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WINE BUSINESS
EDUCATION

N A P A V A L L E Y
WINE ACADEMY

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There Has Never Been an Easier Way – or Better Time – to Learn About the Business of Wine
*Wine Business Education and the Napa Valley Wine Academy team up to offer On-Demand Courses
Relevant to Every Facet of the Wine Industry*

Napa Valley, Ca.–April 1, 2020 – [Wine Business Education](#), a new company from Tim Hanni, America’s first Master of Wine, and Chris Cutler, wine tech entrepreneur, is proud to announce a partnership with the [Napa Valley Wine Academy](#). The Napa Valley Wine Academy, America’s Premier Wine School, is the leading provider of the internationally recognized WSET (Wine & Spirit Education Trust) curriculum and Sommelier courses across the United States and ONLINE. The new *Understanding the Business of Wine On-Demand* course from Wine Business Education compliments their current programs well, especially in the new “always-on” format.

[Understanding the Business of Wine On-Demand](#) is a master class for wine professionals, wine and hospitality students, startup wine companies, Master of Wine students, and anyone interested in learning more about the inner workings of the wine industry. It is presented in an eight-lesson format covering the underlying business of wine, grapes, cost of goods, production, distribution, sales and marketing, and the import and export of wine. Registered students will receive a one-year subscription to the entire suite of wine business financial calculators created by Hanni and Cutler.

“The Napa Valley Wine Academy has become the gold standard for professional wine education in the US and we are proud to add to our nearly 10 years of work together,” said Hanni.

“As we continue to add relevant online courses to our offerings, it is a great honor to be working with Tim Hanni, Master of Wine to launch this year-round course, making wine business education more accessible to all of our students around the world. This is an essential course for anyone wanting to truly understand how the wine business works” said Christian Oggenfuss, Founder of the Napa Valley Wine Academy.

[Understanding the Business of Wine On-Demand](#) makes financial decisions approachable for CFO’s, winemakers, hospitality personnel and hobbyists alike. The key to the workbooks is that they provide real-life inputs and simplify the overwhelming process of financial forecasting.

Overall, this course empowers any wine-related professional to make strategic decisions—from pruning to pricing to packaging to personnel—that positively impact their bottom line. Quick-start instructions and video tutorials are included in the class.

For the past ten years, Tim Hanni has taught wine business courses at top universities and institutions around the world. In 2016, the Napa Valley Wine Academy chose Mr. Hanni to teach his curriculum, live and online, to their global audience of wine-savvy students. This year, Mr. Hanni and Mr. Cutler announced the launch of their proprietary platform, WineBusinessEducation.com, which features on-demand learning plus a suite of six real-time financial calculators that encompass the business of wine from decisions in the vineyard to decisions in the tasting room.

The cost of the complete course is \$475, which includes a one-year subscription to the wine financial calculators on WineBusinessEducation.com.

ABOUT:

Tim Hanni, MW, is one of the first two Americans to successfully complete the examination and earn the title Master of Wine. He is a Certified Wine Educator accredited by the Society of Wine Educators and has been involved with wine—and food-related businesses, education, and research—for more than thirty-five years. Hanni co-founded the Business of Wine course, learning management system and wine financial calculators at WineBusinessEducation.com, as well as myVinotype.com, a sensory assessment, and smart wine recommendation platform.

Napa Valley Wine Academy is America's Premier Wine School™ and the two-time winner of the WSET Global Wine Educator of the Year having won in 2016 and 2019 making it the most awarded WSET wine school in the world. The Academy is based in Napa Valley, California with ten locations across the United States and Online. The Academy is proud to be an approved program provider of the internationally recognized WSET (Wine & Spirit Education Trust) series of wine, spirit, and sake courses (including WSET Levels 1 through 4 in Wine) as well as Sommelier classes and a host of other specialty classes ideal for enthusiasts and critical for wine and beverage industry professionals.

For more information about the Napa Valley Wine Academy and its numerous courses and experiences, visit napavalleywineacademy.com.

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