



the wine academy
spain

“No country in Europe is evolving more rapidly, or producing more distinctive wines from indigenous grapes.”

- Marvin Shanken, Wine Spectator

“Spain will be the star.”

- Robert Parker's 12 Prediction

Spanish **Wine** Education

A professional Spanish wine certification program

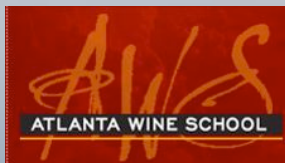
Presented by the Wine Academy of Spain

Spanish Wine Educator

Professional Certification in Spanish Wine

Andalusia and its Wines

In-depth course in the unique Sherry and Andalusian wines



20th, 21st & 22nd of July
At the Atlanta Wine School



What ? Professional immersion courses in Spanish Wines

Spanish Wine Education Certified Program

A professional certification program on Spanish wines, conducted by qualified instructors from The Wine Academy of Spain. Pancho Campo, Spain's first Master of Wine has designed the program and personally trained the teachers.

A unique opportunity, for both the professionals and the enthusiast, to discover why Spain is regarded country with the brightest future in the wine industry.

This is a 3-day professional training course on Spanish wines, including an intensive tasting component (more than 50 wines). It covers the main Spanish appellations, wine laws, styles, grape varieties, etc. The course also includes an intensive and in-depth section on Sherry and Andalusia and its wines.

Day 1

08.00 - Registration
09.00 - Unit 1 - Intro & The Spanish Wine Market
10.30 - Break
10.45 - Unit 2 - Aragón
11.15 - Unit 3 - Navarra
12.00 - Lunch (not included)
01.30 - Unit 4 - Rías Baixas
02.00 - Unit 5 - Galicia & The Basque Country
02.30 - Unit 6 - Murcia
03.15 - Break
03.30 - 04.30 - Unit 7 - Castilla y León

Day 2

09.00 - Unit 8 - Cava
10.00 - Unit 9 - Catalonia
11.00 - Break
11.15 - Unit 10 - Castilla La Mancha
12.00 - Lunch (not included)
01.30 - Unit 11 - Levante
02.00 - Unit 12 - The Islands
02.30 - Unit 13 - Extremadura & Madrid
03.15 - Break
03.30 - 05.00 - Unit 14 - Rioja

Day 3

09.00 - Unit 1 - Introduction to Andalucía
09.45 - Unit 2 - History of Sherry
10.30 - Unit 3 - Viticulture & Vinification
11.00 - Break
11.15 - Unit 4 - Tasting of Sherry Wines
12.00 - Lunch (not included)
01.00 - Unit 5 - DO Condado de Huelva
01.30 - Unit 6 - DO Málaga & Sierras de Málaga
02.15 - Unit 7 - DO Montilla Moriles
03.30 - 05.00 - Exam

Start times may vary due to unforeseen circumstances or local uses. All participants will be informed in advance.

A complete program

What is my benefit from participating in the Spanish Wine Education Program?

A unique opportunity to discover the quality and variety of Spanish wines.

1. This program provides to the participants 2 certifications: **“Spanish Wine Educators”** and **“Certificate on Andalusia and its Wines”**. There will be a theory and practical exam.
2. The top 15 high-scorers will be entitled to an all-inclusive trip to visit the most important of the Spanish wine regions. (Travel to and from Spain not included)
3. Industry experts insist that Spanish wine is one of the most important and growing sector in the market.
4. Take an in-depth examination of most of the Denominación de Origen. Learn about up and coming regions with great wine at value price. Be the first to know!
5. Acquire a full comprehensive education of Spanish wines in only 3 days. Build confidence in dealing with Spanish wines in the marketplace.
6. Downloadable course material available in advance. All courses are taught in English.

The instructor

Learn from Spanish teachers, trained by Spain’s wine authority Pancho Campo, the first Spanish Master of Wine. Receive expert insight into Spain’s wine regions, terroirs, history and trends.



Pancho Campo MW

- President of The Wine Academy of Spain.
- First Spanish Master of Wine.
- Member of Vice-president Al Gore’s The Climate Project.

The teachers



Esteban Cabezas

- 15 years working in the marketing: Allied-Domecq (now Pernord Ricard)...
- Partner in The Wine Academy
- Master of Wine Student



Javier Arauz

- 15 years of sales and marketing, in and out of the Wine Industry
- Certified WSET tutor
- Managing Partner of New Spain Wines



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The Wine Academy of Spain is a private organization devoted to the education of professionals in the wine industry, as well as the promotion of Spanish wine in and outside Spain. It has become one of the leading educational organizations in Spain. Its president Pancho Campo MW is the first and only Spanish Master of Wine.

- Approved Program Provider for the Wine & Spirit Education Trust (WSET) in Spain.
- Promoters of Spanish wines overseas through the Spanish Wine Educators program.
- Organizers of the World Meeting on Climate Change & Wine Conferences.
- Organizers of the Barcelona Wine Festival and Madrid Wine Festival.
- Organizers of the Wine Future Rioja 2009 Congress



www.thewineacademy.es



www.spainwines.es



www.climatechangeandwine.com



www.winefuture.es

Location

Atlanta, GA 21, 22 & 23 July



Atlanta Wine School

1570 Holcomb Bridge Rd
Roswell, GA 30076

www.atlantawineschool.com

Registration

Registration on-line: www.spainwines.es

Contact in Spain:

info@thewineacademy.com - +34 917 816 367

Spanish Wine Education Program

Course fee: \$ 465

20% discounts to accredited WSET and SWE students, graduates and staff. Corporate & Group discounts available.

Andalusia and its wines:

This module can be booked separately ONLY by former students of The Spanish Wine Education Program.

Course fee: \$110

Once you have completed your registration, you will receive an email with a link from where you will be able to download the course study materials and power points in PDF format. Previous reading is highly recommended.

Thanks to the generous support of:

