

ADVANCED CERTIFICATE PROGRAM

THE WINE SCHOOL of PHILADELPHIA

The Advanced Certificate Program (ACP) is the wine trade's new standard of excellence. The ACP is a three month program developed by a coterie of highly regarded academics and wine professionals to raise the bar of certification and accreditation in the United States and Canada.

The program insures a level of usable knowledge and employability in all graduates, far beyond what was previously available. Most importantly, the course goes far beyond the ideas of viticulture and terroir to address the mechanics and economics of the trade itself.

From wine list development to winemaking, the Advanced Certificate Program is a college-level program designed from the ground up for the American wine buyer and seller. To qualify for the program, students must first pass the Basics Exam (Level 2) at The Wine School of Philadelphia. We highly recommend attending the Wine Basics Program prior to registering for the ACP.

Consumers and professionals are both encouraged to enroll. Consumer degrees will be issued by The Wine School of Philadelphia. Professionally accredited degrees will be issued when applicable by The American Wine Foundation, a nonprofit certification agency for the wine trade.

A synopsis of the classes is listed below. The quotes are culled from The New Short Course in Wine by Dr. Lynn Hoffman, president of the American Wine Foundation. Dr. Hoffman will be teaching the program in 2005.

1. THE WORLD OF WINE

- ◆ An overview of the place of wine in our world.
- ◆ The sources of flavor and aroma in wine
- ◆ Reading wine bottles
- ◆ A general strategy for learning about wine

Textbook excerpt:

It's only a slight exaggeration to say that wine, along with beer, made civilized life possible.

2. FUNDAMENTALS FOR CONSUMERS & WINE PROFESSIONALS

- ◆ Tasting vs. Drinking
- ◆ The tasting ritual
- ◆ Elements of the wine label
- ◆ Maximizing Aroma
- ◆ Basic vocabulary
- ◆ What makes a wine good? What makes a wine great?
- ◆ The Grand Game: What you can learn from wine

Textbook excerpt:

Wine as a subject for an ongoing personal encounter

Some people like to justify their pleasures. Those hours of playing video games are really devoted to developing my hand/eye co-ordination. Golf is good exercise. An hour at the pocket billiards table refines your judgment and cleanses your soul. Shopping for shoes? Well, what better outlet for the creative impulse? And so on.

The simple fact is that pleasure is good for you, it's a vitamin for the soul. Refined pleasures are better still, they engage your brain and they tend-on the whole- to become more delightful as the years go on. What is claimed for virtue is more truly said of pleasures: they are their own reward.

But maybe you haven't conquered the utilitarian instinct yet. Perhaps you need reasons to fall in love with wine or at least some justifications for having already done so. Well, I'm not perfect yet either, so here are a few.

- *It's good for you. As discussed above, there is some evidence that people who drink moderate amounts of wine tend to be healthier than people who don't. Don't drink too much, but for Heaven's sake, don't drink too little either.*

- *It focuses your awareness. Awareness, some folks say, is the very definition of quality in human life. A minute or two spent focused entirely on the aroma and taste in front of you is a dose of pure awareness, a little bit of yoga with 12% alcohol thrown in as a bonus.*

- *It gives you the opportunity to practice candor and trust yourself. You may examine your reactions to a wine in the privacy of your own mouth. You and you alone are the only one who knows what you tasted: you are the expert on yourself. Your tastes will change and your ability will sharpen, but a glass of wine is a reminder that you are the world's foremost authority on yourself.*

- *It's relaxing and stimulating at the same time. In moderate amounts wine relaxes the body, stimulates the appetite and sharpens the senses.*

•You'll fall in with good companions. Aside from a handful of wine bores, wine seems to attract people who value the moment and enjoy life. Forgive me for saying this, but people who like wine tend to be more interesting companions than people who don't.

3. ALCOHOL & HISTORY

- ◆ Alcohol and early civilization
- ◆ The Gods of wine
- ◆ Alcohol and the longevity of wine
- ◆ Alcohol and the taste of wine
- ◆ Questions of harmony and balance
- ◆ Prohibition, then and now

Textbook excerpt:

There are two reasons that alcohol has been so popular for so long. The first and least obvious is that it was the only safe drink on which early civilized humankind could rely. There were simply no alternatives. A large sedentary population pollutes its own streams and ground water; deadly typhoid and cholera bacteria thrived in drinking water. Milk was unreliable and for many adults, undigestible.

. . . The Ancients were so taken with the wonder of alcohol that they endowed wine with a god of its own. The Greeks called him Dionysus, his Roman name was Bacchus, the god of wine.

There is nothing remarkable in the existence of a god of wine. The Greeks saw spirits and gods everywhere. What is astonishing is the character of wine's god. Most of the Greek gods are remote from human affairs, showing up like bill collectors to remind their devotees of missed sacrifices or dilapidated temples. They have no moral message and they certainly inspire no emotion in their worshippers other than anxiety. Dionysus, on the other hand, is a very personal god. His worship is a party, not a sacrifice. He enters the body of his worshippers with the wine and he lifts their spirits.

4. STYLES & TYPES OF WINE

- ◆ Red & White Varietals
- ◆ Now & Later
- ◆ Wine woods.
- ◆ Bubbles
- ◆ Fortified wines
- ◆ Dessert wines

Textbook excerpt:

Wine for now and wine for later

"He that learns from the young, what is he like? Like one who eats unripe grapes and drinks wine directly from the winepress. And he that learns from the aged, what is he like? Like one who eats ripe grapes and drinks old wine."

-Mishnah Abot, 4,20

The preference in the ancient world is clear: wine that has aged is to be preferred over new wine. What's not clear is how often that preference could be honored, since both technical and economic factors would have filled most wine cups with young wine.

Some wine flavors are fully developed as soon as the wine is fermented. These are usually the fresh, grapey tastes, and they will fade, not improve, if stored. Other wine flavors take years to develop to their full potential. These are the subtle aromatics and concentrated, dry fruit tastes.

Almost all of the wine that's made in the world has more of the first type of flavor than the second and does not benefit from aging. It should be consumed within a year of bottling. This has led to a new way of looking at what's on the shelf in the wine shop. There are now three kinds of wine: good wine, bad wine, and wine that's not ready to drink yet. It used to be easy to tell which was which. The ageable wines were held by the winemakers for several years and released when they were ready to drink or close to it. These wines were always several years old when they hit the shelf. Reality and the cost of money, however, are forcing most winemakers to release wines earlier than ever.

Of course, no winemaker in his right merchandising mind would put something on the shelf with an advisory label suggesting that his wine will be at its best three years from now. This leads to the strange situation in which the most expensive bottles of wine – the ageable ones – are the ones that would give you the least pleasure if you took them home and opened them for dinner.

5. UNDERSTANDING TERROIR

- ◆ Climate
- ◆ Topography
- ◆ Geology
- ◆ Viticulture
- ◆ Cultural limits

6. OLD WORLD REGIONS

- ◆ France
- ◆ Italy
- ◆ Germany
- ◆ Spain & Portugal
- ◆ Minor wine countries

Textbook excerpt:

*There are only a few species of vines that produce grapes, and the most important one by far is *Vitis Vinifera*,¹ a native of Europe and the Middle East. Unfortunately, that one sentence is the last simple thing to be said on the matter.*

Within the species, there are thousands of varieties (see Introduction, p.3), each of which has the potential to make more than one kind of wine. (The word "varietal," when applied to a wine,

¹ Known simply as *Vinifera* to its friends.

means that the wine was made predominantly or entirely from a single variety.) Furthermore, the adaptability of *Vinifera* is so great that vines from the same variety can have vastly different potentials. Of course, the varieties have different names in different languages and sometimes even in different regional dialects of the same language.²

If it seems like there's a lot of room for confusion here, there is, and yet sorting out the world's wines by grape varieties remains the simplest approach to making sense of all those labels on all those shelves. This is in part because each variety does have at its core an essential set of flavors. From the winemaker's perspective, a variety also has a set of limits

7. NEW WORLD REGIONS

- ◆ North America
- ◆ South America
- ◆ Australia and New Zealand
- ◆ Minor wine countries

8. THE ECONOMICS OF WINE

- ◆ Why it costs what it costs
- ◆ Price and quality
- ◆ Industry structures in the U.S.A.
- ◆ Control brands & industry trends
- ◆ Sommelier & wine buyer guidelines
- ◆ Importing wine into the U.S.A.

Textbook excerpt:

The Bad News

What determines the price of wine? Whaddya think? Of course it has something to do with supply and demand, and demand has a great deal to do with quality. Turned around, that means that in general, you get what you pay for and price reflects value. There are three factors that make this so.

The Good News

"You pay for what you get" is the Calvinistic Mantra. "You get what you pay for" is probably the perfect family motto for the Consumer Age. Both of these aphorisms are very useful because they're mostly true.

The whole truth is something like this: "You get what you pay for, except when you don't". The market is not perfect. There are a lot of other things that create demand besides quality. When an exuberant fellow orders a bottle of Dom Perignon for himself and his companion in a restaurant, he's not paying all that money just for tiny little bubbles. He's also paying for the image that surrounds a highly prestigious product and for the way an association with that product makes him feel about himself. He may also have given some thought to how it will make his companion feel about him. (Incidentally, before you condemn this fellow as a mindless, social climbing manipulative twit, consider this; No one is immune to the spell of a highly regarded product. Make a list of the

² Where there's enough confusion, you can be sure to find an academic discipline. In this case, it's

ampelography, the science of the description of wine grape varieties.

brand names that you use and prefer. Think it over. Working class people feel good about prestigious brand names of clothing and cars. Middle class people feel good about brand name addresses and investments and upper class people feel good about brand name consumables. Everybody's a sucker for status sometimes, the important thing is to know when it's your turn).

Just as there are wines that are overpriced because the prestige attached to their names has increased the demand for them beyond what their quality would dictate, there are wines whose relative obscurity masks a very high quality. It's possible to find and enjoy these glitches in the usual market relationship. In fact, there's a certain heady pleasure in that too.

9. FOOD & WINE PAIRING

- ◆ 'Matching', 'coupling' and 'pairing' and other false gods
- ◆ Fred and Ginger and other classic pairs
- ◆ Wine & cooking
- ◆ Becoming the professional guide to food & wine.

Textbook excerpt:

Next time you're in a restaurant, watch a server open and pour a bottle of wine. If she's at all experienced, you may notice something theatrical, almost balletic about the performance. If you watch it a few times, you learn what to expect: there is a regularity, almost a ritual for the service of wine in a public place. The form does not arise, as some people think, from a desire to mystify and intimidate. It exists because rituals have a remarkable utility.

Why do we have rituals? The purpose of a ritual is change our emotional and mental states in a particular direction. Rituals do this by manipulating either our behaviour or our perception. We have calming, reassuring rituals and arousing, exciting rituals. Reassuring rituals-confessions, funerals- tells us that things aren't so bad after all. Arousing rituals-the pregame show, the pep rally, sexual foreplay- crank up our anticipation of some intense experience and add to our pleasure in it.

10. WINE INDUSTRY TRAINING LAB

- ◆ Selling & ordering wine
- ◆ Building the better wine list.
- ◆ Proper Wine service: glassware, temperature, and rituals
- ◆ Proper wine storage.

Textbook excerpt:

Next time you're in a restaurant, watch a server open and pour a bottle of wine. If she's at all experienced, you may notice something theatrical, almost balletic about the performance. If you watch it a few times, you learn what to expect: there is a regularity, almost a ritual for the service of wine in a public place. The form does not arise, as some people think, from a desire to mystify and intimidate. It exists because rituals have a remarkable utility.

Why do we have rituals? The purpose of a ritual is change our emotional and mental states in a particular direction. Rituals do this by manipulating either our behaviour or our perception.

We have calming, reassuring rituals and arousing, exciting rituals. Reassuring rituals-confessions, funerals- tells us that things aren't so bad after all. Arousing rituals-the pregame show, the pep rally, sexual foreplay- crank up our anticipation of some intense experience and add to our pleasure in it.

Next time you're in a restaurant, watch a server open and pour a bottle of wine. If she's at all experienced, you may notice something theatrical, almost balletic about the performance. If you watch it a few times, you learn what to expect: there is a regularity, almost a ritual for the service of wine in a public place. The form does not arise, as some people think, from a desire to mystify and intimidate. It exists because rituals have a remarkable utility.

Why do we have rituals? The purpose of a ritual is to change our emotional and mental states in a particular direction. Rituals do this by manipulating either our behavior or our perception. We have calming, reassuring rituals and arousing, exciting rituals. Reassuring rituals-confessions, funerals- tell us that things aren't so bad after all. Arousing rituals-the pregame show, the pep rally, sexual foreplay- crank up our anticipation of some intense experience and add to our pleasure in it.

II. WINEMAKING

- ◆ In the vineyard
- ◆ Crushing
- ◆ Soaking and pressing
- ◆ Fermentations
- ◆ Maturation and blending
- ◆ The special case of Champagne method

Textbook excerpt:

A lot of people who work in wineries call themselves winemakers, but most of them use the term with a slight sense of irony. They know that the real winemakers are tiny ubiquitous single celled organisms called yeasts. Since long before there were people who called themselves winemakers, even long before there were the creatures that we now call people, yeasts were busy making wine. Any ripe grape whose skin is broken leaks some juice and that juice comes in contact with yeast that grows on the skin of the grape or with yeast cells in the air. The process of fermentation starts and fermentation, as we know, makes wine. This is true no matter how the grape is crushed, by humans, animals or hailstones. Wine is older than we are.

So we don't really make wine. Grapes make wine and yeast makes wine and time makes wine too. This doesn't mean that the winemaker has no rôle. She has, in fact dozens of choices and it's these choices that we're talking about when we discuss wine-making.

12. CERTIFICATION EXAM