

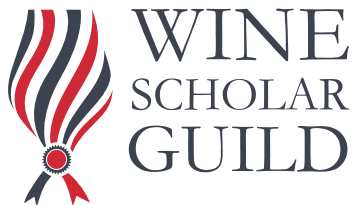


WINE
SCHOLAR
GUILD

**FRENCH WINE
SCHOLAR**

*Study and
Certification
Program*





The French Wine Scholar is a very serious wine program but fun and very enjoyable to follow. The teaching is superb and the quality of the material brilliant.



GERARD BASSET, MW, MS,
Best Sommelier in the World 2010



PROGRAM OVERVIEW

The French Wine Scholar program is a study and certification program providing current, accurate and in-depth information on the wines and wine regions of France.

Developed and administrated by the Wine Scholar Guild with the support of the French Ministry of Agriculture, this program is aimed at advanced students of wine whether professionals or serious wine hobbyists.

Individuals who follow this in-depth curriculum and pass the exam, earn the French Wine Scholar (FWS) post-nominal which may be incorporated into a professional signature (e.g. John Smith, WSG).

PROGRAM CONTENT & DESIGN

The development of this course of study involved many French Inter-Professional organizations which shared resources, information and assistance.

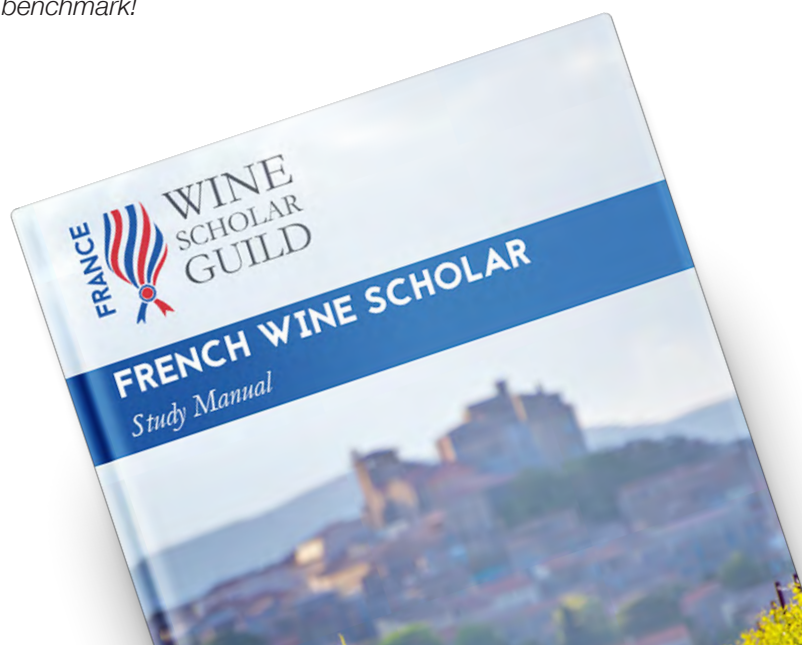
The Wine Scholar Guild amassed this body of information into a study program with manual, online modules, teaching materials and exam that covers grape varieties, viticulture, winemaking, French wine law and all of the French wine regions including Jura, Savoie and Corsica.

This core body of knowledge is important whether an individual sells wine, buys wine or teaches about wine.

There is no other study and certification program in the world that covers France with such breadth and depth. The material is comprehensive and updated every year.

The program allows members of the wine trade to set themselves apart from their peers by specializing in the wines of France!

- *France vies with Italy and Spain as the #1 wine-producing country in the world.*
- *The most popular commercially produced grape varieties (Sauvignon Blanc, Chardonnay, Chenin Blanc, Pinot Gris, Merlot, Malbec, Cabernet Sauvignon and Syrah) are all native to France!*
- *When it comes to wine culture, France is the historic benchmark!*





The manual is very well laid out with pertinent information that goes beautifully hand-in-hand with the online program. Highly recommended for both newcomers and well-seasoned wine students alike.



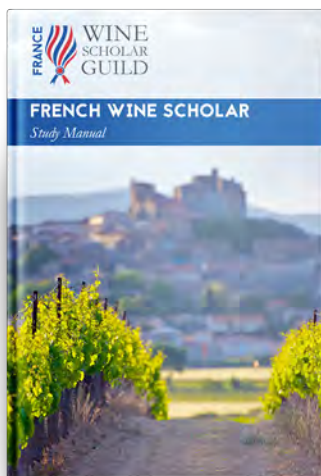
BRIAN CHRIST, FWS

STUDY PACKAGE

Included in your tuition is the French Wine Scholar Study Package composed of: The FWS study manual, the FWS E-learning Program and the FWS Exam.

WSG STUDY MANUAL

The 280-page, full-color study manual provides all the information from which the test questions are derived. You do not need to research your own study materials; everything you need to know is in the manual.



WSG E-LEARNING PROGRAM

To complement the manual and classes, there are 10 multimedia E-learning modules with full audio narration plus...

- A comprehensive series of live and recorded webinars on regional wine styles with suggested wine list presented by Jay Youmans MW
- Review quizzes for self-evaluation
- Instructor Q&A forum for personal assistance
- Student forum for community interaction
- Downloadable maps

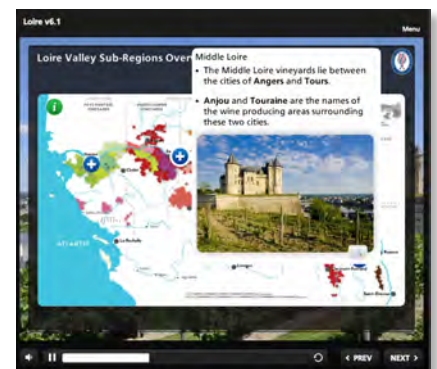
You can track your progress. Need to leave an online module before finishing it? Your place is automatically bookmarked for you and opens to where you left it when you return.

Online quizzes are scored immediately giving you feedback on the level of your proficiency. Need to retake a quiz? The questions shuffle to keep things fresh.

Registration is for one full year with an option to extend for a nominal fee.

WSG EXAM :

For those enrolled in the program with an WSG Program provider you will sit a paper exam with your class when scheduled





“

The French Wine Scholar program... is the best, most comprehensive course of study for French wine, bar none. The program is well thought out and presented. Anyone wanting to learn about French wines needs to take this program; there is no better program out there.

”

Kevin Cleary, FWS,
Owner/Director at Vermont Wine School



CLASSROOM LEARNING

French Wine Scholar Classes are offered by licensed program providers and delivered by an approved WSG instructor.

The live classroom study format includes:

- Manual
- Classroom instruction with tutored tastings
- Access to the complete WSG E-Learning Program described above
- Exam sit



All WSG program providers teach from the same Wine Scholar Guild-developed Powerpoint presentations and are supplied with uniform teaching materials.

Naturally, each instructor has a unique teaching style, the wine selection will vary by market, the class length and class structure (weekly, biweekly, weekends etc.) will vary from location to location, but the content will be the same no matter where you take the class.

For many, the classroom experience helps to hammer home the theory; a tutored tasting component brings each region to life. Additionally, there is interaction in a live classroom environment that distance-learning lacks; many students find the set “schedule” helpful in keeping on top of their studies.

There are French Wine Scholar program providers in the USA, Canada, Singapore, Hong Kong, China, France, United Kingdom, Australia, Argentina, Columbia, Chile. Coming soon : South Korea, Germany, Greece, Spain, Belgium.

CURRENTLY TEACHING OUR PROGRAMS

CANADA

Victoria	BC	Cru Consulting
Vancouver	BC	The International Culinary School at The Art Institute
Toronto	ON	Independent Wine Education Guild (IWEG)
Ottawa	ON	Vendange Institute
Winnipeg	MB	Banville & Jones Wine Co./Institute

UNITED STATES

Phoenix	AZ	Trocadero Wine School
Los Angeles	CA	The Wine House
San Diego	CA	WineSmarties
Orange County	CA	Neptune Wine School
San Francisco	CA	San Francisco Wine School
Napa	CA	Napa Valley Wine Academy
Denver	CO	The Wine Education Institute
Guilford	CT	Wine Institute of New England
Washington	DC	Capital Wine School
Tampa	FL	Napa Valley Wine Academy
Miami	FL	Johnson & Wales Univesity
Atlanta	GA	Nectar Wine Consulting & Education
Chicago	IL	American Wine School
Boston	MA	JRoss Wine
Norfolk	MA	Vinitas Wine Works
Charlotte	NC	Johnson & Wales University
Charlestown	NH	A Grape Affair
Port Jervis	NJ	New Jersey Wine School
New York	NY	Westchester Wine School
Portland	OR	Taste and Compare Wine Academy
Harrisburg	PA	Pennsylvania Liquor Control Board
Houston	TX	Texas Wine School
Salt Lake City	UT	Wasatch Academy of Wine
Park City	UT	Wasatch Academy of Wine
Burlington	VT	Vermont Wine School
Seattle	WA	NorthWest Wine Academy

SOUTH AMERICA

Rio de Janeiro	The Wine School	Brazil
Sao Paulo	The Wine School	Brazil
Bogota	The Wine School	Columbia
Santiago	The Wine School	Chile





Teaching the French Wine Scholar programme is a joy with the tutor material comprehensive and well prepared and suggestions for tasting samples logical and well thought out. A big chunk of the work is already done!



STEPHEN MACK, FWS
CEO Asia Wine Service &
Education Centre (AWSEC)
Hong Kong

EUROPE

Avignon, Rhône Valley	L'Auberge du Vin	France
Narbonne Languedoc-Roussillon	Vinecole	France
Bordeaux	Bordeaux Wine Campus	France
Lyon	Vinedo	France
Dublin	Premier Wine Training	Ireland
North Shields	Taste Train / Vine Visit Ltd	UK
London	West London Wine School	UK
Sussex/Kent	Sussex Wine School	UK
Newcastle upon Tyne	Newcastle Wine School	UK
Helsinki	Vinedo Oy	Finland
Stockholm	Scandinavian Wine Academy	Sweden

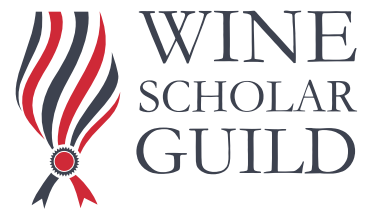


ASIA

Singapore	Lim Hwee Peng School of Wine	Singapore
Shanghai	AWSEC	China
Guangzhou	AWSEC	China
Shenzhen	Tasting Annex	China
Shanghai	Revive	China
HongKong	AWSEC	Hong Kong
Seoul	WSA Wine Academy	South Korea
Taiwan	Taiwan Wine Academy	Taiwan

AUSTRALIA & NEW ZEALAND

Sydney	Sydney Wine Academy
Melbourne	Northern Melbourne Institute of TAFE
South Australia	TAFE SA
Auckland	New Zealand School of Food & Wine



If you are a professional in the wine business looking to enhance your career, this is the program for you. Great instructors, easy-to-follow study guide and 24-hour internet access.



RONALD PLUNKETT, FWS
Sommelier at Hakkasan in
San Francisco

ABOUT THE WSG EXAM

Wine professionals who follow this in-depth curriculum on the wines of France and pass the exam, earn the French Wine Scholar (FWS) post-nominal.

The exam is given in multiple-choice format. There are 100 questions and passing score is 75. You have one hour to complete the test.

- Candidates scoring 85-90 pass with HONORS.
- Candidates scoring 91-100 pass with HIGHEST HONORS.

Each year, the Wine Scholar Guild honors the highest scorer of the year with the WSG Award of Excellence.

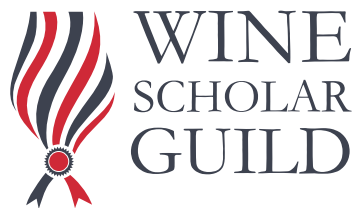
PREPARING FOR THE EXAM:

In order to prepare properly for the WSG exam, you must read and study the WSG manual carefully. At first, it may seem a daunting body of knowledge to tackle...but we would like to give you a few tips.

The exam is comprehensive. It will cover all the wine regions of France. This means you must study everything...Corsica too! But, the food and wine pairing texts are for your personal edification. There are no exam questions on this material.

For those enrolled in the program with an WSG Program provider, you will sit a paper exam with your class when scheduled.





FRENCH WINE SCHOLAR DETAILED CURRICULUM

The French Wine Scholar program presents each French wine region as an integrated whole by explaining the impact of history, the significance of geological events, the importance of topographical markers and the influence of climatic factors on the wine the glass. No topic is discussed in isolation in order to give students a working knowledge of the material at hand.

UNIT 1: FOUNDATION

In order to launch French Wine Scholar candidates into the wine regions of France from a position of strength, Unit One covers French wine law, grape varieties, viticulture and winemaking in-depth. It merits reading, even by advanced students of wine, as so much has changed- specifically with regard to wine law and the newly research on grape origins.

UNIT 2: THE NORTH



In Alsace, the diversity of soil types, grape varieties and wine styles makes for a complicated sensory landscape. Do you know the difference between Klevner and Klevener? The relationship between Pinot Gris, Tokay and Furmint? Can you explain the difference between a Vendanges Tardives and a Sélection de Grains Nobles? This class takes Alsace beyond the basics.



The champagne process was an evolutionary one not a revolutionary one. Find out how the method developed from an inexpert and uncontrolled phenomenon to the precise and polished process of today. Learn why Champagne is unique among the world's sparkling wine producing regions and why it has become the world-class luxury good that it is.



In Bourgogne, an ancient and fractured geology delivers wines of distinction and distinctiveness. Learn how soil, topography and climate create enough variability to craft 101 different AOCs within this region's borders! Discover the history and historic precedent behind such subtle and nuanced fractionalization.



Discover the multi-faceted nature of Beaujolais as expressed through its different soil types and vinification techniques. Learn how carbonic maceration and traditional fermentation changes the flavors in the glass. Find out how varying trace elements in the granitic soils of the Crus Beaujolais create wines of different character and age-ability. Beaujolais may be a light-hearted quaff, but the subject is far from simple.



The Jura lies tucked between Burgundy and Switzerland and represents the eastern uplift of the Saône graben. Although the wines are rarely found outside the Jura itself, it produces some unique wine products from non-mainstream grape varieties that merit attention. The region is famous for Vin Jaune, but Jura has given birth to some notable wine talent also. Pasteur, responsible for ground-breaking work in fermentation science and Millardet, responsible for both "Bordeaux Mixture" and the grafting of French vines onto American rootstock as a solution to phylloxera were born here! But that's not all! The Arbois zone of production was one of the first to be granted AOC status in 1936. The region is a dynamo!



Savoie is an alpine region just south of the Jura. Very little wine is exported; most of the production is consumed by tourists who visit for ski and other winter sport. The wines, however, are as colorful as the grapes that go into them--Jacquère, Altesse, Gringet, Molette, Mondeuse Noire, Persan—and are as fun to study as they are to drink...if you are so lucky.



Did you know that the Sauvignon Blanc vineyards of Menetou-Salon, Reuilly, and Quincy are all grown on Kimmeridgian marl? That one of the longest-lived white wines in the world is Savennières? Are you familiar with Breton, Côt and Pineau d'Aunis? It's time to explore a wine culture as long and wide as the river itself. There are over 5 dozen AOCs that flank the banks of the Loire. Learn about the undiscovered treasures of this region and explore its diversity of grape varieties and wine styles.

UNIT 3: THE SOUTH



Study Bordeaux from the ground up. Here, wine styles are predicated by a combination of soil, grape and the hand of man. Explore Bordeaux's distinctive terroirs in order to better understand the nature of the blend, then discover how and why the blend has changed over the past 150 years.



Viticulture was established in Gascony before Bordeaux was planted to the vine. Magdeleine Noire des Charentes, the parent of both Merlot and Malbec is believed to have originated here. The grapes are interesting and high-quality, the wines are good but the region languished in obscurity because Bordeaux blocked the Southwest's access to the global wine market by controlling trade through its port. Landlocked for centuries, this region is finally and justifiably beginning to make a name for itself. This cluster of growing regions has adopted an "all for one and one for all" face to the wine world. And why not? D'Artagnan, the fourth of the three Musketeers hailed from Gascony and coined the phrase!



Although Languedoc and Roussillon were administratively joined in 1972, they are historically, culturally and topographically two distinct regions. Roussillon produces 80% of France's Vins Doux Naturels crafted from old vine Spanish grape varieties. Yet today, it also crafts many dry blockbuster reds from those same old vines. Languedoc represents a cornucopia of vines that have historically gone into varietally labeled IGP products or simple Vins Sans IG. Today, it re-discovers its terroir and its grape legacy with new AOCs and a collective drive for quality. Together, Languedoc-Roussillon represents the last wine frontier in France. Things have changed here. Keep current!



The Rhône River serves as the gravitational axis around which its two halves revolve; the northern half clings tightly, the southern half expands outward and experiences less pull to the riverbanks. These two different wine cultures possess distinctive soils and topographies and they craft vastly disparate wines with unique personalities. It's one region, but two brave new worlds. Explore them both.



PROVENCE

Did you know that Provence is the oldest wine region in France? It is also the only region in France and the only region in the world to focus primarily on the production of rosé. In fact, the local vigneronns have been perfecting the craft for 2,600 years! Learn all about Provence's path to pink as well as its stellar production of dry reds and whites. It's not all sunflowers and lavender in this sun-drenched part of France!



CORSICA

The island of Corsica has a long and colorful past. Throughout the millennia, it has been ruled by no less than six different nations and each of them have left their mark. However, many of the region's winemaking traditions and grape varieties are Italian due to the island's close proximity to that country. Today, Corsica is indeed French with an Italian accent. Discover its rich history... in the glass.

“

Education is sales. I fully embrace this program. It is significant in its depth and breadth. I have been involved in French wines for a long time and am delighted to see such an educational initiative finally materialize. It is long over-due.

”

ROBERT KACHER
Robert Kacher Selections

“

The French Wine Scholar study manual will be a great tool for anybody interested in learning about French Wines whether their goal is to acquire a diploma or not. We thought it would be great to have copies of this manual distributed amongst our sales force.

”

EDNA BRONSON,
Imported Wines Liaison,
Wilson Daniels Ltd

“

Education is the cornerstone of wine appreciation. With the French Wine Scholar study and certification program, the Wine Scholar Guild provides priceless support to the trade and consumers alike. We cannot thank them enough for their total dedication and enduring commitment.

”

XAVIER BARLIER,
VP Marketing & Communication,
Maisons Marques & Domaines