



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



**Preston
Mohr**
Managing
Director



**Christopher
Martin MW**
Director of
Education



**Courtney
Carroll**
Director of Sales
& Marketing



**Emily
Zegar**
Business Development
Manager



**Mary
Kirk**
Study Abroad
Manager



**Justin
Martindale MW**
Membership &
Community Manager



**Andrea
McEwan**
Customer Care & Student
Support Manager



**Peter
Vukovic**
Chief Technology
Consultant

Meet Our Leadership Team



Certifications

**Online
Independent
Learning**

**Online
Educator-Led
Learning**

**In-Person
Learning**
at one of our
Global Course
Providers

Study Abroad

**Educational
Wine Tours**

**Masters Immersion
Wine Tours**

Membership

**Continuing Education
Annual Subscription**

**Continuing Education
Monthly Subscription**

WSG Certifications

★★★ MASTERS

ADVANCED COURSE

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

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

INTERMEDIATE COURSE

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

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

INTRODUCTORY COURSE

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

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.



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



A 360-degree view of the region

Our highly sought-after study abroad 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 in-demand wine experiences in the world.

Pascaline Lepeltier



Loire Valley

Robin Kick MW



Bourgogne

Essi Avellan MW



Champagne

Andrew Jefford



Bordeaux

Jane Hunt MW



Veneto,
Trentino &
Alto Adige



Membership Benefits

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



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.



Member Studio

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



Live Expert Events

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.



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.

Thank you

For more information, please visit www.winescholarguild.com

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