

時尚品味專題課程  
Course Schedules for  
Lifestyle Training





Hong Kong, being the Wine Hub of Asia, has a high demand for professionals in wine related sectors; in particular, for Sommeliers in hotel and high-end restaurants, promotion and sale specialists in wine shops and wine importing and distribution companies. VTC PEAK, the leading Wine Education Training and Accreditation Center of Hong Kong, has actively introduced various wine certificate courses in the past years. Since 2007, 800 people attended the 3 levels of Professional Sommelier Certificate Programme, 76 of them completed all three levels. In 2009, more than 40 VTC PEAK Professional Sommelier Certificate Programme alumni took part in the Court of Master Sommelier Accreditation organised in Hong Kong.

Since wine duty has been exempted in February 2008, the number of wine importers, distributors and retail shops has increased by hundreds. This results in a sudden increase in demand of professionals in this sector, many sought to enhance their knowledge through the VTC PEAK Professional Sommelier Certificate course. In view of the demand, VTC PEAK has introduced a Professional Wine Certificate Programmes specialising in Wine Retail, Distribution and Import.

Both of these programmes comprise WSET Wine and Spirit courses, and practical training by renowned trade specialists.

## Professional Sommelier Certificate Programme 侍酒師 / 品酒師證書課程

### Apprentice Sommelier 侍酒(品酒)入門

The **first** level of the **PEAK Sommelier Certificate Programme which stems from the WSET Foundation level course**. This **2-day** course incorporates the WSET Foundation Level wine course with an exam. It covers basic wine knowledge, wine tasting skill, and food & wine matching; while the *wine services and sales knowledge* will be covered in the practical sessions. This course is open to all: wine lovers; anyone planning to enter wine sales and services sectors; and those who wants to start a wine business.

### Qualified Sommelier 合格侍酒師(品酒師)

The **second** level of the **PEAK Sommelier Certificate Programme which stems from the WSET Intermediate level course**. This **4-day** course incorporates the WSET Intermediate Level wine course with an exam. It covers the most essential knowledge a Sommelier should have. Professional skill such as *blind tasting techniques, operation procedure, mise-en-place, wine list development, and cigar service, etc.* will be covered in the practical sessions. Candidates who have successfully completed this level will gain enough knowledge to sit for the *Court of Master Sommelier Introductory Sommelier Exam* available either in USA or UK, or in Hong Kong. This course is suitable for people who have minimum 1-year practical experience in F&B services.

### Professional Sommelier 專業侍酒師(品酒師)

The **highest** level in the **PEAK Sommelier Certificate Programme which stems from WSET Advanced level course**. This **6-day** course incorporates the WSET Advance Level wine course with an exam. *Candidates will also be trained with advance blind tasting technique, written and practical examinations, and to build a new wine list for a selected food and beverage establishment.* This programme provides sufficient knowledge and practical skills to obtain the Certified Sommelier qualification awarded by the *Court of Master Sommeliers: CS*. Successful candidates **could proudly print this on his/her name card**. This course is designed for those who are already to take on the role in managing wine services and sales in their establishment.

## Professional Wine Retail and Import Certificate Programme 葡萄酒行銷及進口證書課程

### Wine Retail and Sales Certificate 葡萄酒行銷入門

The **first** level of the **PEAK Wine Retail and Import Certificate Courses** which stems from the **WSET Foundation level course**. This **2-day** course incorporates the WSET Foundation Level wine course with exam. It covers basic wine knowledge, wine tasting skill, and food and wine matching; retail wine sales skill, wine shop manning, and customers handling technique will be covered in the practical sessions. This course is open to all: wine lovers; or anyone planning to start a career in wine retail and sales; and those who want to start a wine business immediately.

### Professional Wine Retail and Import Certificate 專業葡萄酒行銷及進口證書課程

The **second** level of the **PEAK Wine Retail and Import Certificate Courses** which stems from the **WSET Intermediate level course**. This **4-day** course incorporates the WSET Intermediate Level wine course with an exam. It covers the most essential knowledge a wine professional in retail and import should have, such as *wine regions, wine making, wine laws, regulations and markets, analytical wine tasting skill*. Professional skill such as Wine retail shop management, staff training, customer relation and loyalty methodology, wine importing, wine auctions, online wine business, international rules and regulations in the wine trade, will be covered in the practical sections. This course is specially designed for professional preparing to head an import, distribution and retail operation.

## Wine & Spirit Education Trust (WSET) Level 1-3

The WSET is the only wine & spirit education organisation approved by the UK government as a national awarding body of vocational qualifications.

### WSET Level 1 Foundation Certificate in Wines

The Foundation Certificate is an entry level qualification providing a straightforward introduction to wine. It is ideal for boosting the confidence of new or inexperienced front line staff in the hospitality and retail sectors. It is also a great course for wine lovers wanting to know more on grape varieties, label reading and food and wine matching.

### WSET Level 2 Intermediate Certificate in Wines and Spirits

This qualification equips you with the key grape varieties grown around the world, different styles of wine, spirits and liqueurs, cost of production and wine making methodology.

### WSET Level 3 Advanced Certificate in Wines and Spirits

The Level 3 Advanced Certificate provides in-depth and comprehensive coverage of wines and spirits; advance tasting technique (test on blind tasting), and analytical writing skill in wine.



## Class Schedule 課程時間表

### Professional Sommelier Certificate Programme 侍酒(品酒)證書課程

Code 編號	Course Information 課程資料	Fee 學費	Special Offer 優惠
SC-1869-10	WSET Level 1 + 侍酒(品酒)入門 Apprentice Sommelier 日期：3.7.10 & 4.7.10 / 4.8.10 & 5.8.10 / 31.8.10 & 1.9.10 時間：9:00am - 6:00pm 時數：16小時 (共2堂)	HK\$3,280 (package price)	Group discount: HK\$5,960 for 2 persons
SC-1899-10	WSET Level 2 + 合格侍酒師(品酒師) Qualified Sommelier 日期：9.8.10 - 10.8.10 & 2.9.10 - 3.9.10 時間：9:00am - 6:00pm 時數：32小時 (共4堂)	HK\$6,800 (package price)	HK\$300 discount for every successful referral of Apprentice Sommelier / Wine Retail and Sales Certificate enrollment
SC-1902-10	WSET Level 3 + 專業侍酒師(品酒師) Professional Sommelier 日期：2.8.10 - 3.8.10 & 18.8.10 - 19.8.10 & 4.9.10 - 5.9.10 時間：9:00am - 6:00pm 時數：48小時 (共6堂)	HK\$9,980 (package price)	HK\$300 discount for every successful referral of Apprentice Sommelier / Wine Retail and Sales Certificate enrollment

Remarks:

- If students have taken the WSET Level 1 (by showing Certificate), they can then be **exempted** for the WSET Part and pay only HK\$1,400 for the 1-day practical session of Apprentice Sommelier.
- If students have taken the WSET Level 2 (by showing Certificate), they can then be **exempted** for the WSET Part and pay only HK\$2,500 for the 1.5-day practical session of Qualified Sommelier
- If students have taken the WSET Level 3 (by showing Certificate), they can then be **exempted** for the WSET Part and pay only HK\$3,000 for the 2-day practical session of Professional Sommelier

### Professional Wine Retail and Import Certificate Programme 葡萄酒行銷入門

Code 編號	Course Information 課程資料	Fee 學費	Special Offer 優惠
SC-1904-10	WSET Level 1 + 葡萄酒行銷入門 Wine Retail and Sales Certificate 日期：3.7.10 & 4.7.10 / 4.8.10 & 5.8.10 / 31.8.10 & 1.9.10 時間：9:00am - 6:00pm 時數：16小時 (共2堂)	HK\$3,280 (package price)	Group discount: HK\$5,960 for 2 persons
SC-1906-10	WSET Level 2 + 專業葡萄酒行銷及進口證書課程 Professional Wine Retail and Import Certificate 日期：9.8.10 - 10.8.10 & 2.9.10 - 3.9.10 時間：9:00am - 6:00pm 時數：32小時 (共4堂)	HK\$6,800 (package price)	HK\$300 discount for every successful referral of Apprentice Sommelier / Wine Retail and Sales Certificate enrollment

Remarks:

- If students have taken the WSET Level 1 (by showing Certificate), they can then be **exempted** for the WSET Part and pay only HK\$1,400 for the 1-day practical session of Wine Retail and Sales Certificate
- If students have taken the WSET Level 2 (by showing Certificate), they can then be **exempted** for the WSET Part and pay only HK\$2,500 for the 1.5-day practical session of Professional Wine Retail and Import Certificate

## Wine & Spirit Education Trust (WSET) Level 1 - 3



Code 編號	Course Information 課程資料	Fee 學費	Remarks 備註
SC-1894-10	Wine & Spirit Education Trust (WSET) Level 1 日期：3.7.10 or 4.8.10 or 31.8.10 時間：9:00am - 6:00pm 時數：8小時 (共1堂)	HK\$2,000	Exam fees included
SC-1897-10	Wine & Spirit Education Trust (WSET) Level 2 日期及時間：9.8.10 - 10.8.10 9:00am - 6:00pm 3.9.10 3:00pm - 5:00pm 時數：18小時	HK\$4,600	Exam fees included
SC-1900-10	Wine & Spirit Education Trust (WSET) Level 3 日期：2.8.10 - 3.8.10 & 18.8.10 - 19.8.10 時間：9:00am - 6:00pm 時數：32小時 (共4堂)	HK\$7,500	Exam fees included

### Enquiries

Ms. Cheng (Tel: 2836 1892)

*\*This social life appreciation course can be modified to meet company training needs. It can be taught in Cantonese, Putonghua or English.*

## International Accreditations

Society of Wine Educators

Certified Specialists of Wine: CSW

Certified Specialists of Spirits: CSS

Certified Wine Educator: CWE

Accreditation available in November 2010



*\* Evening classes for both of the Certificates.*

Court of Master Sommeliers Accreditation

Introductory Sommelier and Certified Sommelier (CS)



Date: 01 to 03 November 2010