

WINE SERVICES



*AWS*  
ATLANTA WINE SCHOOL



2010

ATLANTA, GA

# The Certified Specialist of Wine (CSW) Training Program



## The CSW Credential

In many professions, a successful career is marked by an appropriate education verified by a credible certification program that is recognized both by the public and one's peers.

- These credentials are a valuable and widely respected mark of a wine professional's commitment to personal career development and ultimately to the wine industry as a whole.
- Individuals that receive professional certification raise the standard of proficiency in the wine arena and assist the industry by elevating the knowledge base of everyone with whom they come in contact.

Professional certification encourages an industry to build upon itself by fostering an environment where individuals can pursue excellence and achieve subject mastery. The SWE is committed to the professional education and development of the individual in particular, and to the professional education and development of the wine industry as a whole.

Note: This credential, symbolic of achievement, is not tied to a particular employer, whether they helped in your attainment of it or not. This credential is owned by YOU, and will remain with you.

## Who is this for?

- Retailers
- Sommeliers, Restaurateurs and Hoteliers
- Importers and Distributors
- Enthusiastic Consumers!
- Wine Writers and Publishers
- Culinary School Faculty/Staff/Students
- Public Relations/Marketers within the Wine & Culinary Fields
- Wine & Food Associations



## The Benefits of Certification

Although many organizations maintain their own in-house training and wine education programs, they recognize the need for an independent and objective organization to validate their employee's wine proficiency as measured against industry standards. The international reach of the SWE fulfills this role.

SWE credentials are career-enhancing and resumé building tools for dedicated wine professionals and represent the only wine knowledge-based exams approved by a professional U.S. wine society.

**More information on the Society of Wine Educators can be found online at:**

<http://www.societyofwineeducators.org>

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### What is included in the Training Program?

#### ■ CSW STUDY GUIDE

- The body of knowledge required to successfully pass the CSW exam is detailed in a 230-page Certified Specialist of Wine study guide which presents the core fundamentals with which all wine professionals should be familiar. Information is presented in a comprehensive, practical format and is designed to help participants gain a greater understanding of the often-complex world of wine.
- The syllabus comprises the following:
  - Viticulture
    1. The Vine, its Growth Cycle & Metabolic Processes
    2. Canopy Management
    3. The Role of the Soil
    4. Vine Diseases & Viticultural Practices
  - Grape Varieties
    1. Principal Red and White Varieties of the World
  - Wine Production
    1. Table Wine
    2. Sparkling Wine
    3. Fortified Wine
  - Wine Regions (Australia, France, Italy, Spain, New Zealand, Germany/Austria, Chile, Argentina, South Africa, Portugal, USA)
    1. Label Law
    2. Quality Levels
    3. Geography
    4. Grapes and Wines
  - Wine Appreciation
    1. Wine Composition and Chemistry
    2. Wine Tasting and Faults
    3. The Physiology of Taste
  - Reference Section
    1. Wine & Health
    2. Professional Etiquette

#### ■ CD OF DETAILED WINE REGION MAPS

- 36 detailed wine region maps

#### ■ SPIRAL-BOUND BOOK OF ALL LECTURE SLIDES

The CSW Study Guide does not provide any illustrations, graphics or images for the reader. Atlanta Wine School is providing each student with a copy of the six lectures, 270 four-color slides in a spiral bound book!

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### What is included in the Training Program? (continued)

- **BONUS:** COMPLIMENTARY ADMISSION TO TASTE LIKE A PRO (\$50 value)
  - The Taste Like a Pro course stresses the same deductive tasting methodology taught by the Court of Master Sommeliers.

### Cost & Details of the Program

- The course is six sessions, running Sundays from 3pm – 6pm.  
Classes will be held: February 7<sup>th</sup>, February 21<sup>st</sup>, March 7<sup>th</sup>, March 21<sup>st</sup>, March 28<sup>th</sup>, April 11<sup>th</sup>
- Each session will be held at the AWS Wine Room, located at 1570 Holcomb Bridge Rd, Roswell, Georgia 30076
- The cost is \$999/person which includes all materials, 18 hours of instruction, spiral-bound book of lecture slides, and the exam fees. Payment in advance via check or credit card. Reservations are first-come, first-serve. The course is limited to twenty (20) students.
- **BONUS:** Participants are enrolled for FREE in the Taste Like a Pro course!
- The exam date is Sunday, April 25<sup>th</sup>, 2010 at 4pm, AWS Wine Room, Roswell

### How do I sign-up!?

- **To pay by credit card**, process your registration securely online at [AtlantaWineSchool.com](http://AtlantaWineSchool.com) or call our office at 770-668-0435. Note, this instantly confirms your seat in class. **To pay by check, mail to:** Atlanta Wine School, PO BOX 88451, Atlanta, GA 30356. Only once check is received will your seat be confirmed and your study guide materials mailed to you.

### Who is Your Instructor?

**Michael Bryan, CSW, CS, IC WSET:** Michael Bryan is the Founder & Executive Director of the Atlanta Wine School (AWS). Six year-old AWS provides a continuous learning experience with renowned international speakers for consumers and the trade. The Atlanta Wine School is the only wine-centric institution in the Southeast for the appreciation and education on wine to consumers and the wine trade. Since inception, almost 4,000 students have enrolled in classes.

Bryan speaks on wine-related subject matter for approximately 150 private, public, and trade events per year. In addition to serving on the Education Advisory Board of the Society of Wine Educators, he holds that organization's CSW credential. Additionally he has obtained the Intermediate Certification with merit via the Wine Spirit Education Trust of London, and most recently in 2006 was awarded the title of Certified Sommelier via the Court of Master Sommeliers.