



Discover Wine & Spirits, LLC

Discover Wine & Spirits is expanding its certification programs. In addition to the Wine & Spirit Education Trust (WSET) repertoire of course offerings, Discover Wine & Spirits will now offer the French Wine Society's French Wine Scholar credential program.

Scholar: *a learned person (especially in the humanities); someone who by long study has gained mastery in one or more disciplines.* Courtesy of wordnet.princeton.edu

The French Wine Scholar study and certification program is geared for members of the wine trade and serious wine hobbyists; it is designed to test for proficiency in the wines and wine regions of France. It is endorsed by the National French Wine Office and by U.S. Importers of French Wine as well.

"Education is sales. I fully embrace this program. It is significant in its depth and breadth. I have been involved in French wines for a long time and am delighted to see such an educational initiative finally materialize. It is long over-due." **Robert Kacher**, *Robert Kacher Selections*

Why Invest in Certification? Why France?

Certification is resumé-building, validates competency and serves as a point of distinction midst trade and peers alike. And there is no better place to start than France.

France is the benchmark. Of the eight international commercially produced wines on the market today (Pinot Grigio/Gris, Sauvignon Blanc, Chardonnay, Riesling, Merlot, Pinot Noir, Cabernet Sauvignon and Syrah) seven are native to France. It is for this primary reason that the rest of the wine world looks to France as the standard-bearer. It is. Once you've mastered French wine, the rest of the wine world is far easier to grasp.

The French Wine Scholar Curriculum

The French Wine Scholar curriculum is comprised of four 8-hour classes covering Alsace, Beaujolais, Bordeaux, Burgundy, Champagne, Loire, Rhône, and Southern France. Up to 15 wines will be tasted per class.

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Dan Culley-Rapata, DWS and Michael Donohue, both licensed FWS instructors, teach the program. Tuition is \$675 and includes a 250-page, full-color study manual plus exam registration/sit. The study manual was developed by the French Wine Society, an organization dedicated to the promotion of French wine through French wine education in North America; it was vetted by the French National Wine Office and is current in its facts and comprehensive in its coverage of each wine region's history, climate, geology, soils, viticulture, viniculture and wine law.

The French Wine Scholar Examination

All exam questions are taken from the French Wine Scholar study manual. The French Wine Scholar (FWS) credential will be conferred to those individuals who achieve a score of 75 or higher on a 100-question multiple-choice test.

Successful candidates are conferred the French Wine Scholar title and encouraged to use the FWS post-nominal as part of their professional signatures.

DETAILED CURRICULUM

The French Wine Scholar program is an official course of study designed for wine trade. It is endorsed by *Wines of France/French National Wine Office* and taught by licensed French Wine Academy Instructors.

At completion, there is a proctored exam whose passing score (75%) validates proficiency of the course content and confers an industry-recognized credential and post-nominal: FWS (French Wine Scholar).

The program is designed to accommodate busy professionals who are unable to commit to a long run of seminars. The classes will run for four Saturdays from 9:30 to 4:30 with an hour lunch break. Morning session 9:30 to 12:00; afternoon session 1:30-4:00.

The seminar series is accompanied by a 250-page study manual that was developed by the French Wine Society, an organization dedicated to the promotion of French wine through French wine education in North America; it was vetted by the French National Wine Office and is current in its facts and comprehensive in its coverage of each wine region's history, climate, geology, soils, viticulture, viniculture and wine law.

1st Day:

Alsace: Although this wine region only consists of three AOCs, the diversity of soil types, grape varieties and wine styles makes for a complicated sensory landscape. Do you know the difference between Klevner and Klevener? The relationship between Pinot Gris, Tokay and Furmint? Can you explain the difference between a Vendanges Tardives and a Sélection de Grains Nobles? This class takes Alsace beyond the basics.

Bordeaux: Study Bordeaux from the ground up. Here, wine styles are predicated by a combination of soil, grape and the hand of man. Explore Bordeaux's distinctive terroirs in order to better understand the nature of the blend, then discover how and why the blend has changed over the past 150 years.

2nd Day:

Beaujolais: Discover the multi-faceted nature of Beaujolais as expressed through its different soil types and vinification techniques. Learn how carbonic maceration and traditional fermentation changes the flavors in the glass. Find out how varying trace elements in the granitic soils of the Crus Beaujolais create wines of different character and age-ability. Beaujolais may be a light-hearted quaff, but the subject is far from simple.

Burgundy: In Burgundy, an ancient and fractured geology delivers wines of distinction and distinctiveness. Learn how soil, topography and climate create enough variability to craft 100 different AOCs within this region's borders! Discover the history and historic precedent behind such subtle and nuanced fractionalization.

3rd Day:

Champagne: The champagne process was an evolutionary one not a revolutionary one. Find out how the method developed from an inexpert and uncontrolled phenomenon to the precise and polished process of today. Learn why Champagne is unique among the world's sparkling wine producing regions and why it has become the world-class luxury good that it is.

Loire Valley: Did you know that the Sauvignon Blanc vineyards of Menetou-Salon, Reuilly, and Quincy are all grown on Kimmeridgean marl? That one of the longest-lived white wines in the world is Savennières? Are you familiar with Breton, Côt and Pineau d'Aunis? It's time to

explore a wine culture as long and wide as the river itself. There are 68 AOCs that flank the banks of the Loire. Learn about the undiscovered treasures of this region and explore its diversity of grape varieties and wine styles.

4th Day:

Southern France: Although Provence, Languedoc, Roussillon, Corsica and Southwest France are often discussed together, they are distinctive regions with distinctive personalities. Did you know that Provence is the oldest wine region in France? Did you know that 90% of France's vins doux naturels hail from Roussillon? Did you know that France's first and oldest sparkling wine was produced in the Languedoc? Certainly, Southwest France is under-appreciated, under-marketed and under-valued. Although these vineyards pre-date the vineyards of Bordeaux they have long languished in obscurity. Find out why. Corsica is home to grapes that sound more Italian than French. And there's a reason for this. This vinous trek will take you through some charted, but often unexplored territory.

Rhône Valley: The Rhône River serves as the gravitational axis around which its two halves revolve; the northern half clings tightly, the southern half expands outward and experiences less pull to the riverbanks. These two different wine cultures possess distinctive soils and topographies and they craft vastly disparate wines with unique personalities. It's one region, but two brave new worlds. Explore them both.

5th Saturday (optional)

The French Wine Scholar Review Class: Come with your questions! This three-hour review session is designed to highlight difficult concepts or points of wine law, geology, viticulture and/or viniculture. This overview will touch on every French wine region and all the hot topics within them. Find out your strengths and weaknesses before the test.

6th Saturday (optional)

French Wine Scholar Exam: The French Wine Scholar exam is designed for wine trade who wish to achieve a recognized industry credential that validates proficiency in the wines and wine regions of France. This is not a basic or entry-level test; it is designed for advanced students of wine.

The test consists of 100 multiple-choice questions and candidates are given one hour to answer them all.

The French Wine Scholar (FWS) credential will be conferred to those individuals who achieve a score of 75 or higher; candidates that achieve a score of 80 or higher become authorized to teach the program.