



Bordeaux Masters

The most advanced
certification
program on the
region and wines
of Bordeaux.







- ★ Advanced Course
- 🕒 150 Hours of Study
- 🌐 Study Online
- ✅ Earn your Bordeaux Masters Certification (BxMC)

The pinnacle in wine education, Wine Scholar Guild presents the Bordeaux Masters Program.

Bordeaux stands as a cornerstone in the world of wine. The program has been completely revised and updated in 2024 to include the most up-to-date information and statistics.

The program features interviews, recorded lectures and live online classes with world-renowned Bordeaux producers and industry insiders. The course culminates with a final online exam and your WSG Bordeaux Masters designation, elevating your expertise and catapulting you to the forefront of Bordeaux wine mastery.

ABOUT WSG

-  **10,000** Graduates
-  **150** Expert Educators
-  **130** Partner Schools
-  **35** Countries
-  **6,500** Community Members





This fully online program is led by industry-acclaimed experts and educators, including:



Mary Gorman-McAdams MW

Independent wine consultant, wine judge, educator and business strategist



Colin Gent MW

Lead lecturer for the Wine Business Masters programs at Kedge Business School and former Bordeaux-based wine broker at *Europvin*



Dr. Cornelis (Kees) Van Leeuwen

Professor of Viticulture at Bordeaux Sciences Agro and Bordeaux University's *Institut des Sciences de la Vigne et du Vin* (ISVV); consultant for *Château Cheval Blanc* in Saint-Émilion for 25 years; founder and editor of *LENO One*



host

Andrew Jefford

Academic Advisor to Wine Scholar Guild and author of *The New France* (2002), *Whisky Island* (2005), *Andrew Jefford's Wine Course* (2008) and *Drinking with the Valkyries: Writings on Wine* (2022)



exclusive interview

Christian Seely

Managing Director of the AXA Millésimes group of vineyards, head-quartered at Château Pichon Baron and President of *Compagnie Médocaine des Grands Crus*, the Bordeaux négociant, wholly owned by AXA Millésimes.



exclusive interview

Jane Anson

Longtime Bordeaux correspondent for *Decanter magazine*; founder of *JaneAnson.com*, launched October 2021 and author of *Inside Bordeaux* (2021), *Wine Revolution* (2017), *The Club of Nine* (2016), *Angélus* (2016) and *Bordeaux Legends, a history of the 1855 First Growth wines* (2013; reissued as an NFT e-book in June 2022)



exclusive interview

Bill Blatch

Reputed as the 'Secret Agent' or 'Wine Whisperer of Bordeaux' and respected for his eagerly anticipated Annual Bordeaux Vintage Reports worldwide

MONTHLY FOCUS TOPICS INCLUDE:

- BORDEAUX OVERVIEW**
- LEFT BANK: RED WINES**
- LEFT BANK: DRY AND SWEET WHITE WINES**
- RIGHT BANK: SAINT ÉMILION, POMEROL AND BEYOND**
- ENTRE-DEUX-MERS AND THE CÔTES**



Why choose WSG Masters?

- ✓ Gain specialized, advanced-level knowledge, from a course endorsed by industry experts and top wine professionals.
- ✓ Engage with unsurpassed, rich, multimedia content including interviews, live lectures and Q&A sessions with authorities in the wine industry.
- Earn a globally recognized certification to
- ✓ enhance your professional profile, résumé or CV and network with like-minded individuals through our global student community.
- The course culminates with a final exam and
- ✓ your WSG Bordeaux Masters (BxMC) designation, elevating your expertise and catapulting you to the forefront of Bordeaux wine mastery.

WHO IS THE BORDEAUX MASTERS PROGRAMS FOR?

Wine professionals including sommeliers, food & beverage directors, servers, wine educators, distributor representatives and importers looking to enhance their expertise in the wine and appellations of Bordeaux.

Enthusiasts of Bordeaux seeking a comprehensive education in viticulture, winemaking, history and the unique people behind this renowned wine region.

Individuals who want to speak confidently and with authority, providing exceptional service and guidance on the region, wine styles and notable producers of Bordeaux.

BY THE END OF THE COURSE SUCCESSFUL CANDIDATES WILL BE ABLE TO

Analyze and identify Bordeaux's diverse **regions, vineyards, terroirs** and **vintages**

Understand and **analyze** the complexities that contribute to the unique profile of each **wine style and region** within Bordeaux

Understand and **analyze** the influence of **climate, geography, topography and terroir** as well as viticultural and **winemaking practices** in Bordeaux

Understand and **analyze** the influence and significance of **history** on the evolution of Bordeaux wines

Advocate for the appreciation of Bordeaux's unique heritage and wines within the **global wine market**

How is the curriculum presented?

The Bordeaux Masters program is available in an online study format allowing you the flexibility to create a study plan that best suits your schedule.

The online classroom contains all the information you need including detailed reading assignments and pre-recorded sessions from an incredible panel of educators and experts. Interviews with leading Bordeaux specialists provide an insider's look into the region.

All materials are provided on-demand. To keep you on track, there are monthly live focus sessions to review and highlight key lessons.

FOCUS TOPICS INCLUDE:

- ✓ Viticultural history
- ✓ Geology, topography and soils
- ✓ Climate
- ✓ Grapes and the vine
- ✓ Grape growing and winemaking practices
- ✓ Vintages
- ✓ All sub-regions and appellations, including classifications
- ✓ Detailed maps
- ✓ Wine trade, statistics and industry trends

The online program includes optional tasting assignments; however, there is no tasting component to the exam. Students are encouraged to work their way through the guided Bordeaux tastings. Use of a Coravin is highly recommended.

Are there any pre-requisites?

A foundational understanding of wine is necessary to maximize course content and learning. Having passed the French Wine Scholar Program® is highly encouraged, but not compulsory. Enthusiasm for Bordeaux wines is essential.

Preparatory reading and e-learning modules are immediately accessible upon enrollment for those who may need to touch up their knowledge.

What's included?

From an in-depth study manual, live classes and on-demand videos, every aspect is thoughtfully designed for a flexible and comprehensive learning experience.

COURSEBOOK

Shipped to your address, the beautifully designed coursebook has been fully updated and revised in 2024. The coursebook contains 236 pages of content-rich material, photography, maps, illustrations and infographics covering all the information you need to know on the region, wine styles and producers of Bordeaux. Immediate access to the digital e-books is provided upon registration.

RECORDED SESSIONS

70 recorded lectures on the history, geology, terroir, vintages and winemaking practices of Bordeaux are provided. Shorter recorded segments are featured to minimize screen time and maximize content retention.

FINAL EXAM

Online, proctored exam to be scheduled within one year of your registration.

VIDEO INTERVIEWS

A series of video interviews, conducted by Andrew Jefford, with some of the most admired experts of the region.

LIVE CLASSES & STUDENT COMMUNITY

Join live monthly lectures with your expert instructors. Classes are always recorded for on-demand replay in case you can't join live. You can also discuss the course content with your instructors and fellow students anytime on the community forum.

CERTIFICATE

Upon successful completion of the exam, receive your coveted Bordeaux Masters Certificate and BxMC post-nominal. Completion of the program confers upon you advanced-level proficiency in the wines and region of Bordeaux. Add this reputed credential to your professional profile, résumé or CV.



How much study time is recommended?

This certification has a minimum requirement of 150 hours of study time, including approximately 15 hours spent reviewing pre-recorded video lectures.

The number of total hours you spend will vary greatly based on your previous wine knowledge.



How is the exam structured?

The exam consists of three separate sections:

1. One section of 50 multiple-choice questions
(worth 50 points)

2. Four short-answer essay questions
(worth 40 points total)

3. One map identification exercise
(worth 10 points total)

Passing score is 75/100. There is no wine tasting component to the exam.

Have more questions? Check out our **Exams FAQ** for more details.

 **PRICE - \$995**

[Register Now](#)

[See Online Schedule](#)

Have a different question? Feel free to **contact us**.