

## About WSG & Brand Guidelines



#### **ABOUT WINE SCHOLAR GUILD**

Founded in 2005, Wine Scholar Guild is the only wine education provider to focus solely on the most influential wine regions of Europe, instilling a deep understanding of these wines, winemakers and their culture.

Wine Scholar Guild offers immersive, region-specific wine education through online, in person and study abroad certification programs. WSG certifications set the industry standard for up-to-date and in-depth information through three distinct levels of study: Essentials, Scholar and Masters.

In addition to certification programs, WSG members become part of an active global community offering online events and hundreds of hours of recorded content produced by the world's leading authorities in wine.



Join our movement to champion authentic wine and winemakers through the world's premier immersive online, in person and study abroad programs.

With each step, both enthusiasts and professionals enjoy a curated journey of discovery, progression and certification from the most respected experts in the world of wine.

Study online from the comfort of your home, at one of our global course providers, or step into the vineyards of Europe. With Wine Scholar Guild you're not just learning, you're enriching your life-long understanding and appreciation of wine.





Julien Camus President



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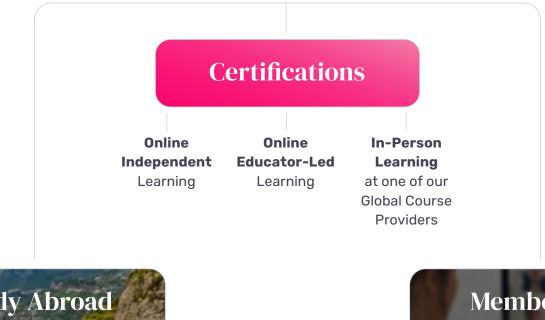
Peter Vukovic

Chief Technology Consultant

### Meet Our Leadership Team











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#### **WSG Certifications**

#### ★★★ MASTERS

#### **ADVANCED COURSE**

- 150 Hours of Study
- Study Online
- Completion of WSG Scholar Course or Industry Equivalent Suggested

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#### INTERMEDIATE COURSE

- 100 Hours of Study
- Study Online or In-Person
- Completion of WSG Essentials Course or Industry Equivalent Suggested

#### **★** ESSENTIALS

#### INTRODUCTORY COURSE

- 25 Hours of Study
- Study Online or In-Person
- No Pre-Requisites

Masters students will **analyze** the myriad factors influencing the production of Champagne, Bourgogne or Bordeaux. By the end of this course, students will have the ability to **advocate** for these wines' unique qualities, value and significance within the global wine market.

Scholar students will **explore**, in-depth, the factors that influence the wines of France, Italy or Spain. By the end of this course, students will be able to **explain** the influence these factors have on the production, quality and characteristics of French, Italian or Spanish wines.

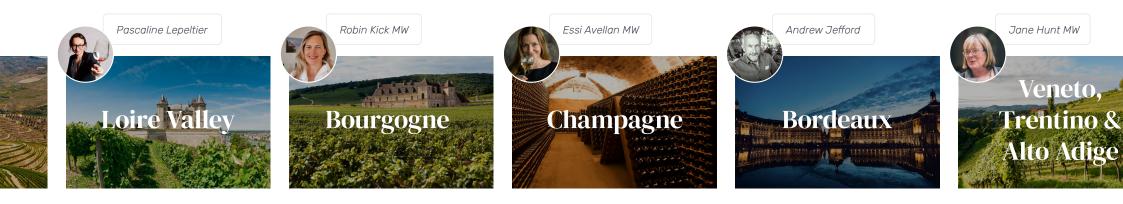
Essentials students will **discover** the wines of France, Italy or Spain. By the end of the course, students will be able to accurately **describe** the major regions, grapes and wine styles of each respective country.



### **Study Abroad**

Expand your horizons with wine travel and complement your classroom studies with educational experiences in the most celebrated wine regions.

	•			101	<b>⇔</b>	by prominent wi industry experts
Tastings Tailored For Professionals, Serious Enthusiasts and Wine Collectors	• See For Yourself	Access: Meet The Winemakers & Experts	Visit Iconic Estates And Rising Stars	Be Part Of A Community	Hassle-Free Planning	internationally ad itineraries and cu a backstage pas demand wine ex



# A 360-degree view of the region

tours offer intensive, professional-level education within the wine regions of France, Italy, Spain and beyond. Led by prominent wine professionals, industry experts, Masters of Wine and internationally acclaimed authors, our itineraries and curricula provide you with a backstage pass to some of the most indemand wine experiences in the world.





## ★ Exclusive Benefits

Enjoy a 10% discount on all online WSG certifications, priority access to study abroad wine tours and special member offers with selected partners.

## **Membership Benefits**

Your path to unlocking a world of benefits, from expert-led content to exclusive member discounts.

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#### Join a Like-Minded Community

Take your wine career to the next level. Whether you're looking to form a specialized tasting group in your local community or expand your professional network, WSG Membership provides the platform for both.

#### ্ব Member Studio

Over 300 hours of outstanding, cuttingedge video content, available on-demand, with new topics added weekly.

# ♥Live ExpertEvents

Unparalleled access to the wine world's most foremost authorities – winemakers, Masters of Wine, Master Sommeliers, esteemed journalists and world-renowned scholars.

#### ⊗ Study Abroad

Put theory into practice with our industry-recognized exclusive study abroad wine tours and immersion programs led by prominent wine professionals. Members get priority access to study abroad reservations and registration.

## Thank you

For more information, please visit www.winescholarguild.com

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