



Labor Market Analysis for Program Recommendation

Wine Service and Wine Tasting Room Management Occupations

Cabrillo College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
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Recommendation

Based on all available data, there appears to be an “undersupply” of Wine Service and Wine Tasting Room Management workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, Santa Cruz counties). There is a projected annual gap of about 17,248 students in the Bay region and 2,233 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0104.00 Viticulture, Enology and Wine Business programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Cabrillo College and in the region.

This report profiles Wine Service and Wine Tasting Room Management Occupations in the 12 county Bay region and in the SC-Monterey sub-region for a proposed new program at Cabrillo College.

- **Food Service Managers (11-9051):** Plan, direct, or coordinate activities of an organization or department that serves food and beverages. Excludes “Chefs and Head Cooks” (35-1011).
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 36%
- **Buyers and Purchasing Agents (13-1028):** Buy merchandise or commodities, other than farm products, for resale to consumers at the wholesale or retail level, including both durable and nondurable goods. Analyze past buying trends, sales records, price, and quality of merchandise to determine value and yield. Select, order, and authorize payment for merchandise according to contractual agreements. May conduct meetings with sales personnel and introduce new products. May negotiate contracts. Includes assistant wholesale and retail buyers of nonfarm products.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: Moderate-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 57%

- **First-Line Supervisors of Food Preparation and Serving Workers (35-1012):** Directly supervise and coordinate activities of workers engaged in preparing and serving food.
 Entry-Level Educational Requirement: High school diploma or equivalent
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 38%
- **Waiters and Waitresses (35-3031):** Take orders and serve food and beverages to patrons at tables in dining establishment. Excludes “Counter Attendants, Cafeteria, Food Concession, and Coffee Shop” (35-3022).
 Entry-Level Educational Requirement: No formal educational credential
 Training Requirement: Short-term on-the-job training
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 38%

Occupational Demand

Table 1. Employment Outlook for Wine Service and Wine Tasting Room Management Occupations in Bay Region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Food Service Managers	12,500	12,194	-305	-2%	7,365	1,473	\$23	\$55
Buyers and Purchasing Agents	12,557	12,386	-170	-1%	6,744	1,349	\$33	\$64
First-Line Supervisors of Food Preparation and Serving Workers	18,942	18,941	-1	-0%	15,909	3,182	\$16	\$44
Waiters and Waitresses	57,134	51,735	-5,398	-9%	56,562	11,312	\$11	\$35
Total	101,133	95,256	-5,877	-6%	86,580	17,316		

Source: EMSI 2021.3

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Wine Service and Wine Tasting Room Management Occupations in SC-Monterey Sub-region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Food Service Managers	1,584	1,548	-36	-2%	927	185	\$23	\$55
Buyers and Purchasing Agents	1,511	1,505	-6	-0%	820	164	\$33	\$65
First-Line Supervisors of Food Preparation and Serving Workers	2,468	2,457	-10	-0%	2,046	409	\$16	\$43
Waiters and Waitresses	7,366	6,779	-586	-8%	7,374	1,475	\$11	\$38
Total	12,929	12,289	-640	-5%	11,167	2,233		

Source: EMSI 2021.3

SC-Monterey Sub-Region includes: Monterey, San Benito, Santa Cruz Counties

Job Postings in Bay Region and SC-Monterey Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Jan 2021 - Dec 2021)

Occupation	Bay Region	SC-Monterey
Waiters and Waitresses	10,589	848
Food Service Managers	10,287	711
First-Line Supervisors of Food Preparation and Serving Workers	8,222	575
Purchasing Agents, Except Wholesale, Retail, and Farm Products	4,847	177
Wholesale and Retail Buyers, Except Farm Products	354	12
Buyers and Purchasing Agents, Farm Products	53	4

Source: Burning Glass

Table 4a. Top Job Titles for Wine Service and Wine Tasting Room Management Occupations for latest 12 months (Jan 2021 - Dec 2021) Bay Region

Title	Bay	Title	Bay
Server	2,153	Food Runner	345
General Manager	992	Servers	257
Assistant Manager	982	Shift Lead	245
Shift Leader	639	Restaurant General Manager	240
Restaurant Manager	616	Manager	221
Restaurant Server	561	Team Leader	198
Buyer	466	Procurement Specialist	194
Assistant General Manager	430	Contracts Manager	190
Food Server	396	Shift Manager	177

Source: Burning Glass

Table 4b. Top Job Titles for Wine Service and Wine Tasting Room Management Occupations for latest 12 months (Jan 2021 - Dec 2021) SC-Monterey Sub-Region

Title	SC-Monterey	Title	SC-Monterey
Server	121	Food Sample Shift Manager	21
General Manager	74	Manager	21
Assistant Manager	58	Food Runner	20
Banquet Server	41	Buyer	19
Restaurant Server	33	Food & Beverage Manager	18
Restaurant Manager	28	Banquet Captain	16
Food Server	24	Kfc General Manager	16
Servers	24	Assistant General Manager	14
Shift Leader	23	Crew Leader	14

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Wine Service and Wine Tasting Room Management Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
Full-Service Restaurants	41,269	31,636	-23%	44%
Limited-Service Restaurants	12,031	12,259	2%	13%
Snack and Nonalcoholic Beverage Bars	4,326	4,765	10%	5%
Food Service Contractors	3,394	3,579	5%	4%
Hotels (except Casino Hotels) and Motels	4,042	3,418	-15%	4%
Caterers	2,306	2,028	-12%	2%
Corporate, Subsidiary, and Regional Managing Offices	1,541	1,376	-11%	2%
Mobile Food Services	1,030	1,300	26%	1%
Local Government, Excluding Education and Hospitals	1,145	1,165	2%	1%
All Other Traveler Accommodation	396	1,136	187%	0%

Source: EMSI 2021.3

Table 6. Top Employers Posting Wine Service and Wine Tasting Room Management Occupations in Bay Region and SC-Monterey Sub-Region (Jan 2021 - Dec 2021)

Employer	Bay	Employer	SC-Monterey
Starbucks Coffee Company	1,261	Starbucks Coffee Company	122
Club Demonstration Services	601	Club Demonstration Services	54
Compass Group North America	343	Hyatt	47
Whole Foods Market, Inc.	340	KFC	35
Taco Bell	291	New Leaf Community Markets	33
Target	249	Burger King	33
Marriott International Incorporated	248	Target	30
Shake Shack	247	Carl's Jr	26
Red Robin	227	New Seasons Market	25
Chili's	223	Advantage Sales & Marketing	25

Source: Burning Glass

Educational Supply

There are three (3) community colleges in the Bay Region issuing 68 awards on average annually (last 3 years ending 2018-19) on TOP 0104.00 Viticulture, Enology and Wine Business. In the SC-Monterey Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 0104.00 Viticulture, Enology and Wine Business in Bay Region

College	Subregion	Associate	Certificate Low	Noncredit	Total
Las Positas	East Bay	2	1	1	4
Napa	North Bay	20	15	0	35
Santa Rosa	North Bay	15	14	0	29

College	Subregion	Associate	Certificate Low	Noncredit	Total
Total		37	30	1	68

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 17,316 annual openings for the Wine Service and Wine Tasting Room Management occupational cluster and 68 annual (3-year average) awards for an annual undersupply of 17,248 students. In the SC-Monterey Sub-Region, there is also a gap with 2,233 annual openings and no annual (3-year average) awards for an annual undersupply of 2,233 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0104.00 Viticulture, Enology and Wine Business

Metric Outcomes	Bay All CTE Programs	Cabrillo All CTE Programs	State 0104.00	Bay 0104.00	SC-Monterey 0104.00	Cabrillo 0104.00
Students with a Job Closely Related to Their Field of Study	73%	76%	66%	67%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$44,575	\$39,206	\$48,771	\$54,165	N/A	N/A
Median Change in Earnings for SWP Exiting Students	30%	31%	20%	30%	N/A	N/A
Exiting Students Who Attained the Living Wage	53%	50%	65%	71%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2016-18.

Skills, Certifications and Education

Table 9. Top Skills for Wine Service and Wine Tasting Room Management Occupations in Bay Region (Jan 2021 - Dec 2021)

Skill	Posting	Skill	Posting
Customer Service	6,664	Customer Contact	2,143
Scheduling	5,869	Sales	1,987
Cleaning	4,950	Cooking	1,883
Restaurant Experience	4,630	Food Service Experience	1,815
Cash Handling	3,941	Point of Sale System	1,746
Food Safety	3,635	Bartending	1,652
Restaurant Management	3,601	Food Preparation	1,612
Retail Industry Knowledge	3,545	Personal Protective Equipment (PPE)	1,531
Purchasing	3,315	Lifting Ability	1,527
Staff Management	2,944	Basic Mathematics	1,478
Budgeting	2,914	Inventory Management	1,408

Skill	Posting	Skill	Posting
Guest Services	2,893	Customer Checkout	1,390
Procurement	2,482	Supervisory Skills	1,373
Cost Control	2,478	Merchandising	1,307

Source: Burning Glass

Table 10. Certifications for Wine Service and Wine Tasting Room Management Occupations in Bay Region (Jan 2021 - Dec 2021)

Certification	Posting	Certification	Posting
ServSafe	2,388	Paralegal Certification	94
Food Handler Certification	2,347	Alcohol Server Certification	91
Driver's License	2,261	Food Safety Manager Certification	81
Food Service Certification	1,415	Registered Dietitian	79
Alcohol Awareness Certification	303	American Production and Inventory Control Society (APICS) Certification	74
Training For Intervention Procedures (TIPS) Certification	225	Certified Purchasing Manager (CPM)	70
Certified Dietary Manager	199	Security Clearance	64
Certified Barista	195	Leadership In Energy And Environmental Design (LEED) Certified	63
First Aid Cpr Aed	124	Certified Professional in Supply Management (CPSM)	48
Certified in Production and Inventory Management (CPIM)	109	Cash Handling Certification	48

Source: Burning Glass

Note: 78% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.

Table 11. Education Requirements for Wine Service and Wine Tasting Room Management Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	8,472	60%
Associate's degree	823	6%
Bachelor's degree and higher	4,742	37%

Source: Burning Glass

Note: 59% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard www.calpassplus.org/Launchboard/

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor's Office MIS system

Contacts

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