

WINE SPECTATOR SCHOOL at WineSpectator.com

Courses for Professionals: Complete training for your bottom line.

Trade Courses

For everyone who needs to clearly and effectively describe wines on the job

- Professionals in retail, restaurant, winery, tasting room, distributor, hotel, catering and event planning environments
- Sales personnel and waitstaff: current, new and pre-hires
- Managers, executives and marketing personnel

Two Trade Courses

One short course and one full survey course (beyond these trade-specific courses, trade can continue learning about wine with the courses for Wine Lovers)

ABCs of Wine Sales and Service

This jump-start course covers the basics so employees new to wine can confidently describe wine and provide effective sales and service. It's also a great refresher for more experienced employees. 4 classes + 2 tastings

Understanding Wine Sales and Service

Build a thorough foundation in wine along with the sales and service skills that distinguish successful professionals. This full survey course is for intermediates and motivated beginners. This course includes the info contained in ABCs, so you don't need to take both. 10 classes + 10 tastings

Flexible, Easy-to-Implement Training

Eliminate your training headaches and increase sales

On-line courses are ready to start whenever training is required

- Students can learn on their own, at their own pace
- Management can verify mastery of materials by requiring employees to turn in completed worksheets and print-outs of quizzes and exams
- Modules emphasize describing wines and interacting with customers as they cover wine appreciation, food pairing, sales and service
- Automated student tracking reports may be available. For information, e-mail Gloria Maroti Frazee at gfrazee@mshanken.com

Course Concepts are Immediately Applied to the Job

Employees learn on the wines they need to sell

- Specialized trade worksheets require answers based on employer's wine list and, if applicable, menu
- Step-by-step tastings with wines chosen from employer's store or wine list
- Implementation Tip: Employees can complete a section online at their own pace and then meet on a predetermined date for the associated tasting. Assign one or two employees to lead each tasting. Wines should be chosen from employer's list.

Printable Materials and Interactive Features

Make learning active and provide handy reference

- Multimedia elements such as slideshows, audio pronunciations and video clips with wine experts, winemakers, restaurateurs and sommeliers teach wine appreciation terminology and help employees describe wines to customers
- Printable worksheets and study guides can be saved in a binder for handy reference

Group Discounts

For groups of 10 or more employees from the same company, discounted memberships to WineSpectator.com are available for one year. This offer is valid for new members only.

To learn more about our trade courses, implementation, group tracking and group discounts, e-mail gfrazee@mshanken.com or call Gloria Maroti Frazee at 212.481.8610 x302.