



V Madrone Cellars in Saint Helena

6-day Intensive Viticulture & Vinification **NAPA**

July 25-30, 2011 at The Harvest Inn



American Sommelier 6-Day Intensive Viticulture & Vinification Course in Napa Valley

- DATE:** Monday, July 25th through Saturday, July 30th
- TIME:** Breakfast will be available 7:30AM to 8AM
Class will run Monday through Friday 8AM to 5:30PM
The final exam will be held Saturday from 9AM to 11:30AM
- LOCATION:** The Harvest Inn
One Main Street, Saint Helena, CA
- RATE:** \$3,000 (register before June 10th)
\$3,500 (register June 11th-July 8th)
\$4,000 (register July 9th-July 24th)
- INCLUDES:** Tuition
Tasting 20+ wines per day
Breakfast Monday through Saturday
Lunch Monday through Friday
Vineyard/Winery trip (including transportation to & from
The Harvest Inn)
American Sommelier wineglass carrying case and four
Schott Zwiesel glasses
American Sommelier certificate of completion or certificate of
graduation & pin
One year of American Sommelier membership
- TERMS:** Payment must be made in full by the relevant deadline to secure
the rate above
Your seat in class is not guaranteed until we have received
payment in full
Tuition is nonrefundable

Listed rate does not include travel or accommodations, transportation to or from the Harvest Inn for class, or any dinners.

The Harvest Inn is offering a special reduced room rate of \$289/night (Sunday, July 24 through Friday, July 29). The night of Saturday, July 30 is \$399/night.

ABOUT AMERICAN SOMMELIER

Founded in 1998, American Sommelier is an organization dedicated to supporting the wine professional and to raising the overall level of wine knowledge and awareness in America through wine education. Headquartered in New York City, American Sommelier currently offers three levels of classes, in addition to regular seminars, tastings, and social events.

Every two years, American Sommelier hosts the Best Sommelier in America competition, bringing together professionals from across the country in an impressive display of knowledge, skill, and community. We encourage participation in education on all levels of the industry, believing it to be a key component to any wine professional's success. We often ask successful graduates of our program to return as teachers.

Through education, training, and advising, we seek to improve service and enhance America's understanding and enjoyment of wine.

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About the Viticulture & Vinification Course

American Sommelier's "V&V" Course is the second of our three-tier educational program; it delves into viticulture, vinification, and wine regions on an in-depth and academic level. A partial list of topics covered includes: grape varieties, regulation and legislation, climate, geography, soil, industry statistics, specific grape growing and wine making techniques, the economy of wine, and food pairing. The course also introduces beer, spirits, cigars, and blind tasting techniques.

In New York City, classes are taught by Andrew F. Bell, President and CEO of American Sommelier, and a faculty of approximately 20 industry professionals. Teachers are sommeliers, wine directors, beverage managers, and general managers working at some of the best establishments in New York City. Many are leading authorities in their field.

Our unique lecture style is designed to help students easily understand, assimilate, and enjoy the material covered. Students leave the course with a wealth of information and a lasting enthusiasm to continue learning.

About the Intensive V&V Course



We have condensed six months of education into five full-time days of lecture—a sixth morning is reserved for the final exam. Students will receive a reading list and sample quiz upon registration, with guidelines on where to focus their studies and how best to prepare before classes begin.

Lecture segments are broken down by region, paired with carefully selected wines that illustrate key educational points. The last half hour of each day is reserved for group questions and review of important topics. Students begin the mornings of day 2 through day 5 with a 30-minute quiz based on the readings and previous day's lectures, which are graded and returned the same day. The final exam is cumulative and tests the students' ability to synthesize their newly acquired knowledge. One afternoon will be dedicated to a class field trip to a vineyard and winery, followed by an optional group dinner.

Andrew F. Bell is the primary lecturer for our Intensive V&V Course.

The course is recommended for professionals in the wine and hospitality industry, as well as anyone looking for a rigorous approach to wine education. All students receive a certificate of completion and silver pin.

WHAT PEOPLE SAID ABOUT THE 5-DAY INTENSIVE V&V IN THE BAHAMAS (NOV. 2010)...

"Thank you for the wealth of knowledge that you bestowed upon us. It is indeed an honor to now be a part of your distinguished association. We hope that in the future we will once again be fortunate to better ourselves through your teachings. Once again thanks."

—Densil Deveaux

"...thanks for making it such a great experience. I really learned a lot and am excited to learn more."

—Jeff Natland

"The course was a blast and I learned so much...you guys are great!"

—Anthony Korculanic

"Thanks so much for doing such a great job on the Sommelier course. We are all still talking about it."

—Robert Martyn

"The wine course was educational and professional and I look forward to future endeavors." —Garry Parks

"Thank you again for this amazing experience! I have learned so much, and had a great time!" —Ania Piwko

"Thank you so much it was great getting to meet you the class was awesome and your teaching skills were awesome. Even though I had a lot of sleepless nights and times I wanted to give up I am glad I stuck it through. On behalf of Atlantis again I would like to say thank you."

—Cephas Hepburn



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About Andrew F. Bell

Andrew F. Bell, co-founder and President of American Sommelier, is passionate about wine. Bell has experience in all sectors of the industry and has worked to develop a profound understanding of the educational needs for the service side of the industry. Since 1987, Bell's experiences have included working with famed hotelier and restaurateur Bill Kimpton in San Francisco; opening a boutique wine shop Paris' 6th Arrondissement; working harvest in Arbois for renowned winemaker Frederic Lornet, and serving as number 2 sommelier at Michelin three-star restaurant Guy Savoy in Paris. Upon returning to his native New York in 1996, Bell launched Wine Symphony, his own wine consulting and import company in New York City.



In 1998, Bell joined with several other local sommelier leaders in New York City to create the American Sommelier. Together they developed a selection of courses designed for industry professionals and consumers interested in learning more about wine and viticulture and service. Bell developed the American Sommelier Blind Tasting class in 2008 and is currently developing a comprehensive sales, service, and buying class series. In addition to overseeing the American Sommelier organization, Bell teaches classes for each of the courses and mentors many new sommeliers. He has led the production of the Best Sommelier in America competition every two years since 2002

Bell is married and has three children—including newborn twins—and lives in New York City.

Contact Rachel Kobic, Director of Operations at American Sommelier for more information: 212.897.4129 or rachelkobic@americansommelier.com

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WHAT PEOPLE SAY ABOUT OUR CLASSES...

"Thank you so much! And I cannot even express how amazing the class was."

—Camilla Warner (V&V)

"Very cool class, great people. And I have not been inspired to learn in a long time! SO double thank you to Andrew!"

—Lucie Teichmann (Foundation)

"Andrew was fun and engaging, and his knowledge and experience are obvious. It was also nice to have an instructor who made wine feel more accessible rather than something that can only be understood and truly enjoyed by privileged insiders."

—Anonymous (Foundation)

"The classes are intense, informative, and useful. It provides an incredibly detailed and personal look into the world of wine, beer, and spirits. If you are looking to advance yourself in your wine knowledge, this is without a doubt the best way to do it..."

—Dennis A. via Yelp (V&V)

"I took the [V&V] course and enjoyed every class. I felt that the course was rigorous and the wine selection broad... I walked into the course because I have been in the restaurant business for more than 10 years and I needed this knowledge to further myself in my career. I walked out of this course with the passion for wine that I learned from that guy who taught most of these courses."

—Tsu R. via Yelp (V&V)



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6-Day Intensive V&V Schedule

Monday, July 25	07:30-08:00	BREAKFAST
	08:00-09:00	Intro to V&V and component tasting
	09:00-10:00	Champagne and Méthode Champenoise
	10:15-12:00	Burgundy
	12:00-12:30	LUNCH
	12:45-15:00	Bordeaux and Southwest France
	15:15-17:00	Loire
	17:00-17:30	Review
Tuesday, July 26	07:30-08:00	BREAKFAST
	08:00-08:30	Quiz
	08:30-08:45	Grading
	08:45-11:45	Rhône, Provence, Languedoc-Roussillon
	12:00-12:30	LUNCH
	12:45-13:45	Alsace
	13:45-15:00	Germany
	15:15-16:30	Austria
Wednesday, July 27	07:30-08:00	BREAKFAST
	08:00-08:30	Quiz
	08:30-08:45	Grading
	08:45-09:45	Pacific Northwest
	09:45-12:00	California
	12:00-13:00	WINE LUNCH & California continued
	13:30-17:00	Vineyard/Winery Field Trip
	17:00-17:30	Review
Thursday, July 28	07:30-08:00	BREAKFAST
	08:00-08:30	Quiz
	08:30-08:45	Grading
	08:45-11:45	Italy
	12:00-12:30	LUNCH
	12:45-14:45	Spain
	15:00-17:00	South America
	17:00-17:30	Review
Friday, July 29	07:30-08:00	BREAKFAST
	08:00-08:30	Quiz
	08:30-08:45	Grading
	08:45-11:45	Australia, New Zealand, South Africa
	12:00-12:30	LUNCH
	12:45-14:00	New York, Virginia, Ontario, British Columbia
	12:45-16:30	Spirits and Dessert Wine
	16:30-17:30	Review

Saturday, July 30
09:00-11:30
FINAL EXAM