

IMPORTANCE OF TRAINING

For Individuals



Wine Language

2013

- Wine Language was founded
- WSET programmes were introduced for the industry
- Wine workshops for consumers

2014

- The Whisky Ambassador programme and was introduced
- More themed workshops were introduced

2015

- Wine Language Thailand was founded

2016

- Programmes from Sake Service Institute Int'l were introduced
- Professional Sherry Course was introduced



What and Why Training?

- **What is Training?**

- Means sharing of skills, knowledge and abilities

- **Why Training?**

- We continuously need to acquire and upgrade our skills, knowledge, and abilities
- Getting the right 'tools' to do you job better!
- Building up your resume
- Prepare for advancement

Without the right 'tools', it may be difficult to advance to the next stage of your career!



Professional Courses

Professional

Wine & Spirit
Education Trust

Consejo
Regulador
Sherry y
Manzanilla de
Sanlucar

Sake Service
Institute
International

The Whisky
Ambassador



Wine & Spirit Education Trust

The Wine & Spirit Education Trust (WSET) was founded in 1969 to provide high quality education and training in wines and spirits. It's Level 4 Award, Diploma in Wines & Spirits is viewed universally as the stepping-stone to the Master of Wine.

What we offer:

- **WSET Level 1 Award in Wines**
- **WSET Level 2 Award in Wines and Spirits**



WSET

Consejo Regulador Sherry y Manzanilla de Sanlucar

Consejo Regulador Sherry y Manzanilla de Sanlucar, being the industry regulatory board, they tailor the course to give participants a good knowledge in Sherry. The programme will give you an insight on the history, production and various types of Sherries, that is available in the market.

What we offer:

- **Professional Sherry Course**



Sake Service Institute Int'l

Sake Service Institute (SSI) was founded in 1991. SSI conducts research on alcoholic beverages with a main focus on methods of providing Japanese alcoholic beverages, Sake and Shochu, to the world. In 2009, SSI founded SSI International to outreach to the international community.

What we offer:

- **International Kikisake-shi (Certified Sake Sommelier)**
- **Sake Navigator**
- **Shochu Navigator**



The Whisky Ambassador

The Whisky Ambassador is a uniquely designed course teaching the history, mystery and the up-selling opportunities that Scotch Whisky offers. It's the UK's only accredited whisky training programme for the licensed trade. This programme is also recognized by The Scotch Whisky Association.

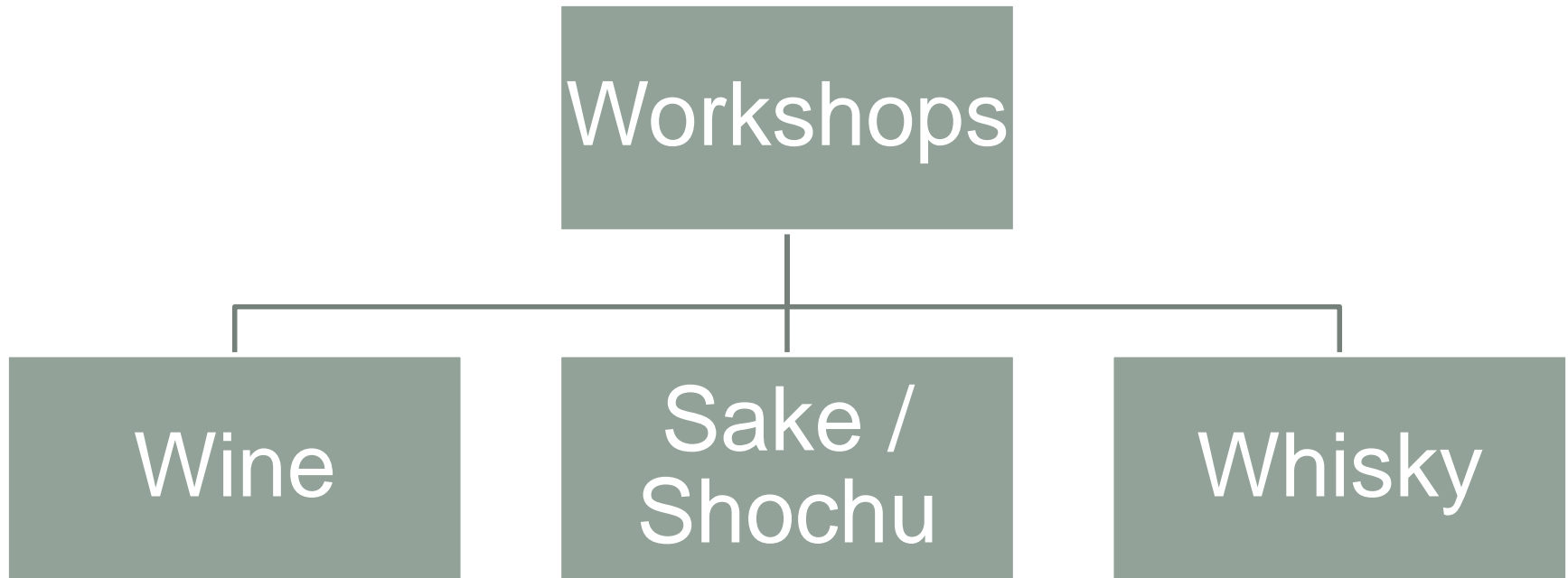
What we offer:

- **The Whisky Ambassador**



**WHISKY
AMBASSADOR**

Workshops



Wine Workshops

Wine Language develops its own curriculum for their workshops. In its process, both professionals from the industry and consumers are taken into considerations. Our workshops are ideal for everyone!

What we offer:

- **Sell & Up-Sell Wines and Other Beverages Workshop**
- **Wine Knowledge Workshop**
- **Sparkling Wines Workshop**
- **Fortified and Sweet Wines Workshop**
- **Labels, Service and Pairing Workshop**



Sake & Shochu Workshops

In recent years, we see the bloom of Sake and Shochu in the market. More consumers are beginning to consume Sake and Shochu. We see the need for everyone to understand and appreciate them better!

What we offer:

- **Sake Appreciation Workshop**
- **Sake & Food Pairing Workshop**
- **Shochu Appreciation Workshop**
- **Shochu & Food Pairing Workshop**



Whisky Workshops

Whisky consumption are increasing every year. Do you know that 90% of Scotch whiskys are exported out every year? In fact, we as consumers drink so much that the Scotch whisky industry are running low on age statement whiskys!

What we offer:

- **Whisky Appreciation Workshop**
- **Whisky & Food Pairing Workshop**



Corporate / Customized

We understand that every organization do have different needs. We are able to customized training according to your needs. We have experience in this and we do receive constant positive feedbacks!

Our past clients include organizations from:

- **Retail Chain / Specialty Shops**
- **Restaurants / Bars / Hotels / Cafes**
- **Non-hospitality industry**



Subsidy For Singapore Market

Most of our professional courses are supported by WDA or e2i. Singaporeans and/or PRs may receive up to 95% subsidy, subject to terms and conditions. Why wait? Take advantage of these subsidy. Invest in yourself and build your resume!

WDA supported courses:

- **WSET Level 1 Award in Wines**
- **WSET Level 2 Award in Wines and Spirits**

e2i supported courses:

- **The Whisky Ambassador**





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