

F W A
FRENCHWINEACADEMY

1st Annual Conference

***A Three-Day Practicum for Wine
Educators & Industry Professionals***

Held at the Embassy of France
4101 Reservoir Road NW
Washington, DC • Oct. 6-8, 2008

Additional City Tours:

- **San Francisco**
October 14-15, 2008
- **Chicago**
October 21-22, 2008
- **New York**
October 28-29, 2008

france
WINES OF FRANCE
www.wines-france.com


French Wine Society.org



The French Wine Academy Annual Conference

A Three-Day Practicum for Wine Educators & Industry Professionals

Conference Overview:

Days 1 & 2: Expert Seminars

Find out what's new and cutting edge. Familiarize yourself with current issues within the world of French wine. Learn about winemaking trends, new regulations and the personalities behind the winds of change.

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

Each seminar will include a tasting of wines illustrating the speakers' comments and views.

Day 3: "Teach the Teacher"

This program will help instructors to conduct French wine classes from a position of strength and extend 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.

See page 3 for more information.

Oct. 6, 2008

9:00 a.m.-11:00 a.m.	Bordeaux: <i>Ben Gilberti</i>
11:15 a.m.-1:15 p.m.	Beaujolais: <i>Pamela Wittmann</i>
1:15 p.m.-2:15 p.m.	Lunch at the Embassy
2:15 p.m.-4:15 p.m.	South of France: <i>Christine Molines</i>
4:30 p.m.-6:30 p.m.	Rhône: <i>Jay Youmans, MW</i>

Oct. 7, 2008

9:00 a.m.-11:00 p.m	Burgundy: <i>Allen Meadows</i>
11:15 a.m.-1:15 p.m.	Loire: <i>David Schildknecht</i>
1:15 p.m.-2:15 p.m.	Lunch at the Embassy
2:15 p.m.-4:15 p.m.	Alsace: <i>David Schildknecht</i>
4:30 p.m.-6:30 p.m.	Champagne: <i>Charles Curtis, MW</i>

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.



French Wine Society.org



WINES OF FRANCE
www.wines-france.com

Questions & Answers

Why should you attend this conference or workshop?

If you are in the wine industry, or a serious wine hobbyist, education has worth in and of itself. This conference/workshop will give you the tools you need to teach about French wine, and it will empower you, the educator, by registering you with two organizations that may call upon your services in the future.

Wines of France wishes to use wine educators who have been trained in the official French Wine Academy curriculum, to serve as paid instructors to deliver seminars to the trade, speak at wine festivals, and lecture at other wine events.

The French Wine Society wishes to authorize qualified educators to deliver the FWA nine-module curriculum across the USA and Canada. It will provide you with the teaching and support materials. You can generate independent income by offering these classes to your student network or community.

There is much to be gained by attending, both personally and professionally.

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, Jura and Savoie
- Loire Valley
- Bordeaux
- Champagne
- Rhône Valley
- Burgundy
- Beaujolais
- Southern France

What teaching materials does the curriculum include?

Each Unit contains:

- Overview
- Learning Objectives
- Talking Points
- Sensory Component-tasting
- Teacher Outline
- Student Outline
- Glossary
- Quiz (plus answer key)

Who can teach the French Wine Academy curriculum?

Any and all qualified individuals (Please fill out application form, available by request at education@frenchwinesociety.org). Teaching materials are free. The French Wine Society will provide all of the instructor materials for each unit as enumerated above, but there are terms and conditions of use. (See below)

What are the terms and conditions?

The French Wine Society and “Wines of France” are looking for speakers and instructors in key cities across the USA to embrace the wines of France. To qualify, you must be a wine educator who works independently or is affiliated with a wine school, culinary school, wine supplier, wine distributor or retail network.

(continued on page 4)





Questions & Answers *(continued)*

As an educator, you will be given the French Wine Academy teaching materials. These teaching materials are copyrighted and remain the property of the French Wine Society. You will be authorized by the FWS to use them to deliver the official French Wine Academy curriculum or as teaching aids in any *Wines of France* speaking/teaching engagements.

You may charge your students a fee for the French Wine Academy seminars you deliver using the materials. You will receive remuneration for any speaking/teaching engagements booked through *Wines of France*.

In support, French Wine Academy student notebooks can be downloaded by your students for note-taking in class, gratis. Optionally, a more content-rich text version of these materials (student handbooks) can be purchased from the French Wine Society office for a nominal fee. Educators delivering the French Wine Academy curriculum are requested to inform their students of the option to purchase the Student Hand-book.

We will continue to extend authorization for you to use these materials for as long as you stay current and up-to-date with the issues within the French wine industry. To do this, we highly recommend attendance at annual French Wine Academy Conferences and workshops and official *Wines of France* trade tastings. These conferences, workshops and tasting opportunities are designed to educate the educator and are key to your on-going success when teaching about the wines of France. (Log on to www.frenchwinesociety.org for a current calendar of events.)

The French Wine Society reserves the right to revoke the use of the FWS materials at any time if an educator does not remain up-to-date in his or her wine studies and/or conducts FWA classes in an unprofessional manner. Terms and conditions are subject to change at any time. ■

Visit www.FrenchWineSociety.org for:

- additional & updated information
- discounted hotel rooms
- on-line registration
- speaker bios
- directions and other practical information



Conference Detailed Program

Monday Oct. 6th, 2008

9:00 a.m.-

Bordeaux

11:00 a.m.

Ben Giliberti, *Washington Post*
wine writer 1987-2007

This is truly the Golden Age of Bordeaux. The region offers the wine lover a startling array of wines styles and flavor profiles, from the gorgeously lush, Merlot-based wines of Pomerol and St-Emilion, to the classic Cabernet Sauvignon blends of Pauillac, Margaux and St-Julien. In addition to its greatest and most highly prized bottlings, Bordeaux continues to offer a cornucopia of modestly priced petits châteaux, cru bourgeois that almost anyone can afford and enjoy. This seminar will provide a true insider's view of Bordeaux by veteran *Washington Post* wine writer Ben Giliberti on the cutting edge trends, hottest values, and most important issues affecting Bordeaux today, and an in-depth discussion of the challenges, prospects and methods for getting the remarkably positive Bordeaux story across to consumers in an increasingly crowded and challenging US marketplace.

11:15 a.m.-

Beaujolais

1:15 p.m.

Pamela Wittmann, *Millissime Ltd.*

Of course you may meet the 12 Beaujolais Appellations including the Crus...all ten of them... and discover the nature and nurture behind their distinctive personalities, but the diversity within Beaujolais is far-reaching. Contrast and compare Gamay made in a semi-carbonic fermentation versus a traditional yeast fermentation. Can Beaujolais AGE? You be the judge in this eye-opening take on a wine that is destined to survive Thanksgiving.

1:15 p.m.-

Lunch at the embassy

2:15 p.m.

2:15 p.m.-

South of France

4:15 p.m.

Christine Moline, *Export Director*,
Comité Interprofessionnel des Vins du Languedoc

South of France may be one of the world's largest vineyards, but it is far from uniform in its terroirs or its wines. Come explore the AOCs of the South of France. Learn the finer details of vin doux naturel production and other innovative techniques. Find out which areas have been recognized as zones of potential high quality under a pilot program to develop an improved ranking system. Yes, there are winds of change midst this ancient sea of vines.

4:30 p.m.-

The Rhone Valley

6:30 p.m.

Jay Youmans, *MW*

The Rhone is one of the most exciting regions in France today for both high quality and tremendous value. While the region is steeped in tradition, the Rhone is an area that continues to evolve; witness the recent elevation of Beaumes-de-Venise and Vinsobres to cru status, and the inclusion of newcomer AOC's such as Costières de Nimes and Cotes du Ventoux. Think Rhone, and think Red, but think unique white blends and fashionable rose as well. We will examine the changes, challenges, and people helping to define this dynamic wine region.

(continued on page 6)

Tuesday, Oct. 7th, 2008

9:00 a.m.- **Burgundy**
11:00 a.m. **Allen Meadows, a.k.a. the Burghound**

Is Burgundy the perilous minefield its detractors accuse it of being? Most emphatically, it is not. The quality has never been higher and the wines have never been more consistent. In this exciting seminar, we'll get the inside story behind Burgundy's remarkable modern day renaissance from the unique perspective of world renowned Burgundy expert Allen Meadows, a.k.a. the Burghound. Topics will include a critical examination of the impassioned claims made for and against the concept of terroir and its relevance to today's consumers, the latest trends in winemaking styles, the aging potential of Burgundy (white and red), consumer perceptions of négociant versus estate bottling, and other important topics critical to understanding just what makes Burgundy tick, and how one goes about finding the very best bottles in today's diverse wine marketplace.

11:15 a.m.- **The Loire Valley**
1:15 p.m. **David Schildknecht, contributing writer for The Wine Advocate**

The wines of the Loire represent the "Bargain Garden of France", if not of Europe. How can Loire capitalize on its strengths? Muscadet is more than "oyster wine". Vouvray is more than "France's off-dry alternative". Chinon is not just a token red. In this seminar, we'll define the region and the spirit of its vignerons, charting a course that reaches undiscovered appellations, while taking our bearings from the stars.

1:15 p.m.- **Lunch at the embassy**
2:15 p.m.

2:15 p.m.- **Alsace**
4:15 p.m. **David Schildknecht, contributing writer for The Wine Advocate**

Although the image of Alsace as one of Europe's most beautiful and picturesque wine regions is firmly anchored with American consumers, its wines are notorious for being misunderstood. Alsace has long been known for dry varietal wines, but Alsatian proprietary blends and wines with residual sugar are finding themselves on restaurant wine lists and retail shelves with increasing frequency. Cause for concern or cause to celebrate? Explore the new trends and time-honored traditions of Alsace.

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

Join us as we explore the questions behind the Champagne phenomenon. Why has Champagne been so successful? Is the price of Champagne a true reflection of its quality? How are Champagne prices influenced by the Champagne method? How is Champagne working to fully protect its name in the United States? This seminar will dig below the surface, discussing the paradox of terroir in the context of a region that is known, above all, for blending. How does one define the terroir of Champagne? How does the revision of the AOC currently underway influence our understanding of the region? What is the status of Champagne de Terroir? Finally, we will examine the place of Champagne in the world, and specific steps the region has taken to meet the environmental challenges of the new millennium.

Wednesday, Oct. 8th, 2008

9:30 a.m. **Presentation of the French Wine Academy initiative.** Recap of the French Wine Society and its mission. Introduction to *Wines of France* and its objective to build an army of educators in the USA.

10:00 a.m. **An Overview of the French Wine Academy teaching materials.**

Practical example: “Introduction to French Wine” module: We will walk the educators through the first French Wine Academy unit, “Introduction to the Wines of France” and perform the sensory exercises that accompany it.

Nine Units:

- Introduction to the Wines of France
- Alsace, Jura and Savoie
- Loire
- Bordeaux
- Champagne
- Rhone
- Burgundy
- Beaujolais
- Southern France

Each Unit contains:

- Overview
 - Learning Objectives
 - Talking Points
 - Sensory Component-tasting
 - Teacher Outline
 - Student Outline
 - Glossary
 - Quiz
-

11:30 p.m. **Lunch at the embassy**

Afternoon seminars: We will cover the issues or topics that are most difficult to explain to students.

1:00 p.m. **How to teach about...Alsace**
The wines of Alsace are “scentoxicating”. As varietal wines, they serve as easy tools to discuss benchmark flavor profiles. Learn how to turn your lesson plan into an aroma workshop.
Speaker: Lisa M. Airey, CWE

1:30 p.m. **How to teach about...Loire**
The range of wine styles found within the Loire can be overwhelming. It is a long and winding river that flows by the familiar towns of Sancerre, Pouilly, Fuissé and Vouvray. Learn how to present the lesser-known appellations.
Speaker: Sheri Sauter-Morano, MW, Spokesperson for “Wines of France”

2:00 p.m. **How to teach about...Bordeaux**
The Bordeaux blend is not a whimsical collaboration of grape varieties. *Vignerons* plant what they plant based on terroir and agricultural history. Learn how to communicate these messages with clarity.
Speaker: Lisa M. Airey, CWE, International Bordeaux Educator

2:30 p.m. **How to teach about...Champagne**
The Champagne winemaking process holds the key to understanding this amazing sparkling wine. We will discuss the best way to explain the Method Champenoise and cover the different styles of

(continued on page 8)



Conference Detailed Program (continued)

Champagne produced. We will also explore the key issues facing this region today and how producers have responded to the changing marketplace.

Speaker: Sheri Sauter-Morano, MW, Spokesperson for "Wines of France"

3:00 p.m. **Break**

3:30 p.m. **How to teach about...Rhône**
The wines of the Rhône Valley are often all lumped into one style or type. We will address how to differentiate between the different appellations found in the Rhône and also discuss why this region continues to be one of the most interesting in France.

Speaker: Sheri Sauter-Morano, MW, Spokesperson for "Wines of France"

4:00 p.m. **How to teach about...Burgundy**
Burgundy possesses a wide variety of different soil types. Can the grape give voice to the soil? Will the same grape, on different soil types, express different flavors in the glass? Learn how to talk about what's underfoot from a position of strength.

Speaker: Lisa M. Airey, CWE and Burgundy Wine Ambassador

4:30 p.m. **How to teach about...Beaujolais**
Just when the wine-drinking public has confidently absorbed the idea of wild yeasts and malo-lactic fermentation, we toss a few ringers into the intellectual ferment. What is carbonic maceration and what is Beaujolais Nouveau?

Speaker: Lisa M. Airey, CWE

5:00 p.m. **How to teach about...Southern France**
Provence is a leader within the organic movement of France, and the entire South of France boasts an incredible biodiversity. Learn to teach to these strengths. Organic and biodynamic practices are becoming increasingly more main stream; the wine public is full of questions. Learn how to address their concerns and give more complete answers.

Speaker: Sheri Sauter-Morano, MW, Spokesperson for "Wines of France"

5:30 p.m. **Close**



A Two-Day Practicum for Wine Instructors and Wine Professionals

- **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)**

*Downtown venues to be announced on-line at www.frenchwinesociety.org

Workshop Overview:

Day 1:

Find out what's new and cutting edge. Familiarize yourself with current issues within the world of French wine. Learn about winemaking trends, changing regulations and the personalities behind the winds of change.

The program is in-depth and is geared for advanced students of wine and wine industry professionals. Day 1 will include tasting of wines illustrating the content of the presentations.

The Program:

9:00 a.m.-10:00 a.m.	Bordeaux
10:00 a.m.-11:00 a.m.	Loire
11:00 a.m.-12:00 p.m.	Southern France
12:00 p.m.-1:00 p.m.	Lunch break
1:00 p.m.-2:00 p.m.	Rhône
2:00 p.m.-3:00 p.m.	Burgundy
3:30 p.m.-4:30 p.m.	Alsace
4:30 p.m.-5:30 p.m.	Beaujolais
5:30 p.m.-6:30 p.m.	Champagne

Day 2:

Find out how to better explain the finer points of French wine. Designed to “teach the teacher”, this program will help instructors to conduct French wine classes from a position of strength.

Educators who attend will benefit from the same teaching materials and speaker opportunities as described under the main conference section (see page 2, 3 & 4).

9:30 a.m. – **Presentation of the French Wine Academy initiative.**

10:00 a.m.-12:00 p.m. **An Overview of the French Wine Academy teaching materials.**

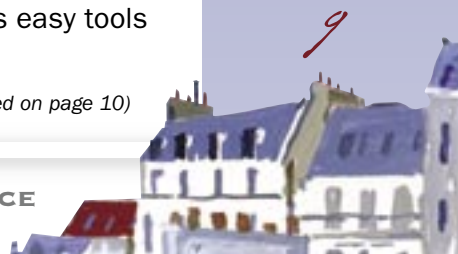
Practical example: “Introduction to French Wine” module

12:00 p.m. **Lunch break**

1:00 p.m. **How to teach about...Alsace**

The wines of Alsace are “scentoxicating”. As varietal wines, they serve as easy tools

(continued on page 10)



“Teach the Teacher” Workshops *(continued)*

to discuss benchmark flavor profiles. Learn how to turn your lesson plan into an aroma workshop.

1:30 p.m. **How to teach about...Loire**
The range of wine styles found within the Loire can be overwhelming. It is a long and winding river that flows by the familiar towns of Sancerre, Pouilly-Fuissé and Vouvray. Learn how to present the lesser-known appellations.

2:00 p.m. **How to teach about...Bordeaux**
The Bordeaux blend is not a whimsical collaboration of grape varieties. *Vignerons* plant what they plant based on terroir and agricultural history. Learn how to communicate these messages with clarity.

2:30 p.m. **How to teach about... Champagne**
The Champagne winemaking process holds the key to understanding this amazing sparkling wine. We will discuss the best way to explain the Method Champenoise and cover the different styles of Champagne produced. We will also explore the key issues facing this region today and how producers have responded to the changing marketplace.

3:00 p.m. **Break**

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5:30 p.m. **Close**

Registration for French Wine Academy Conference and Workshops 2008



Please indicate the program you wish to attend:*

- _____ French Wine Academy Conference, October 6-8, 2008, Washington, D.C.
_____ FWA "Teach the Teacher Workshop", October 14 & 15, 2008, San Francisco
_____ FWA "Teach the Teacher Workshop", October 21 & 22, 2008, Chicago
_____ FWA "Teach the Teacher Workshop", October 28 & 29, 2008, New York City

*Space is limited.

Name: _____

Title: _____

Company: _____

Address: _____

Email: _____ Phone: _____

French Wine Academy Conference, October 6-8, 2008, Washington, D.C.

- _____ Full conference: \$475
_____ Day 1 & 2 only: \$300
_____ Day 3 only: \$250, teaching materials
included (see terms & conditions)

*Lunch (appetizer, entrée and dessert) is provided
each day.

"Teach the Teacher Workshop", October 14 & 15, 2008, San Francisco

- _____ Full workshop: \$300
_____ Day 1 only: \$125
_____ Day 2 only: \$225, teaching materials
included (see terms & conditions)

*Meals are not included.

"Teach the Teacher Workshop", October 21 & 22, 2008, Chicago

- _____ Full workshop: \$300
_____ Day 1 only: \$125
_____ Day 2 only: \$225, teaching materials
included (see terms & conditions)

*Meals are not included.

"Teach the Teacher Workshop", October 28 & 29, 2008, New York City

- _____ Full workshop: \$300
_____ Day 1 only: \$125
_____ Day 2 only: \$225, teaching materials
included (see terms & conditions)

*Meals are not included.

Total registration fees: \$ _____

- American Express Mastercard
 Visa Check

Card Number # _____

Expiration: _____

Name as it appears on card:

Please Fax your Application to:

202-466-6334 or

Mail it to: French Wine Society, 1666 K St. N.W.,
Ste 260, Washington, D.C. 20006

Registration can also be done on-line at:

www.FrenchWineSociety.org

For more information:

please call 202-466-0808 or

Email: education@frenchwinesociety.org





Application: Official FWA Instructor



Please fill out in block print in blue or black ink.

Name: _____

Address: _____

Telephone: _____ (work) _____ (cell)

Email address: _____

Company or Affiliation: _____

Address _____

Company or Affiliation through which you will be teaching (if different from above):

Address _____

Number of years involved in the wine industry _____

Please detail your experience as a wine educator _____

Please attach your resume.

12

