

# WINE TRADE TRAINING



## *Trade Training for the Wine Industry*

Trade Training is designed for wine industry professionals who are interested in gaining in-depth knowledge and increasing their competitive edge. By participating in these informative courses, seminars, workshops, and conferences, wine industry professionals will take their knowledge and skills to the next level. An extensive array of topics and events provide valuable learning opportunities for winemakers, tasting-room staff, grape growers, and anyone involved in wine or wine-related industries.

*“The one-day Wine Faults seminar crams a lot of intense and focused analysis into a few short hours...it should be required for anyone involved professionally in the growing, making, marketing, or selling of wine.”*

— Paul Gregutt, Wine Writer, Seattle Times

### **A sample of Wine Trade Training courses:**

- Wine Faults
- Professional Palate Training
- Advanced Wine Analysis and Blind Tasting Techniques
- From Grapes to Glass: The Effects of Vineyard and Winemaking Techniques
- Wines Around the World
- Quality Assurance and Quality Control Issues
- Personality Profiles and Consumer Motivation
- Tasting Profiles
- Legal Issues and Intellectual Property Rights
- Wine Marketing and Branding
- How to Conduct Consumer Wine Tastings and Educational Events
- Marketing Strategies for Small Wineries
- Importing and Exporting
- What Sells? A Retailer’s Point of View
- The Three Tier System: A Distributor’s Point of View