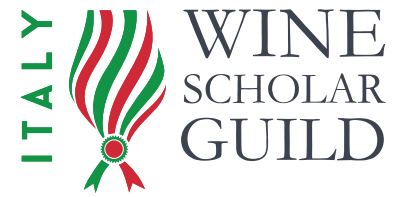


ITALIAN WINE SCHOLAR

*Study and
Certification
Program*





PROGRAM OVERVIEW

The development of the Italian Wine Scholar™ program was a result of industry request. The wine trade wanted Italian education that would mirror the unparalleled level of depth, accuracy, detail and academic rigor offered by the French Wine Scholar™ program.

It was created by native Italian Maurizio Broggi DWS, FWS with the support of the Italian wine DOC/G consortia.

The Italian Wine Scholar™ curriculum was designed as the most advanced and comprehensive specialization program on Italy bar none!

Individuals who follow this in-depth curriculum and pass the exam, earn the Italian Wine Scholar title and the IWS post-nominal which may be incorporated into a professional signature (e.g. John Smith, IWS).

DESIGNED FOR THE COMMITTED STUDENT OF WINE

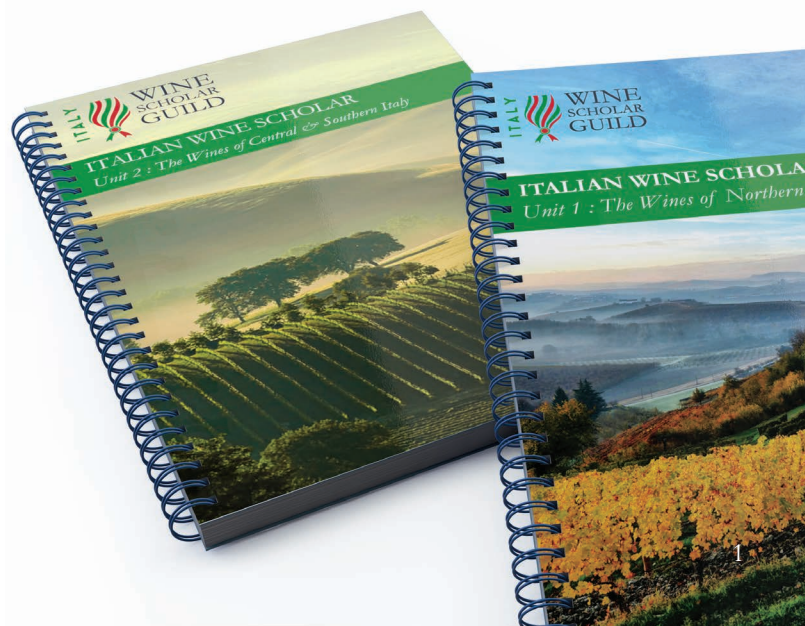
The program is designed to provide committed students of wine with all the tools necessary to successfully master the wines of Italy at a professional level.

IWS candidates are both members of the wine trade and serious wine hobbyists seeking specialization and certification.

The Italian Wine Scholar program is a great resource and supplement for students of wine moving toward advanced general wine study programs such as WSET Diploma (level 4), Master of Wine, Court of Master Sommeliers' Advanced Sommelier (level 3 and up) or Society of Wine Educator's Certified Wine Educator (CWE).

Many of these programs ask their students to do extensive independent research in order to study for their exam. To this end, the Italian Wine Scholar program serves as an advanced and comprehensive study supplement to help them master the complex wines of Italy.

While not a pre-requisite, we recommend that students have successfully completed, at a minimum, one of the following programs before enrolling in the Italian Wine Scholar program: WSET level 2, Certified Specialist of Wine (CSW) or Court of Master Sommelier's Introductory Sommelier Certificate (Level 1).



PROGRAM STRUCTURE

MAKING SPECIALIZATION IN ITALIAN WINE ACHIEVABLE

Although an Old World country, Italy is younger than the United States. Unification of the Italian peninsula occurred in 1861. In the centuries prior to Italian unification, Italy was divided into a plethora of small kingdoms and city-states. Each of these political entities shaped the history, people and culture of their region; for this reason, studying Italy is akin to studying the wine production of 20 different countries--each one with its own grapes, wines, food and traditions.

While the sheer volume of information necessary to master Italian wine is extraordinary, we have broken down our course material into manageable chunks:

UNIT 1: NORTHERN ITALY

- Valle d'Aosta
- Lombardia
- Piemonte
- Trentino-Alto Adige
- Veneto
- Friuli-Venezia Giulia
- Liguria
- Emilia-Romagna

UNIT 2: CENTRAL & SOUTHERN ITALY

- Toscana
- Marche
- Lazio
- Umbria, Abruzzo & Molise
- Campania & Calabria
- Puglia & Basilicata
- Sicilia
- Sardegna



There will be two separate study manuals and two separate exams. The Italian Wine Scholar™ credential/pin is based on the final composite score (Unit 1&2). The units can be taken in any order.

This format makes it much easier to retain information and to pass the exam.



STUDY MATERIALS

EMPOWERING STUDENTS TO SUCCEED

Modeled after the French Wine Scholar™ program, Italian Wine Scholar™ students will receive the same complete set of study materials.

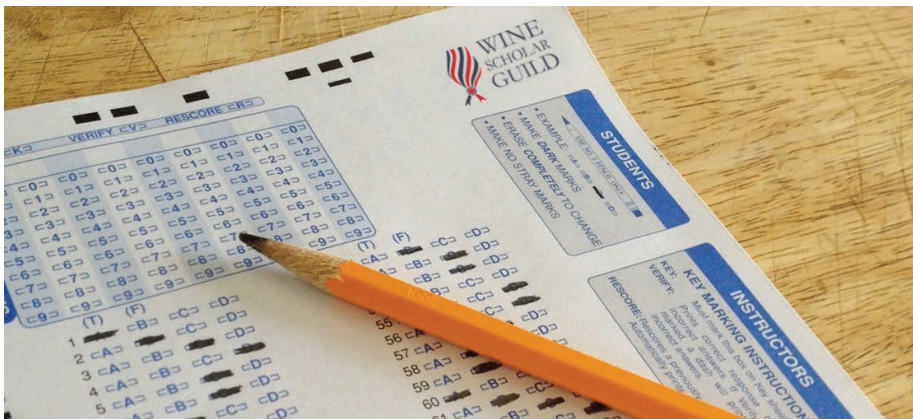
STUDY MATERIALS INCLUDE :



- Two comprehensive study manuals which also serve as reference books
- Learning objectives for each region
- Interactive online study modules
- Pronunciation exercises
- Online quizzes and learning games for self-evaluation
- A paper workbook for even more hands-on review

This extensive list of study materials will empower students to learn and gain a profound working knowledge of the complex and diverse world of Italian wine.

CERTIFICATION EXAM



The exam for each unit is composed of 100 multiple-choice questions. Candidates need a composite score of 75% to receive the credential, i.e. the scores from both exams are added together and averaged for final assessment.

Students with a composite score of 85-90 pass with HONORS. Candidates scoring 91-100 pass with HIGHEST HONORS.



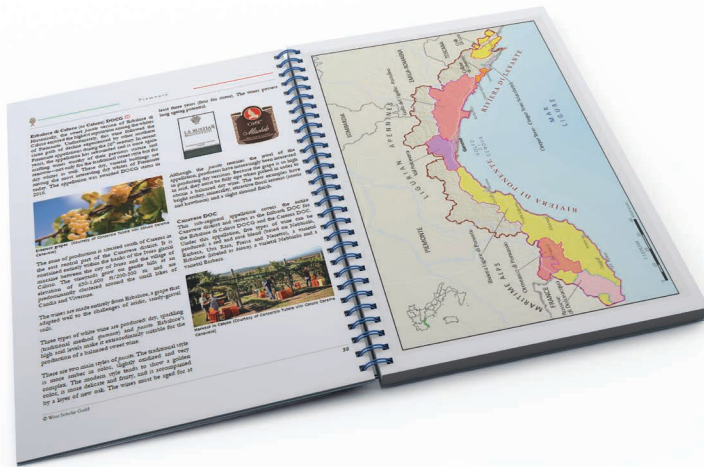
THE ITALIAN WINE SCHOLAR STUDY MANUALS

THE MOST COMPREHENSIVE & CURRENT COVERAGE OF ITALY AVAILABLE

The Italian Wine Scholar manuals follow a regional approach with strong tie-ins to terroir.

Each chapter is designed for maximum content retention and utilizes a systematic approach, allowing the student to compare and contrast each of the Italian wine regions

Manuals are current and discuss the most recent trends. They are printed in full-color, are rich in imagery and peppered with the iconic wine labels of each region.



Every DOC/G is discussed (vs. just mentioned) and triaged by need-to-know icons. Emphasis is given to flavor and structure profiles of DOC/G wines

Accurate, detailed and custom-designed, proprietary maps

Each region is put into historical, geographic and cultural context

Emphasis is given to the flavor & structure profiles of DOC/G wines



A SYSTEMATIC APPROACH

The manuals structure the study of each of Italy's 20 distinct wine regions in the following manner:

- History, culture and traditions
- Location and climate with their effects on viticulture and wine
- Topography, geography and soils
- Grape varieties and their organoleptic profiles
- Viticulture and winemaking
- Wine industry trends and economics
- All DOCs and DOCGs with their regulations, wine styles and specificities

+ A DOWNLOADABLE FOUNDATION UNIT

A downloadable Foundation Unit provides an overview which pulls all of Italy into perspective.



STUDY OPTIONS : DISTANCE VS. CLASSROOM LEARNING

The Italian Wine Scholar™ program is available in distance-learning format or in-classroom learning experience.

In both instances, students should register for each unit separately.

We highly recommend that students complete one unit before moving on to the next. The units can be taken in any order.

Option 1

CLASSROOM LEARNING



The Italian Wine Scholar™ program is offered by the Wine Scholar Guild's approved program provider network which now includes 50 wine schools in 20 countries and five continents.

This same network also proctors the exam.

All program providers teach from the same Wine Scholar Guild-developed Powerpoint presentations and are supplied with uniform teaching materials.

Each unit of the Italian Wine Scholar™ program is offered as a 6- to 8-module seminar series. To complete the entire program, students will follow a total of 12 to 16 seminars, depending on their instructor's individualized grouping of secondary regions.

Although each school has independent pricing for the Italian Wine Scholar™ program they deliver, their prices include the following for each unit:

- A copy of the Italian Wine Scholar™ study manual
- Registration for the Italian Wine Scholar™ exam
- One year's access to the Italian Wine Scholar™ online study program

For many, the classroom experience helps to hammer home the theory; a tutored tasting component brings each region to life. Additionally, there is interaction in a live classroom environment that distance-learning lacks; many students find the set "schedule" helpful in keeping on top of their studies.



Option 2

DISTANCE LEARNING

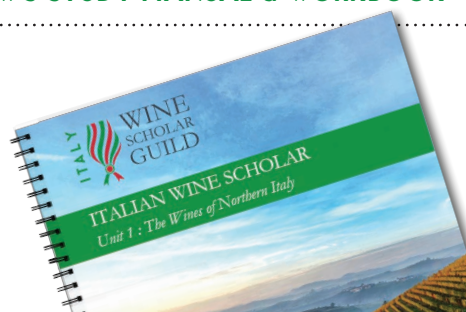
STUDY AT YOUR CONVENIENCE

The Italian Wine Scholar™ curriculum as a distance-learning experience offers an interactive program that is put into a measurable, meaningful format designed for maximum content retention and ease of use.

There are three main components to the distance learning program for each unit:

- The Italian Wine Scholar™ Study manual and workbook
- The Italian Wine Scholar™ e-learning package
- The Italian Wine Scholar™ online exam

IWS STUDY MANUAL & WORKBOOK



Each 200+ page, full-color study manual provides all the information from which the test questions are derived.

You do not need to research your own study materials; everything you need to know is in the manuals.

In order to facilitate preparation for the exam, our curriculum also provides a paper workbook for additional study and even more active review.

IWS E-LEARNING PACKAGE



To complement the manuals, there are multimedia E-learning modules for each region with full audio narration as well as...

- Review quizzes and learning games for self-evaluation
- An instructor Q&A forum for personal assistance
- Student forum for community interaction
- Downloadable maps

Students can track their progress. Online quizzes are scored immediately, giving students instant feedback on their level of proficiency. Need to retake a quiz? The questions are automatically shuffled to keep things fresh.

ONLINE EXAM



When students are ready to sit the exam, they simply contact us to schedule an online exam sit.

Candidates will need a computer with internet access, microphone and webcam.

Distance-learning eliminates both travel and parking issues as well as the costs associated with them. Study at your convenience whenever and wherever you want; at home, at the office or while on the go.

Study materials are available 24/7. If you have a laptop and an internet connection, you have a classroom! Registration is for one full year with an option to extend (for a nominal fee).



EDUCATION DIRECTOR FOR ITALY

MAURIZIO BROGGI DWS, FWS, CSW

Born and raised in Milan, Italy, Maurizio Broggi has built the Italian Wine Scholar™ program. Although he has a number of outstanding accomplishments and certifications to his credit, what sets him apart is his keen attention to detail, his hunger for perfection and his passion for all that is Italy.

- *WSET Diploma graduate awarded the 2015 Napa Valley Vintners Scholarship for being one of the top scorers in North America*
- *WSET Advanced Top World Scorer 2013, Level 2 Top Scorer 2013*
- *French Wine Scholar™ with Highest Honors*
- *Member of Associazione Italiana Sommeliers (AIS)*
- *Previous Wine Ambassador and Consultant for various Italian Consortia*
- *Also Certified Specialist of Wine (SWE) & Certified Sommelier (CMS)*

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