

CUSTOM COURSES



Custom Courses Designed to Fit Your Needs

We work closely with wineries and other businesses, grape producers, tasting clubs, and civic organizations to create unique wine training and educational events.

How can you benefit from a custom-designed course?

- **Wineries** — Increase your employees' wine knowledge and tasting skills. Complement your customer-education program with courses or "wine camps."
- **Restaurants** — Educate your servers and increase their wine knowledge and food pairing skills.
- **Wine Clubs** — Host educational events for your club members.
- **Wine Professionals** — Take your knowledge and skills to the next level with professional wine analysis, blind tasting techniques, wine judging, and more.
- **Bankers/Loan Officers/Accountants** — Learn more about your wine industry customers.

- **Community Organizations** — Host wine education events for your members or community.
- **Business Owners** — Provide a fun-filled and interesting activity for staff retreats and team-building events.
- **Economic and Tourism Professionals** — Learn how a strong wine industry can increase tourism and economic benefits to your community and region.
- **Retailers** — Increase your employees' knowledge of local, regional, and global wines.
- **Hospitality/Hotels/Cruise Lines** — Attract customers with popular wine courses.

"Educational, illuminating, and entertaining! The custom courses on wine analysis and wine marketing were extremely well received."

— Richard Leahy, Program Director, Wineries Unlimited