

The Whisky Ambassador



WHISKY AMBASSADOR

Course Overview

This course is the UK's only accredited training course about Whisky. It is a fun and interactive training programme designed specifically for the Licensed Trade, giving staff the knowledge, skills and confidence to talk to customers about Scotland's national drink. This leads to better customer experience and increases sales.

Course Objective

The candidate will:

- understand why Whisky is unique, and the production areas in Scotland.
- be able to provide appropriate service for Whiskies.
- gain knowledge and skills to confidently recommend, sell and up-sell Whiskies.

Who Should Attend

- Professionals, Service, Executive staffs from the F&B and wines & spirits industries
- Professionals, Service, Executive staffs from retail industry offering wines & spirits
- Professionals or Individuals with keen interest in whiskies
- Individuals seeking a career in the F&B, wines & spirits and retail industries

Course Duration

6 hour (1 day), same day examination

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Course Outline

- Whisky by Numbers
- The Basics – History, Geography, Production
- Glassware, Presentation and Sales
- Nosing and Tasting
- Drink Less. Drink Better
- Mixers and Cocktails
- Other World Whiskies

Course Assessment

- 30 multiple-choice questions
- Blind tasting of 4 Whiskies

Candidate must achieve a minimum of 21 questions and 2 whiskies correct in 45 minutes.

Certification

Upon successful completion of the course, a certificate suitable for framing and a lapel pin from **The Whisky Ambassador** will be awarded.

Course Fees

THB 16,800 net per person (inclusive of registration, study materials, classroom facilitation, whiskies for tasting and **one** sitting for the examination)

Others

Please ensure that you have read up our terms & conditions from our website before signing up for the course.

For More Information

Please email us at bangkok@winelanguage.co.th or call +66 2 120 9638