



## FRENCH WINE SCHOLAR

### STUDY & CERTIFICATION PROGRAM

Starting on  
March 6, 2016



Next session offered in  
**Portland, Oregon**

by :



Starting on March 6, 2016



## Join Sommelier Maxine Borcharding and Noted Wine and Spirits Educator Hoke Harden for the Spring 2016 French Wine Scholar Study and Certification Program

- WHEN: Sundays, March 6-June 5 from 1pm-4 pm (excluding Easter weekend)
- WHERE: At the Oregon Culinary Institute, 1701 SW Jefferson Street, Portland Oregon
- OFFERED BY: The Taste and Compare Academy of Wine, Spirits and Food
- Tuition: \$ 895.
- See [www.tasteandcompareacademy/french-wine-scholar.html](http://www.tasteandcompareacademy/french-wine-scholar.html) for special discounts

### INCLUDED:

- 12 sessions of classroom instruction with tutored tastings, and certification exam review
- The 280-page full-color French Wine Scholar study manual
- 1-year access to the French Wine Scholar online study program
- Registration for the French Wine Scholar exam

### INSTRUCTED BY:

Maxine Borcharding  
Sommelier, French Wine Scholar,  
Spanish Wine Educator,  
Wine Location Specialist



Hoke Harden  
French Wine Scholar, Master Level  
Educator for Rhone and Provence,  
and BINC Certified Cognac  
Educator



### FOR INFORMATION & REGISTRATION

Registration is made through the Taste and Compare Academy of Wine, Spirits and Food

- Online: [www.tasteandcompareacademy.com](http://www.tasteandcompareacademy.com)
- Email: [tasteandcompareacademy@gmail.com](mailto:tasteandcompareacademy@gmail.com)
- Call: 503-516-8946

**Specialize in the wines of France and earn your French Wine Scholar certification!**



“The French Wine Scholar is a very serious wine program but fun and very enjoyable to follow. The teaching is superb and the quality of the material brilliant.”

**Gerard Basset**, MW, MS,  
*Best Sommelier in the World 2010*



## PROGRAM OVERVIEW

The French Wine Scholar program is a study and certification program providing current, accurate and in-depth information on the wines and wine regions of France.

Developed and administrated by the French Wine Society with the support of the French Ministry of Agriculture, this program is aimed at advanced students of wine whether professionals or serious wine hobbyists.

Individuals who follow this in-depth curriculum and pass the exam, earn the French Wine Scholar (FWS) post-nominal which may be incorporated into a professional signature (e.g. John Smith, FWS).

## PROGRAM CONTENT & DESIGN

and the qualityThe development of this course of study involved many French Inter-Professional organizations which shared resources, information and assistance.

The French Wine Society amassed this body of information into a study program with manual, online modules, teaching materials and exam that covers grape varieties, viticulture, winemaking, French wine law and all of the French wine regions including Jura, Savoie and Corsica.

This core body of knowledge is important whether an individual sells wine, buys wine or teaches about wine.

There is no other study and certification program in the world that covers France with such breadth and depth. The material is comprehensive and updated every year.

The program allows members of the wine trade to set themselves apart from their peers by specializing in the wines of France!

- France vies with Italy and Spain as the #1 wine-producing country in the world.
- The most popular commercially produced grape varieties (Sauvignon Blanc, Chardonnay, Chenin Blanc, Pinot Gris, Merlot, Malbec, Cabernet Sauvignon and Syrah) are all native to France!
- When it comes to wine culture, France is the historic benchmark!





The manual is very well laid out with pertinent information that goes beautifully hand-in-hand with the online program. Highly recommended for both newcomers and well-seasoned wine students alike.

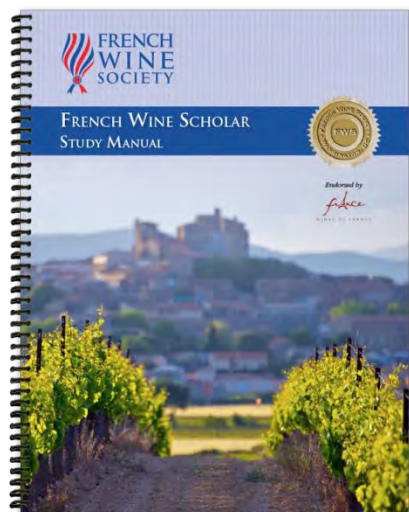
**Brian Christ, FWS**

## STUDY PACKAGE

Included in your tuition is the French Wine Scholar Study Package composed of: The FWS study manual, the FWS E-learning Program and the FWS Exam.

### FWS STUDY MANUAL

The 280-page, full-color study manual provides all the information from which the test questions are derived. You do not need to research your own study materials; everything you need to know is in the manual.



### E-LEARNING PROGRAM

To complement the manual and classes, there are 20 multimedia E-learning modules with full audio narration plus...

- A comprehensive series of live and recorded webinars on regional wine styles with suggested wine list presented by Jay Youmans MW
- Review quizzes for self-evaluation
- Instructor Q&A forum for personal assistance
- Student forum for community interaction
- Downloadable maps

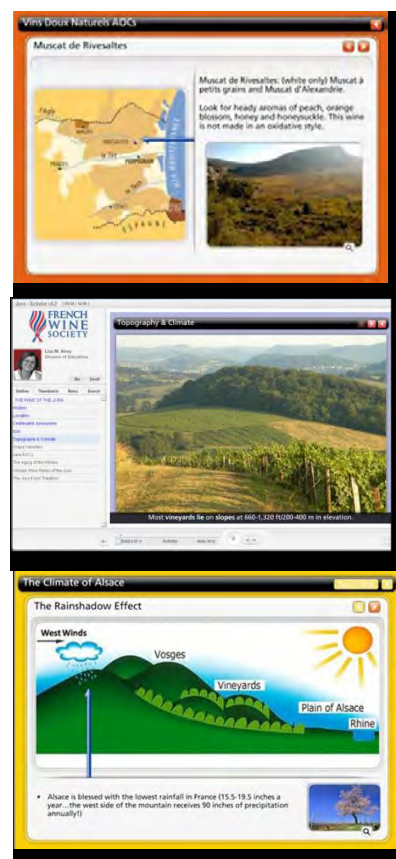
You can track your progress. Need to leave an online module before finishing it? Your place is automatically bookmarked for you and opens to where you left it when you return.

Online quizzes are scored immediately giving you feedback on the level of your proficiency. Need to retake a quiz? The questions shuffle to keep things fresh.

Registration is for one full year with an option to extend for a nominal fee.

### FWS EXAM:

For those enrolled in the program with an FWS Program provider you will sit a paper exam with your class when scheduled





“The French Wine Scholar program... is the best, most comprehensive course of study for French wine, bar none. The program is well thought out and presented. Anyone wanting to learn about French wines needs to take this program; there is no better program out there.

**Kevin Cleary, FWS,**  
Owner/Director at Vermont Wine School

## CLASSROOM LEARNING

French Wine Scholar Classes are offered by licensed program providers and delivered by an approved FWS instructor.

The live classroom study format includes:

- Manual
- Classroom instruction with tutored tastings
- Access to the complete FWS E-Learning Program described above
- Exam sit



All FWS program providers teach from the same French Wine Society-developed Power point presentations and are supplied with uniform teaching materials.

Naturally, each instructor has a unique teaching style, the wine selection will vary by market, the class length and class structure (weekly, biweekly, weekends etc.) will vary from location to location, but the content will be the same no matter where you take the class.

For many, the classroom experience helps to hammer home the theory; a tutored tasting component brings each region to life. Additionally, there is interaction in a live classroom environment that distance-learning lacks; many students find the set “schedule” helpful in keeping on top of their studies.

There are French Wine Scholar program providers in the USA, Canada, Singapore, Hong Kong, Shanghai, and France. Coming soon : United Kingdom, Australia, Chile, Argentina, Columbia, South Korea.

Teaching the French Wine Scholar program is a joy with the tutor material comprehensive and well prepared and suggestions for tasting samples logical and well thought out.

**Stephen Mack, FWS**  
CEO Asia Wine Service & Education Centre (AWSEC)  
Hong Kong



## CURRENTLY TEACHING OUR PROGRAMS...

The following wine schools, institutions and organizations have been authorized by the FWS to deliver the French Wine Scholar program.

| NAME   | CITY                             | STATE                     | COUNTRY                   |
|--|----------------------------------|---------------------------|---------------------------|
| Wine Institute New Orleans   | New Orleans                      | LA                        | USA                       |
| <a href="#">J RossWine</a>   | <a href="#">Boston</a>           | <a href="#">MA</a>        | <a href="#">USA</a>       |
| Nectar Wine Consulting & Education   | Atlanta                          | GA                        | USA                       |
| <a href="#">TheWine House</a>  | <a href="#">West Los Angeles</a> | <a href="#">CA</a>        | <a href="#">USA</a>       |
| The WineSmarties   | San Diego                        | CA                        | USA                       |
| <a href="#">Neptune Wine School</a>  | <a href="#">Orange County</a>    | <a href="#">CA</a>        | <a href="#">USA</a>       |
| San Francisco Wine School  | San Francisco                    | CA                        | USA                       |
| <a href="#">South Seattle Community College</a>                                    | <a href="#">Seattle</a>          | <a href="#">WA</a>        | <a href="#">USA</a>       |
| Capital Wine School  | Washington                       | DC                        | USA                       |
| <a href="#">The Texas Wine School</a>  | <a href="#">Houston</a>          | <a href="#">TX</a>        | <a href="#">USA</a>       |
| The International Culinary School at The Art Institute in Victoria                 | Victoria                         | BC                        | USA                       |
| <a href="#">Taste and Compare Academy of Wine, Spirits and Food</a>                | <a href="#">Portland</a>         | <a href="#">OR</a>        | <a href="#">USA</a>       |
| A Grape Affair   | Charlestown                      | NH                        | USA                       |
| <a href="#">Wasatch Academy of Wine</a>  | <a href="#">Salt Lake City</a>   | <a href="#">UT</a>        | <a href="#">USA</a>       |
| Wasatch Academy of Wine  | Park City                        | UT                        | USA                       |
| <a href="#">Westchester Wine School</a>  | <a href="#">New York</a>         | <a href="#">NY</a>        | <a href="#">USA</a>       |
| Pennsylvania Liquor Control Board  | Harrisburg/Philadelphia          | PA                        | USA                       |
| <a href="#">Metrovino</a>  | <a href="#">Calgary</a>          | <a href="#">AB</a>        | <a href="#">Canada</a>    |
| The International Culinary School at The Art Institute of Vancouver                | Vancouver                        | BC                        | Canada                    |
| <a href="#">The International Culinary School at The Art Institute in Edmonton</a> | <a href="#">Edmonton</a>         | <a href="#">AB</a>        | <a href="#">Canada</a>    |
| The Vermont Wine School  | Burlington                       | VT                        | Canada                    |
| <a href="#">Independent Wine Education Guild (IWEG)</a>                            | <a href="#">Toronto</a>          | <a href="#">ON</a>        | <a href="#">Canada</a>    |
| Lim Hwee Peng School of Wine   | Singapore                        |                           | Singapore                 |
| <a href="#">AWSEC</a>  | <a href="#">Shanghai</a>         |                           | <a href="#">China</a>     |
| AWSEC  | Guangzhou                        |                           | China                     |
| <a href="#">AWSEC</a>  | <a href="#">Hong Kong</a>        |                           | <a href="#">Hong Kong</a> |
| L'Auberge du Vin   | Avignon                          | Rhône                     | France                    |
| <a href="#">Vinecole</a>   | <a href="#">Narbonne</a>         | <a href="#">Languedoc</a> | <a href="#">France</a>    |



If you are a professional in the wine business looking to enhance your career, this is the program for you. Great instructors, easy-to-follow study guide and 24-hour internet access.

**Ronald Plunkett**  
FWS Sommelier at Hakkasan in San Francisco

## ABOUT THE FWS EXAM

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Wine professionals who follow this in-depth curriculum on the wines of France and pass the exam, earn the French Wine Scholar (FWS) post-nominal.

The exam is given in multiple-choice format. There are 100 questions and passing score is 75. You have one hour to complete the test.

- Candidates scoring 85-90 pass with HONORS.
- Candidates scoring 91-100 pass with HIGHEST HONORS.

Each year, the French Wine Society honors the highest scorer of the year with the FWS Award of Excellence.

## PREPARING FOR THE EXAM:

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In order to prepare properly for the FWS exam, you must read and study the FWS manual carefully. At first, it may seem a daunting body of knowledge to tackle...but we would like to give you a few tips.

The exam is comprehensive. It will cover all the wine regions of France. This means you must study everything...Corsica too! But, the food and wine pairing texts are for your personal edification. There are no exam questions on this material.

For those enrolled in the program with an FWS Program provider, you will sit a paper exam with your class when scheduled.





## FRENCH WINE SCHOLAR DETAILED CURRICULUM

The French Wine Scholar program presents each French wine region as an integrated whole by explaining the impact of history, the significance of geological events, the importance of topographical markers and the influence of climatic factors on the wine the glass. No topic is discussed in isolation in order to give students a working knowledge of the material at hand.

### UNIT 1: FOUNDATION

In order to launch French Wine Scholar candidates into the wine regions of France from a position of strength, Unit One covers French wine law, grape varieties, viticulture and winemaking in-depth. It merits reading, even by advanced students of wine, as so much has changed- specifically with regard to wine law and the newly research on grape origins.

### UNIT 2: THE NORTH



In Alsace, the diversity of soil types, grape varieties and wine styles makes for a complicated sensory landscape. Do you know the difference between Klevner and Klevener? The relationship between Pinot Gris, Tokay and Furmint? Can you explain the difference between a Vendanges Tardives and a Sélection de Grains Nobles? This class takes Alsace beyond the basics.



The champagne process was an evolutionary one not a revolutionary one. Find out how the method developed from an inexpert and uncontrolled phenomenon to the precise and polished process of today. Learn why Champagne is unique among the world's sparkling wine producing regions and why it has become the world-class luxury good that it is.



In Bourgogne, an ancient and fractured geology delivers wines of distinction and distinctiveness. Learn how soil, topography and climate create enough variability to craft 101 different AOCs within this region's borders! Discover the history and historic precedent behind such subtle and nuanced fractionalization.

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Discover the multi-faceted nature of Beaujolais as expressed through its different soil types and vinification techniques. Learn how carbonic maceration and traditional fermentation changes the flavors in the glass. Find out how varying trace elements in the granitic soils of the Crus Beaujolais create wines of different character and age-ability. Beaujolais may be a light-hearted quaff, but the subject is far from simple.

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The Jura lies tucked between Burgundy and Switzerland and represents the eastern uplift of the Saône graben. Although the wines are rarely found outside the Jura itself, it produces some unique wine products from non-mainstream grape varieties that merit attention. The region is famous for Vin Jaune, but Jura has given birth to some notable wine talent also. Pasteur, responsible for ground-breaking work in fermentation science and Millardet, responsible for both "Bordeaux Mixture" and the grafting of French vines onto American rootstock as a solution to phylloxera were born here! But that's not all! The Arbois zone of production was one of the first to be granted AOC status in 1936. The region is a dynamo!



Savoie is an alpine region just south of the Jura. Very little wine is exported; most of the production is consumed by tourists who visit for ski and other winter sport. The wines, however, are as colorful as the grapes that go into them--Jacquère, Altesse, Gringet, Molette, Mondeuse Noire, Persan—and are as fun to study as they are to drink...if you are so lucky.



Did you know that the Sauvignon Blanc vineyards of Menetou-Salon, Reuilly, and Quincy are all grown on Kimmeridgian marl? That one of the longest-lived white wines in the world is Savennières? Are you familiar with Breton, Côt and Pineau d'Aunis? It's time to explore a wine culture as long and wide as the river itself. There are over 5 dozen AOCs that flank the banks of the Loire. Learn about the undiscovered treasures of this region and explore its diversity of grape varieties and wine styles.

## UNIT 3: THE SOUTH



Study Bordeaux from the ground up. Here, wine styles are predicated by a combination of soil, grape and the hand of man. Explore Bordeaux's distinctive terroirs in order to better understand the nature of the blend, then discover how and why the blend has changed over the past 150 years.



## SOUTHWEST FRANCE

Viticulture was established in Gascony before Bordeaux was planted to the vine. Magdeleine Noire des Charentes, the parent of both Merlot and Malbec is believed to have originated here. The grapes are interesting and high-quality, the wines are good but the region languished in obscurity because Bordeaux blocked the Southwest's access to the global wine market by controlling trade through its port. Landlocked for centuries, this region is finally and justifiably beginning to make a name for itself. This cluster of growing regions has adopted an "all for one and one for all" face to the wine world. And why not? D'Artagnan, the fourth of the three Musketeers hailed from Gascony and coined the phrase!

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## LANGUEDOC-ROUSSILLON

Although Languedoc and Roussillon were administratively joined in 1972, they are historically, culturally and topographically two distinct regions. Roussillon produces 80% of France's Vins Doux Naturels crafted from old vine Spanish grape varieties. Yet today, it also crafts many dry blockbuster reds from those same old vines. Languedoc represents a cornucopia of vines that have historically gone into varietally labeled IGP products or simple Vins Sans IG. Today, it re-discovers its terroir and its grape legacy with new AOCs and a collective drive for quality. Together, Languedoc-Roussillon represents the last wine frontier in France. Things have changed here. Keep current!

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## RHÔNE VALLEY

The Rhône River serves as the gravitational axis around which its two halves revolve; the northern half clings tightly, the southern half expands outward and experiences less pull to the riverbanks. These two different wine cultures possess distinctive soils and topographies and they craft vastly disparate wines with unique personalities. It's one region, but two brave new worlds. Explore them both.



Did you know that Provence is the oldest wine region in France? It is also the only region in France and the only region in the world to focus primarily on the production of rosé. In fact, the local vigneronns have been perfecting the craft for 2,600 years! Learn all about Provence's path to pink as well as its stellar production of dry reds and whites. It's not all sunflowers and lavender in this sun-drenched part of France!



The island of Corsica has a long and colorful past. Throughout the millennia, it has been ruled by no less than six different nations and each of them have left their mark. However, many of the region's winemaking traditions and grape varieties are Italian due to the island's close proximity to that country. Today, Corsica is indeed French with an Italian accent. Discover its rich history... in the glass.

Education is sales. I fully embrace this program. It is significant in its depth and breadth. I have been involved in French wines for a long time and am delighted to see such an educational initiative finally materialize. It is long over-due.

**Robert Kacher**  
Robert Kacher Selections

The French Wine Scholar study manual will be a great tool for anybody interested in learning about French Wines whether their goal is to acquire a diploma or not. We thought it would be great to have copies of this manual distributed amongst our sales force.

**edna Bronson,**  
Imported Wines Liaison,  
Wilson Daniels Ltd

Education is the cornerstone of wine appreciation. With the French Wine Scholar study and certification program, the French Wine Society provides priceless support to the trade and consumers alike. We cannot thank them enough for their total dedication and enduring commitment.

**Xavier Barlier,**  
VP Marketing & Communication,  
Maisons Marques & Domaines