



Certificate Course in Wine and Beverage Services and Sales for Wine Professionals (LEVEL 1)

Introduction:

Course Code: QM08

This course aims to equip participants with essential product knowledge and skills in the service of wine. It is also good for wine enthusiasts who wish to learn in a structured way, wine styles, storage and service of beverages. Food and wine matching and the tasting of 6 wines will be included.

Designed by Tommy Lam, President of Asia Wine Institute, in 2005, this course has already helped more than 4,000 students in Asia (Singapore, Indonesia, Malaysia, Thailand, Vietnam, Hong Kong, Taiwan, Macau, China, Korea, Japan, Philippine, India, and the Maldives), pass the various beverages examinations.

Who Should Attend?

This course is suitable for those who work in Hotel, restaurants and bar as well as those who are working in the wine distribution, sales, wine shops, and wine division of supermarkets.

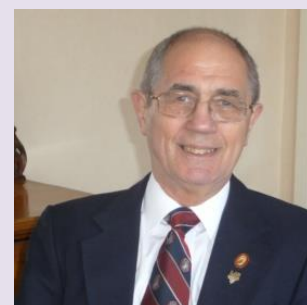
Objectives:

Participants will be able to:

- Describe different styles of wine (white, rose and red)
- Understand the characteristics of the major grape varieties
- Practice the 4 steps in wine tasting
- Perform traditional wine service
- Be aware of the health, safety and legal issues in wine consumptions
- Understand the issues of food with wine pairing

Course Adviser:

Master Sommelier Brian K Julian, FIHH, MS, LCGG. - Founding Member and CEO of the Court of Master Sommeliers Europe. Master Julian's footprints cover every major Asian country: Hong Kong, Korea, Thailand, Indonesia, Singapore, Malaysia, China, Macau and Taiwan. More than 1,000 Asian sommeliers attended classes led and taught by Master Julian. His book "Sales and Service for The Wine Professionals", in its Fourth edition, is seen as the "Bible" for Food and Beverages Professionals in Asia and the world. The first Chinese edition has recently been published.



Course Director & Trainer:

Tommy Lam has 45 years experiences in Hospitality Industry including Tourism, Hotel, Restaurant and Wine Education. Since 2005, Prof. Lam has been facilitating the Court of Master Sommeliers Accreditation programme in Asia. He is also the founding President of the Society of Wine Educators Hong Kong Chapter, and Organizer of many Sommelier Competitions and Training Programme in Asia.



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Course Content:

- Element 1: Wine and Beverage Services and Wine Categorization
- Element 2: Styles of Wine
- Element 3: Vine Growing
- Element 4: Wine Making
- Element 5: Red Grapes Varietals
- Element 6: White Grapes Varietals
- Element 7: Wine Tasting
- Element 8: Wine and Food Pairing
- Element 9: Sales and Service of Wine

To Gain the Qualification Participants will be Required to:

- Complete this 2-days course (14 hours)
- Successfully pass (60%) in a 30 questions multiple choice exam

Certificate:

Participants who pass the exam will receive the Programme Certificate which is jointly issued by AWI and HKQAA; otherwise they can still be conferred the Attendance Certificate.

- Date** : 18th - 19th October 2016 (Tue - Wed)
- Time** : 9:00 a.m. – 5:30 p.m.
- Venue** : Day 1: HKQAA - 19/F., K. Wah Centre, 191 Java Road, North Point, Hong Kong
Day 2: China Merchants Wine Cellar - 18 Sai Ning Street, Kennedy Town, Hong Kong
- Fee** : Original - HK\$2,500
Early bird - HK\$2,200 for payment settled on or before 7 October 2016
Group discount - HK\$2,000 per head for 5 or more enrollments from the same organisation in a single registration
- Language** : Cantonese supplemented with English handouts
(For English or Putonghua class, please contact our representative.)

Enquiry:

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Training material, wine and food for tasting and matching, and exam fee are all included. It will be an enjoyable and knowledgeable class!

(Lunch is not included.)



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Fax No.: 2202 9222 / Email: calvin.lukpk@hkqaa.org

【 Reply Slip 】

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Please make cheque payable to “**Hong Kong Quality Assurance Agency**” and send it together with this form to:
Hong Kong Quality Assurance Agency, 19/F., K. Wah Centre, 191 Java Road, North Point, Hong Kong.

Company Information

Company : _____
Certification No. (if any) : _____
Address : _____
Contact Person : _____
Telephone : _____
Fax : _____
Email : _____
Cheque No. : _____
Bank Name : _____

Participant 1

Name : _____
Title : _____
Telephone : _____
Email : _____

Participant 2

Name : _____
Title : _____
Telephone : _____
Email: : _____

Participant 3

Name : _____
Title : _____
Telephone : _____
Email : _____

**Remarks: 1. All successful registrants will receive a confirmation letter. 2. No Certificate of Attendance will be issued. 3. There is handling charge for the request of attendance record. Please note that the above information may be used by HKQAA for processing the application of the seminars, and for any other purposes as stated in the Privacy Policy Statement. You may view the Privacy Policy Statement of HKQAA from its website (www.hkqaa.org/cmsimg/privacy/statement.pdf). 4.HKQAA reserves the right to cancel the course, change the trainer, contents, date, time and / or venue as necessary.*

I agree that the above information may be used by HKQAA for processing the registration of the courses, and for any other purposes as stated in the Privacy Policy Statement. I have read and understand the Privacy Policy Statement of HKQAA from its website (www.hkqaa.org/cmsimg/privacy/statement.pdf), and confirm that I have the consent of each individual's name in this form to release their personal data for the purposes stated herein. Please tick if you do not wish to receive any further information from HKQAA.

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