI is a global and highly influential sommelier organization. The primary mandate of CAPS is wine, beer, and spirits education and promotion within all aspects of the industry. CAPS' Atlantic Chapter has been very strong in this regard, and offers a comprehensive two-year sommelier program, as well as a Cicerone beer exam preparatory course.

Advanced sommelier education focuses on the details of wine production in major wine producing regions of the world by using master classes as a delivery vehicle. Nova Scotia is expanding its wine footprint, and is increasingly recognized as a major wine region of Canada. Nova Scotia is also famed for its food exports. Digby scallops and Nova Scotia lobster, for example, appear on restaurant menus by name from coast to coast. At present, there is no comprehensive wine course outside of the province which examines and promotes the Nova Scotia food and wine industry.

Our goal is to create a Master Class curriculum featuring the wines and regional food pairings of Nova Scotia, and to present it throughout the Canadian market in seminars across the country. The target market for this Master Class will be sommeliers and trained wine professionals across Canada.

The objective of this Request for Proposals (RFP 18-001) is to secure a qualified curriculum developer who will successfully develop the Master Class curriculum and all associated course materials, including, but not limited to, a comprehensive student study guide, PowerPoint presentation(s), suggested food and wine pairing exercises, and any other relevant student materials. While cost will be a significant factor, other criteria will form the basis of our award decision. Selection criteria are described in detail in the Evaluation Factors section of this RFP.

Important Note: Once the Master Class curriculum has been developed, a subsequent RFP may be issued to identify a qualified candidate or candidates to deliver the Master Class in locations across Canada. Delivery of the Master Class is not part of the scope of work for this RFP (18-001).

2. Submission Guidelines & Requirements

The following submission guidelines and requirements apply to this Request for Proposals:

1. First and foremost, only qualified individuals with relevant prior experience should submit proposals in response to this Request for Proposals.
2. Bidders must include at least 2 work samples from previously completed projects that are of a similar nature to this project as part of their response, including references for each.

3. Bidders must submit a technical proposal that provides an overview of the proposed approach to curriculum development as well as a current resume or CV. The technical proposal should include a proposed schedule and milestones, as applicable.
4. A cost proposal must also be provided. This cost proposal should indicate the overall fixed price for the project, with a high-level breakdown of anticipated cost components.
5. Proposals must be signed and dated by an individual duly authorized to bind the bidder.
6. Proposals must be submitted electronically by 11:59 pm AST on March 21, 2018 to be considered. Proposals should be submitted to CAPS-AC President Cheryl Doherty, at the e-mail address indicated on the cover sheet.
7. If there is more than one qualified candidate, with equally attractive technical and cost proposals, CAPS-AC may request further details or engage potential candidates in more detailed discussions to determine the best candidate.

3. Project Description

CAPS-AC intends to hire a professional to research and design an in-depth curriculum for a Master Class on the wines of Nova Scotia, suitable for an audience of sommeliers and trained wine professionals. To the best of our knowledge, no such course currently exists.

As Nova Scotia's wine industry expands, and its products and producers garner national and international attention, we anticipate a growing demand for focused, in-depth knowledge and education on the wines of Nova Scotia. As the representative body for the sommelier trade in Atlantic Canada, spearheading the initiative to develop an advanced level course on the *terroir*, viticultural practices, wines, and wine industry of Nova Scotia is well aligned with CAPS-AC's mandate. Significant funding for the development of this Master Class has been provided by the Nova Scotia Department of Agriculture, which also recognizes the burgeoning local wine industry as an increasingly important part of the Province's agricultural economy.

As stated in the introduction, the goal of this initiative is to develop a professional-quality Master Class curriculum that will be delivered to sommeliers and trained wine professionals across the country, in a seminar format. The seminar would be distributed through the Canadian Association of Professional Sommeliers (CAPS) across Canada, with seminar participants receiving a Nova Scotia Food & Wine Expert certificate upon successful completion. The seminar will include professional tasting and evaluation of Nova Scotia wines, and extensive discussion on the unique *terroir* of Nova Scotia.

4. Project Scope

The scope of the project entails development of a curriculum for an advanced level wine education course in English, that includes, but is not limited to, the following topics:

- History of grape growing and winemaking in Nova Scotia

- Wine growing areas in Nova Scotia
- Climate, geography, topography, and soils of Nova Scotia, as they pertain to viticulture
- Common viticultural practices and challenges in Nova Scotia
- Grape varieties planted, including *vitis vinifera* and hybrid varieties
- Wines and wine styles made in Nova Scotia
- Foods of Nova Scotia, as they pertain to regional food and wine pairing
- Tidal Bay, Nova Scotia's first appellation
- Wineries and wine tourism in Nova Scotia
- Production volumes and markets for Nova Scotia wine
- Trade structures and wine associations in Nova Scotia

It is expected that the successful bidder will conduct extensive research in preparation for curriculum development. This research could include, but is not limited to:

- Literature review
- Scientific research interpretation (e.g., analysis of regional climate and soil data)
- Site visits to vineyards and winemaking facilities across the province
- In-depth interviews with growers, producers, retailers, industry insiders, relevant associations and trade bodies, etc.
- Market research

The final curriculum and all associated deliverables will be the property of CAPS-AC with credit given to the author. The successful bidder will be responsible to deliver:

1. A written study guide for students that covers all of the topics listed above comprehensively, in a format that is logical, visually pleasing, and appropriate for the intended audience (i.e., Master Class students of wine).
2. Professional quality PowerPoint presentation(s) or similar presentation tools to facilitate delivery of the Master Class, in an interactive, visually interesting manner.
3. Any maps, diagrams, photos or other supplementary media that may be used to reinforce the subject matter and its key concepts. Copyrights for any 3rd party materials will need to be obtained and will be assessed and approved by CAPS-AC on a case-by-case basis.
4. A detailed sample agenda for the Master Class, including a recommended sequence of activities, estimated time to complete each module or topic, recommended delivery format and length of the Master Class seminar, recommended method(s) to evaluate student understanding of presented material, etc.

Note: While the curriculum developer may make suggestions about wines or wine styles to showcase during the seminar, it is understood that the person delivering the course will ultimately be responsible to select the wines and lead any associated tasting discussions.

Final acceptance of the project deliverables is contingent on the following acceptance criteria:

1. All written deliverables are written in clear, plain English, in a professional/academic writing style, with no typographical errors, spelling mistakes, or other quality issues.
2. Master Class student materials, including materials students will be in possession of or be exposed to, are of professional quality in appearance, format, and style.
3. The content of the Master Class curriculum adequately covers all of the topics outlined in the Scope of Work, as well as any additional topics suggested by the successful bidder in their RFP Response, and is current and relevant as of the date of submission.
4. The curriculum developer has clearly and accurately cited sources for all facts, statistics, and objective information, and given credit to words and/or ideas originally expressed by others. In addition to citing sources, where appropriate, within the body of written works, the curriculum developer has provided a comprehensive list of works cited, reference materials consulted, people and/or organizations interviewed, etc.
5. All written deliverables have been submitted in electronic format, with no restrictions on subsequent reproduction, publication, or distribution by CAPS-AC. Exact format of each deliverable to be mutually agreed upon before the work commences.

5. RFP & Project Timelines

The Request for Proposals timeline is as follows:

Request for Proposals Issued	February 12, 2018
Deadline to Submit Proposals	March 21, 2018
Selection of Top Bidder / Notification to Unsuccessful Bidders	April 4, 2018
Start of Contract Negotiation	April 5, 2018
Contract Award	April 20, 2018
Target Date for Completion of Project	December 31, 2018

CAPS-AC would like to see the Master Class Curriculum Development project completed by the end of the 2018 calendar year. The May – December timeframe should provide the curriculum developer with an ideal window of opportunity to visit Nova Scotia grape growers and winemakers throughout the growing, harvest, and winemaking seasons.

6. Budget

CAPS-AC's budget for this research and curriculum development project is approximately \$30,000 CDN. Once the successful bidder is selected, a set of payment milestones will be discussed and agreed upon jointly by CAPS-AC and the curriculum developer. The largest payment milestone will be tied to final acceptance of all course curriculum deliverables.

7. Evaluation Factors

CAPS-AC will rate proposals on the following factors, with cost being an important factor, but not the most important factor, provided the cost proposal is reasonable, given the stated budget:

1. Candidate's relevant experience, qualifications, and expertise

- Prior experience in course curriculum development
- Prior experience producing professional/academic quality written work
- Prior experience interpreting and analyzing scientific data and research
- Prior experience conducting interviews with subject matter experts
- Familiarity with teaching best practices and effective approaches for engaging adult learners
- Advanced level wine knowledge
- Formal wine training and/or education, such as sommelier certification, winemaking degree/diploma, or other wine trade designation is not mandatory but would be considered an asset

2. Responsiveness to the project goals and project requirements set forth in this Request for Proposals

- Clear demonstration that bidder understands the ultimate goals of the project, as well as the specific requirements and expected deliverables
- Clear demonstration of a logical, well thought-out approach to research and curriculum development, including high level timelines for completion of key activities, and a proposed set of project milestones to which payments may or may not be tied
- Clear demonstration of how the bidder intends to meet the stated acceptance criteria for final deliverables

3. Samples of past work

- Bidders must submit at least 2 samples of past work that demonstrate the quality of deliverables the candidate is capable of producing.
- Examples may include, but are not limited to, professional/academic reports, research papers, published works, PowerPoint presentations prepared by the candidate, etc.

- References with current contact information should be provided, and will be contacted by CAPS-AC.

4. Cost proposal

- Bidders must submit a fixed cost proposal for the entire scope of work. This cost proposal will likely include a high-level breakdown of the major cost components (e.g., Curriculum developer’s time, anticipated travel expenses, support resources, etc.).
- Cost proposals should be in Canadian dollars and inclusive of all fees and taxes.

CAPS-AC reserves the right to award to the bidder that presents the best value to CAPS-AC, as determined solely by CAPS-AC in its absolute discretion. Once a successful candidate has been chosen, all bidders will be notified.