

5 THINGS YOU SHOULD KNOW ABOUT THE ITALIAN WINE ACADEMY

1 THE ITALIAN WINE ACADEMY IS A PROVIDER OF WSET COURSES

WSET (Wine & Spirit Education Trust) is the international leader in training dedicated to wines, spirits and sake. For over fifty years, WSET has been developing and offering training courses in wines and spirits. The courses are developed on four progressive levels and are in English. WSET training aims to provide a more global view of the wine sector; it has an international business approach, aimed at providing awareness on the position of Italian products on the foreign market.

The Italian Wine Academy (IWA) is based in Verona, Italy, and offers Level 2 and Level 3 WSET courses at the wine2digital space, within the Vinitaly International offices.

From 2020 going forward, IWA has partnered with Bologna Business School (BBS) to offer students (and alumni) the opportunity to enroll in WSET courses. The courses will take place in Bologna.

2 YOU START AT LEVEL 2 BECAUSE WE WANT YOU TO START OFF ON THE RIGHT FOOT

Anyone who is already part of the industry does not need to attend WSET Level I. WSET Level I is extremely basic, with insufficient concepts for those who are interested in pursuing a career in wine. Each WSET certification course offers training in the world of wine, progressively deepening.

Level 2 provides a solid platform, whereas Level 3 lays the foundations for the future, turning your knowledge-base into career level opportunities.

3 THE INSTRUCTOR

Rebecca Lawrence (Instructor) started her career in the world of architecture, but soon discovered that wine was her calling. She is a **WSET Approved Program Provider and Educator of the WSET London School**. Today she combines her love of wine with her love of teaching: both formally, by holding WSET certification courses, and informally, through wine events.

4 IT IS AN INVESTMENT IN...

- An internationally recognized diploma
- Knowledge of the dynamics that regulate the various markets
- A title that guarantees credibility and professionalism
- A specific wine sector vocabulary, shared at an international level

5 COURSE SCHEDULES AND COSTS

Level II - The course is spread out over 3 days, from 9 to 17, with two mini-breaks and a one-hour lunch break. BBS former alumni are entitled to enroll at the discounted rate of **Euro 531,00** (Vat included).