



**WSET DIPLOMA  
IN WINES AND SPIRITS  
INTERNATIONAL  
2017/2018**

... the „Weinakademiker“ qualification

# Cooperation between Weinakademie Österreich and Istituto Grandi Marchi

Two leading institutions in the European world of wine are happy to continue their partnership in the field of wine education. They have joined forces to offer the WSET Diploma in Wines and Spirits a unique international wine qualification to take place in Austria and Italy that will commence in May 2017.

The Weinakademie Österreich, the largest educational institution for wine on the European continent, has been offering the highly esteemed WSET Diploma in Wines and Spirits for 25 years. Supporting education is one of the cornerstones of the mission of Istituto Grandi Marchi (IGM), an association of leading wine producers from Italy. IGM will support the Italian Diploma session to be held at Palazzo Antinori in Florence and will organize study trips to Italian wine regions.

The specific format of the WSET Diploma International held in block seminars enables students from around the globe to enhance their Diploma study course with workshops, tastings and presentations with leading wine producers in Austria and Italy.

In addition to this, both institutions are closely linked to the world's most prestigious wine institution, the Institute of Masters of Wine. IGM is a major supporter of the Institute of Masters of Wine. The Weinakademie Österreich campus in Rust has been the venue of the European Master of Wine (MW) seminar for the past 13 years.

A common vision for both partners is to offer the WSET Diploma programme, the recommended stepping stone for entrance to the MW programme, to Italian and international wine aficionados. A range of bursaries is available to Diploma students to help co-finance study costs.



Dr. Josef Schuller MW  
Weinakademie Österreich  
Director



Professor Piero Mastroberardino  
Istituto Grandi Marchi  
President

# Weinakademie Österreich

The Weinakademie Österreich (Austrian Wine Academy) was established in Rust in 1991 as a competent, new training centre for private wine lovers and professionals alike. The Austrian Wine Academy is a non-profit institution and endorses the



philosophy that the more the society develops wine knowledge and culture, the more likely it is that it will respect and consume high-quality wines. More than 15,000 wine enthusiasts attend seminars annually. In 2001 the Academy formed a partnership with the Geisenheim University in Rheingau to offer the Weinakademiker qualification in Germany. A partnership with Zurich University Campus Wädenswil in Switzerland followed in 2007. Other course centres are located in Prague and Alto Adige/Südtirol.

# Istituto Grandi Marchi



The Istituto Grandi Marchi is the result of the determination and enthusiasm of nineteen of the most important Italian wineries to promote the culture and commercialisation of Italian high-quality wine on world markets. It unites families and brands that characterise the Italian winemaking tradition - each one extremely innovative,

yet highly representative of the production of their region. Each winery is defined by the high standards of its products and brand image at national and international levels. They are families and brands that encapsulate the identity of Italian wine that is synonymous with quality and style throughout the world.

# WSET Diploma in Wines and Spirits - International 2017/18



The WSET Diploma in Wines and Spirits is globally the most recognized professional qualification in the international wine trade and also recommended by the Institute of Masters of Wine as preparation for entrance in the Masters of Wine (MW) study programme. The syllabus covers the wine countries of the world and the most important wines

and spirits. This qualification offered by the British Wine and Spirit Education Trust (WSET) is established in more than 20 countries from - London to New York, from Oslo to Tokyo.

This particular WSET Diploma International is special in many respects. There will be a particular emphasis on the Austrian and Italian wine regions through in-depth lectures and study trips to different wine growing regions. It offers a unique opportunity for participants to combine learning about



international wines and spirits with practical first-hand experience in viticulture and winemaking. The programme takes place in the unique and picturesque environment of the Austrian Wine Academy's campus in Rust in the Burgenland wine region and in the fabulous Palazzo Antinori in Florence.

Another difference to WSET Diploma courses in other countries is the fact that the graduates of this course can achieve the prestigious title "Weinakademiker". Upon completion of a thesis and a viva-voce exam, successful graduates are requested to sign a code of conduct and join the international alumni association with more than 750 graduates from 33 different countries.



The first course session in May 2017 takes place at Weinakademie Österreich campus in Rust. Rust is a small, world-famous wine town with a long history. Weinakademie Österreich is located in the romantic setting of the historic Seehof in the city-centre of Rust surrounded by renowned wineries. Two full-day study trips to wine regions of Austria are part of this course session.



Course days of the second session in November 2017 will be held partly at Weinakademie campus and at Palais Coburg in Vienna. The Palais Coburg is home to one of the best wine cellars in the world. This course session is also surrounded by visiting programmes and tastings as well as the annual Weinakademiker graduation ceremony.

Finally, students will attend the third session at the grand Palazzo Antinori in Florence in April 2018. Late afternoons and evenings will be open to take students to leading wineries in Tuscany. This will be followed by a two-day study trip to other Italian wine regions.



**ALL trips and tastings are included in the course fee, accommodation is not included.**



## Qualification

The WSET DIPLOMA IN WINES AND SPIRITS imparts a broad, up to date knowledge about the wines, fortified wines and wine countries of the world, viticulture and vinification as well as professional wine tasting and wine assessment skills. Furthermore the syllabus covers the most important spirits of the world. Successful candidates may be awarded the title **Weinakademiker**.

**This qualification is recommended for the following target groups:**

- wine trade
- wine wholesale
- restaurant business
- sommeliers
- wine management
- wine production
- wine journalists
- wine collectors

## Entrance qualifications

- WSET Level 3 Award in Wines
- Advanced Course - Wines and Spirits International of Weinakademie Österreich
- or an equivalent international wine qualification

For more information please contact Weinakademie Österreich.

## Lecturers

- Prof. Dr. Monika Christmann, Weinakademiker h.c., Hochschule Geisenheim University, Germany
  - Caro Maurer MW, Weinakademiker, Germany
  - Lynne Sherriff MW, Weinakademiker h.c., Great Britain
  - Roman Horvath MW, Weinakademiker, Austria
  - Willi Klinger, Austrian Wine Marketing Board, Austria
  - Konstantinos Lazarakis MW, Weinakademiker h.c., Greece
  - Prof. Piero Mastroberardino, Istituto Grandi Marchi, Italy
  - Dr. Josef Schuller MW, Austria
  - Frank Smulders MW, Weinakademiker h.c., Netherlands
  - Mai Tjemsland MW, Italy
  - Andreas Wickhoff MW, Weinakademiker, Austria
- and others

## Course contents

### **Unit 1: The Global Business of Alcoholic Beverages**

The dynamics of the global market for alcoholic beverages, the local market for alcoholic beverages, the marketing of wines and spirits

### **Unit 2: Wine Production**

Viticulture, vinification, maturation, treatments and bottling

### **Unit 3: Light Wines of the World**

*Northern and Western Europe*

France (Bordeaux, South West France, Burgundy, Alsace, Loire), Germany

*Central and South-Eastern Europe*

Switzerland, Austria, Hungary, Bulgaria, Romania, Greece, Cyprus

*Southern Europe*

France (Rhône, Southern France), Italy, Spain, Portugal

*Australia, New Zealand, Africa and Asia*

*The Americas*

North, Central und South America

### **Unit 4: Spirits of the World**

Methods of production, types and styles of spirits

### **Unit 5: Sparkling Wines of the World**

Methods of production, types and styles of sparkling wines

### **Unit 6: Fortified Wines of the World**

Methods of production, types and styles of fortified wines

### **Unit 7: Thesis**

# Diploma sessions in Austria 2017

The first block session of the WSET Diploma in Wines and Spirits International at Weinakademie Österreich in Rust will take place from Tuesday 9 May to Friday 19 May 2017. This session will include study trips to Austrian wine regions that focus on international varieties in Wachau and Kamptal and on indigenous red wines and noble sweet wines in Burgenland. May 15 is the first exam day for Unit 2 (wine production).

The second block session (Friday 3 November to Tuesday 7 November 2017) will start in Rust again. Course days of this session will also be held at Palais Coburg in Vienna. This second session also includes a one-day visiting programme and guided tastings will be another highlight. Furthermore Diploma students will have the opportunity to attend the annual Weinakademiker graduation ceremony at Esterházy Palace. November 8 is exam day and students may choose to sit Unit 1 (closed-book exam), Unit 4 and/or Unit 5 exams.





## Diploma session in Italy 2018

Istituto Grandi Marchi (IGM) will support the Italian Diploma session, which will be held at Palazzo Antinori in Florence, from Thursday 5 April to Friday 13 April 2018.

During the Diploma block in Florence students will have the opportunity to taste wines from all members of Istituto Grandi Marchi. They will be invited to Antinori's new spectacular winery in Bargino and other leading premium wineries in Tuscany.

After the Diploma session, the group will go on a two-day study trip to visit other leading producers in various Italian wine regions. Finally students will be invited as VIP guests to attend OperaWine on April 14 and Vinitaly 2018 in Verona.



# COURSE DATES 2017/18

## AUSTRIA, Rust & ITALY, Florence

### Diploma in Wines and Spirits course DSI MAY 2017

#### 1. Diploma session:

##### Unit 1, Unit 2, Unit 3 and Unit 4 course - Weinakademie Österreich, Rust

Tue, **9 May** - Fri, **19 May 2017** (course including visiting programmes)

Diploma exam Unit 2:	Mon, 15 May 2017
Diploma exam Unit 1 (closed-book exam):	Wed, 8 Nov 2017 (first option)
Diploma exam Unit 4:	Wed, 8 Nov 2017 (first option)
Diploma exam Unit 1 (coursework assignment):	Tue, 14 Nov 2017 (first option)

#### 2. Diploma session:

##### Unit 3, Unit 5 and Unit 6 course - Weinakademie Österreich, Rust and Palais Coburg, Vienna

Fri, **3 Nov** - Tue, **7 Nov 2017** (course including visiting programmes)

Diploma exam Unit 5: Wed, 8 Nov 2017 (first option)

#### 3. Diploma session:

##### Unit 3 and Unit 6 course - Palazzo Antinori, Florence

Thu, **5 Apr** - Fri, **13 Apr 2018** (course including visiting programmes)

Diploma exam Unit 6: Tue, 12 Jun 2018 (first option)

Diploma exam Unit 3: Wed, 13 Jun 2018

---

**Unit 7** thesis with a word count of 4,000 - 5,000 and a viva voce exam

#### Course venues:

Weinakademie Österreich, Seehof, A 7071 Rust

Palais Coburg, Coburgbastei 1, A 1010 Wien

Palazzo Antinori, Piazza degli Antinori 3, I 50123 Florence

**Course fee:** The course fee for **Unit 1 - 7** is EUR 6400.-. For payment by instalments the course fee for Unit 1 - 7 amounts to EUR 6550.-: The first instalment (EUR 3000.-) ahead of the course start, the second (EUR 1775.-) ahead of the 2. Diploma session and the third (EUR 1775.-) ahead of the 3. Diploma session. Accommodation is not included in the course fee.

#### Bursaries:

For more information please visit: [www.weinakademie.at/bursary-international.pdf](http://www.weinakademie.at/bursary-international.pdf)

**Registration deadline:** Friday, 24 March 2017

For detailed information please visit: [www.weinakademie.at/diploma-international.php](http://www.weinakademie.at/diploma-international.php)

# APPLICATION FORM

Yes, I would like to register for the

## Diploma in Wines and Spirits 2017/18 Rust/Vienna/Florence

DSI May 2017 (registration deadline: Friday, 24 March 2017)

### Payment:

full course (EUR 6400.-)

Payment by instalments (EUR 6550.-)

first name / surname: \_\_\_\_\_

address: \_\_\_\_\_

phone number (daytime): \_\_\_\_\_

fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

occupation/area of business: \_\_\_\_\_

employer: \_\_\_\_\_

entrance qualification:  
(Please include a copy of your certificate.) \_\_\_\_\_

invoice address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Herewith I accept the registration and cancellation terms of the Diploma in Wines and Spirits.  
([www.weinakademie.at/diploma-international.php](http://www.weinakademie.at/diploma-international.php))

date \_\_\_\_\_ signature \_\_\_\_\_

### Contact details:

Weinakademie Österreich  
Melinda Hajdu  
Seehof  
A 7071 Rust

phone: +43 (0) 2685/68 53  
fax: +43 (0) 2685/68 53-30  
e-mail: [m.hajdu@weinakademie.at](mailto:m.hajdu@weinakademie.at)  
web: [www.weinakademie.at](http://www.weinakademie.at)





## Weinakademie Österreich

Seehof, A-7071 Rust

phone: +43 (0) 2685/6853 . fax: +43 (0) 2685/6853-30

e-mail: [info@weinakademie.at](mailto:info@weinakademie.at)

[www.weinakademie.at](http://www.weinakademie.at)