

2008 French Wine Academy Conference Recap

Conference Overview:

Days 1 & 2: Expert Seminars

On October 6 and 7th, 2008, attendees at the first annual French Wine Academy conference found out what was new and cutting edge; they familiarized themselves with current issues within the world of French wine...learning about winemaking trends, new regulations and the personalities behind the winds of change.

The program was in-depth and geared for advanced students of wine and wine industry professionals.

Each seminar included a wine tasting line-up that illustrated the speaker's teaching points.

Oct. 6, 2008

9:00 a.m.-11:00 a.m. Bordeaux: *Ben Giliberti*

11:15 a.m.-1:15 p.m. Beaujolais: *Pamela Wittmann*

1:15 p.m.-2:15 p.m. Lunch at the Embassy

2:15 p.m.-4:15 p.m. South of France:
Christine Molines

4:30 p.m.-6:30 p.m. Rhône: *Jay Youmans, MW*

Oct. 7, 2008

9:00 a.m.-11:00 p.m. Burgundy: *Allen Meadows*

11:15 a.m.-1:15 p.m. Loire: *David Schildknecht*

1:15 p.m.-2:15 p.m. Lunch at the Embassy

2:15 p.m.-4:15 p.m. Alsace: *David Schildknecht*

4:30 p.m.-6:30 p.m. Champagne:
Charles Curtis, MW

Day 3: "Teach the Teacher"

This program was designed to help instructors conduct French wine classes from a position of strength and to assist wine educators in extending their teaching opportunities.

Wines of France (representing Viniflor, the French National Wine Office) wishes to use wine educators who have been trained in the official French Wine Academy curriculum to serve as paid instructors to deliver wait staff seminars, speak at wine festivals, and lecture at other wine events.

The French Wine Society also wishes to authorize qualified educators to use the French Wine Academy teaching materials and deliver the nine-module curriculum across the USA and Canada.

Oct. 8, 2008

9:30 a.m.-10:00 a.m. Presentation of the French Wine Academy initiative.

10:00 a.m.-11:30 a.m. An Overview of the French Wine Academy teaching materials.

Practical example:
"Introduction to French Wine" module

11:30 a.m. Lunch at the Embassy

1:00 p.m. - 5:30 p.m. How to better teach about the wine regions of France and use the French Wine Academy teaching materials.



frenchwineacademy.org



WINES OF FRANCE
www.wines-france.com





2008 French Wine Academy Conference Recap

A Three-Day Practicum for Wine Instructors and Wine Professionals

ADDITIONAL CITY TOURS:

“Teach the Teacher” Workshops

- **San Francisco:**
Tuesday, Oct. 14 & Wednesday, Oct. 15, 2008
- **Chicago:**
Tuesday, Oct. 21 & Wednesday, Oct. 22, 2008
- **New York:**
Tuesday, Oct. 28 & Wednesday, Oct. 29, 2008

Presented by:

- Lisa Airey, CWE; Director of Education, French Wine Society (all 3 cities)
- Jay Youmans, MW (San Francisco and New York)
- Megan Wiig, OIV Masters; Wine Wise Consulting (Chicago)

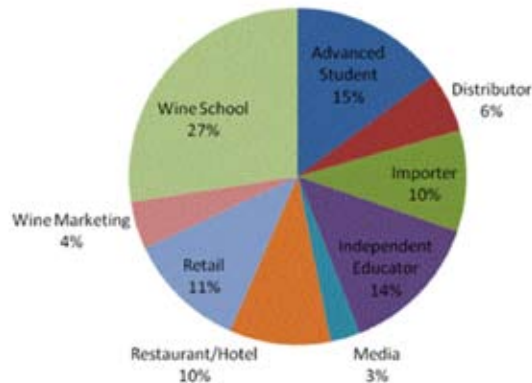


Number of attendees:

180 wine professionals from 30 states and provinces throughout the United States and Canada attended.

Washington DC: 95 attendees
 San Francisco: 32 attendees
 Chicago: 23 attendees
 New York: 30 attendees

French Wine Academy 2008 Attendance per category



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Wine Educators attending the Conference or Workshops were the first to receive the “French Wine Academy” teaching materials!

What is the French Wine Academy?

The French Wine Academy is the official consumer-oriented curriculum for French wines, as endorsed by *Wines of France* (representing *Viniflor*, the French National Wine Office). It was designed and developed by the French Wine Society to provide wine educators with current, accurate information and teaching materials on the wine regions of France in a fun and informative format.

What does the curriculum entail?

The French Wine Academy consists of nine wine seminars that are independent of each other. They can be delivered in any order. The nine can run as a full slate or they can be divided into sets with the Introduction repeating with greater frequency.

Introduction to the Wines of France

Alsace

Loire Valley

Bordeaux

Champagne

Rhône Valley

Burgundy

Beaujolais

Southern France

What teaching materials does the curriculum include?

Each Unit contains:

- Introduction
- Learning Objectives
- Syllabus
- Sensory Exercise
- Teacher Outline
- Student Workbook
- Glossary
- Quiz (plus answer key)

A Powerpoint presentation, placemat, tasting sheet and certificate of completion are currently being designed and will be added to the teaching materials.





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KUDOS!

You and your staff did an excellent job. Thank you again for all of your hard work.

Charles Stewart, Importer

[I would] rate the conference at a ten level [out of ten]. I was very pleased with the schedule, programs, speakers and especially the work of your staff for this conference. [...] Presentations levels, preparedness of speakers, staff support of speakers and attendees were excellent. Great job!

John Stubblefield, Wine Educator, Adventure Wine

Merci encore pour cette conférence parfaitement organisée avec des interlocuteurs passionnants.

**Aurore LE BLAY, Wines of France
Brand Ambassador, Sopexa**

It was great to get together with other wine educators and the “value” we received was excellent! I look forward to receiving the updated materials. [...] We at New England Culinary Institute (NECI) are interested in becoming a “hosting site” and coordinating school for the French Wine Academy.

**David Garaventa, Wine and Service Instructor,
New England Culinary Institute**

I am a changed person as a result of the amazing seminar you [Lisa Airey], Jay [Youmans] and Hugues [Mialhe] hosted this past week in San Francisco. AMAZING! Really, there's not enough words to describe just how amazing everything was. [...] I assure you, I will do everything I can to promote French wine wherever I go, with whomever I speak, as often as I can.

Valerie Bradshaw, Wine Educator

C'était à la fois fascinant, instructif et agréable....et j'étais très impressionnée par la pédagogie de Lisa [Airey]. Elle fait vivre les régions de France ! Avec ses anecdotes, la profondeur de ses connaissances et la maîtrise de sa présentation, j'ai appris plus sur certains éléments du vin français que dans tous mes cours précédents ! Tu as une super équipe et je t'en félicite.

Alyssa Paris, Louis Latour Inc

An incredibly well-done Teaching the Teacher's course today. I would like to be as an efficient, charming, eloquent teacher of French wines some day as Lisa Airey!

Bonny Morgan, Wine Educator

I enjoyed very much; very informative; knowledgeable speakers. The teaching materials are helpful to structure presentations.

Bruce Smith a/k/a Winesmith

The conference was excellent and I am very excited about the curriculum.

Maggie Meroney, Wine Educator, Atlanta Wine School

[...] C'était vraiment passionnant, les intervenants ont été d'une très grande qualité [...] et le programme académique semble très bien construit. Il y a un vrai avenir dans ce programme...

**Marie Cambon, Wine Attache,
French Trade Office in New York**

I just wanted to thank you for a great conference. [...] I am looking forward to learning more about the new curriculum for French Wine Educators.

**Jessica Bell, Founder/Educator,
Milwaukee Wine School**



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Thank You...

The French Wine Society is grateful for the support of the establishments that hosted our conference and our workshops during our three-city tour! Your hospitality is unequalled. Merci beaucoup to the the Embassy of France in Washington, D.C., the Alliance Française of San Francisco, The Cooking and Hospitality Institute of Chicago and Artisanal Cheese Center in New York.

Many thanks go to Wines of France! Without your support, this conference and these teaching materials would not have been possible!

We are grateful to the support, hard work and talent of Ben Giliberti who helped both behind the scenes and/or on stage in assembling our list of speakers and coordinating the wines they used in their presentations. Thanks again go to Jay Youmans, MW and Megan Wiig, OIV Master for lecturing in satellite cities and to Megan Wiig for her work on the Loire, Rhone, Southern France and Beaujolais units.

We honor the talent, time and expertise of all our speakers:

- Ben Giliberti, former Washington Post wine writer
- Pamela Wittmann, Millissime, Ltd.
- Christine Molines, Export Director, Comité Interprofessionel des Vins du Languedoc
- Ann Popoff, Wine Consultant at Le Savoir-Vivre
- Jay Youmans, MW
- Allen Meadows, Burghound
- David Schildknecht, contributing writer for the Wine Advocate
- Charles Curtis, MW
- Sheri Sauter-Morano, MW, Wines of France Spokesperson

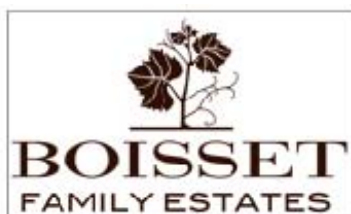
Thank you Inter-Rhone, Inter-Beaujolais, Stephanie Teuwen representing Inter-Loire, the Office of Champagne, Bureau Interprofessionel des Vins de Bourgogne, and Sopexa USA for their support and assistance.

And thanks to all of our attendees who dedicate their talent and their teachings to the wines of France!

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The French Wine Society would like to thank these fine wine importers for their gracious support of this program.



**David Milligan
Selections**



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