



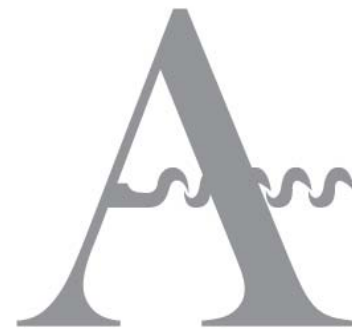
6-day Viti-Vini Immersion
Los Angeles

March 26-31, 2012

AMERICAN SOMMELIER

6-day Viti-Vini Immersion

Los Angeles



ABOUT AMERICAN SOMMELIER



American Sommelier is revolutionizing the way the world thinks about wine. Committed to empowering both the consumer and professional to make informed and intelligent choices, the organization serves as a forum where all wine lovers may gather to speak as equals.

American Sommelier offers a comprehensive curriculum of wine education and provides a wide

range of additional benefits to its members. The organization hosts seminars, tastings, and networking opportunities to enhance knowledge and skills and to promote a vibrant wine community. Since 1998, American Sommelier has hosted the biennial “Best Sommelier in America” competition that recognizes excellence in the wine service industry.

The organization creates custom experiential and advisory services for individuals, groups, and corporations both in and out of the hospitality industry. From cellar consultation and wine list development to job placement and insider wine journeys, American Sommelier’s mission remains the same: to cultivate awareness, understanding, and appreciation for wine.

*American Sommelier Headquarters
580 Broadway, Suite 716, New York, NY 10012*

*Phone: 212.226.6805 Fax: 212.226.6407
Email: office@americansommelier.com
Website: www.americansommelier.com*

AMERICAN SOMMELIER AT A GLANCE

American Sommelier was founded in 1998

At our Headquarters in New York City, approximately 450 students enroll each year

Approximately 70% of our students and members are employed in the hospitality industry

The remaining 30% come from diverse backgrounds such as Law, Finance, Media, and Medicine—to name just a few

The most recent Immersions were in Napa Valley in July 2011 and at the Graycliff Hotel in the Bahamas in November 2010

More than 80% of Viticulture & Vinification Immersion students ultimately pass the class

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ABOUT VITICULTURE & VINIFICATION



In New York, Viticulture & Vinification (Viti-Vini) is offered as a 24-week Course designed to provide students with a comprehensive look at grape-growing, winemaking and the viticultural regions of the world. The course is recommended for wine and hospitality professionals who wish to expand or update their knowledge of the field, as well as anyone looking for an in-depth approach to

understanding wine.

In addition to introducing beer, spirits, cigars and blind tasting technique, the course covers topics such as grape varieties, regulation & legislation, climate, geography, soil, industry statistics, specific grape growing & winemaking techniques and food pairing. Graduates receive the American Sommelier Viticulture & Vinification Certificate and Silver Pin.

WHAT STUDENTS 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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ABOUT THE IMMERSION



Five days of lecture with daily exams culminate in a comprehensive final exam on the morning of the sixth day. The Viti-Vini Immersion follows the same curriculum as the 24-week Course. Students 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 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 local vineyard and winery.

Tuition includes a one-year membership to American Sommelier and a custom made glassware carrying kit including four Schott Zwiesel glasses.

WHAT STUDENTS SAY ABOUT THE IMMERSION...

"I definitely want to keep moving forward and learning more. I wanted to thank you both again for a GREAT week. I learned so much more than I thought I ever would in such a short period of time."

–Rosanna Pandolfo (*Immersion in Napa Valley*)

"The class was a wonderful experience and I loved getting to meet all of you."

–Lisa Archer (*Immersion in Napa Valley*)

"I just wanted to thank you both for a wonderful course! It was challenging, fulfilling and definitely enjoyable. It's an experience that I won't soon forget and am very grateful to have had."

–Alyssa Reaves (*Immersion in Napa Valley*) "Thanks so much for doing such a great job on the Sommelier course. We are all still talking about it."

–Robert Martyn (*Immersion in the Bahamas*)

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

–Ania Piwko (*Immersion in the Bahamas*)

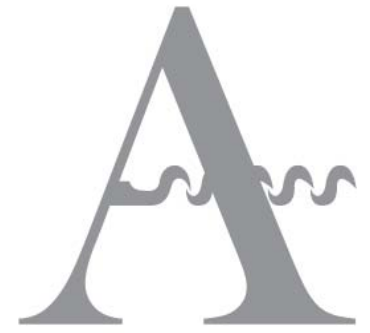
"Thank you so much it was great getting to meet you the class was awesome and your teaching skills were awesome. I am glad I stuck it through. On behalf of Atlantis again I would like to say thank you."

–Cephas Hepburn (*Immersion in the Bahamas*)

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ABOUT ANDREW F. BELL



One of the foremost wine educators in the country, Andrew F. Bell is a Co-Founder and President of American Sommelier. Since entering the industry in 1987, he has forged a distinguished career as a wine educator and businessman. Over the past 24 years, Bell has experienced all sectors of the wine industry and developed a profound understanding of the educational needs of both the consumer and service sides of the

industry.

Wine has always had a presence in Bell's life and growing up. While Bell's family had Chianti in the traditional fiasco bottle for dinner every night, it was not until his sister offered him a trip to the Napa Valley winery V. Sattui that he developed a real passion for wine. From that experience, Bell knew that he wanted to forge a career in the wine business.

Bell has been involved with many facets of the food and beverage industry. He began his career in San Francisco in 1987 and worked alongside famed hotelier and restaurateur Bill Kimpton at Splendido's. As part of his experience there, Bell trained with Michael Bonaccorsi, forever impacting his outlook on wine. Bonaccorsi's engaging and accessible teaching style combined with his extensive knowledge inspired Bell to pursue his discovery of the drink and move to France. While in France, Bell introduced a boutique wine shop Paris' 6th Arrondissement; worked harvest in Arbois for renowned winemaker Frederic Lornet; and served as number two sommelier at Michelin three-star restaurant Guy Savoy in Paris. Upon returning to his native New York in 1996, Bell embarked on a journey to share his knowledge, passion and rapport with wine with all aficionados. Bell launched Wine Symphony, a wine consulting and import company in New York City, which he continues to oversee.

With a team of like-minded peers, Bell founded American Sommelier in 1998. Together they developed courses designed for wine enthusiasts, aficionados and industry professionals with the unique goal of sharing knowledge and enthusiasm for wine. Bell designed the American Sommelier Blind Tasting class in 2005 and continues to oversee the organization and create the curriculum for each class. In addition, Bell teaches classes for each of the association's courses and has led the production of the Best Sommelier in America competition since 2002. He is currently crafting a comprehensive sales, service and buying class series.

Bell is a graduate of City College of San Francisco and San Francisco State University; he studied cognitive psychology. Bell is married, has three children and lives in New York City. In his downtime, he enjoys photography and playing golf.

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COURSE INFORMATION

LOCATION: Hollywood Roosevelt Hotel, 7000 Hollywood Boulevard, Los Angeles, CA 90028

DATES: Monday, March 26 to Saturday, March 31, 2012

TIMES: Class will run Monday through Friday 8AM to 6PM (breaking for lunch & short breaks)
The Final Exam will be written on Saturday from 9AM to 11:30AM

INFO: The Hollywood Roosevelt may offer a special reduced room rate for students, more information to be announced.
Breakfast and lunch will be provided.
You will receive a welcome packet including required reading list, sample quiz, and schedule by January 1st, 2012.

TUITION: Register by February 1st: \$3,000.00
Register by March 1st: \$3,500.00
Register by March 26th: \$4,000.00

**A limited number of scholarships are available for students who can demonstrate financial need. Please complete and return the Scholarship Application Form to be considered.*

TERMS AND CONDITIONS

Payment in full is required to secure your seat in class.

Payment plan options are available upon request—please inquire for more information.

Tuition is non-refundable.

Students must provide a copy of photo identification for age verification purposes.

A one-year American Sommelier membership is included in the price of tuition.

All special requests for amendments to the above terms and conditions, or to the schedule as outlined below, must be received in writing; we do our best to accommodate *truly exceptional circumstances* and all requests will be reviewed on a case-by-case basis.

I understand and agree to the terms and conditions above.

Signature

Date

Print Name

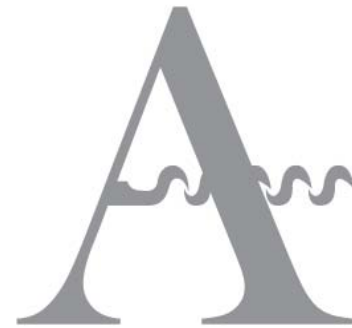
Please fax completed applications to 212.226.6407 or email to office@americansommelier.com.

For more information, please call 212.226.6805.

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STUDENT INFORMATION

Name:

Cell Phone:

Address:

Home Phone:

City, State, Zip:

E-mail:

Employer:

Position:

Address:

City, State, Zip:

Bus. Phone:

Bus. Fax:

Are you in the hospitality industry?

- YES NO

How will you be paying?

- CASH CHECK CREDIT CARD

*Please make checks payable to American Sommelier Inc. and mail to:
American Sommelier Inc., 580 Broadway, Suite 716, New York, NY, 10012*

How did you hear about us?

- Search engine (Google, etc.)
 Facebook
 Twitter
 American Sommelier email
 Word of mouth (who?)

 Other (what?)

Please briefly describe your current wine knowledge level, including any “on-the-job” learning, self study, and formal education.

CREDIT CARD INFORMATION

- VISA MASTERCARD OTHER (please call the office)

Name of Cardholder:

Credit Card Number:

Expiration Date:

V-Code Security Number (on back of card):

Billing Address:

Zip Code:

Signature:

Date:

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SCHOLARSHIP INFORMATION

American Sommelier is pleased to offer a limited number of individual scholarships worth up to 50% of tuition for our 6-day Viticulture & Vinification Immersion Course in Los Angeles. Each scholarship is worth a maximum of \$1,500.00.

The scholarship committee primarily considers financial need, though a demonstrated interest in the study of wine and motivation for taking the course may also be a determining factor. Students from hospitality and non-industry backgrounds are encouraged to apply.

To apply, please submit the following documents to Rachel Kobic (Phone: 212.897.4129, rachelkobic@americansommelier.com, Fax: 212.226.6805):

- Completed Application and Scholarship Application Forms
- Most recent W2
- Most recent Federal Tax Return
- Most recent Paystub

Applications will be reviewed and scholarships awarded on a rolling basis until all scholarship funds have been assigned. Once a scholarship is offered, the student has one week to accept or decline. To accept the scholarship, the student must remit payment in full. Tuition is non-refundable.

EMPLOYMENT HISTORY

Fill in the details of your most recent employment history. Your three most recent positions—beginning with your current position—are sufficient.

Position	Employer	Salary/Wage	Dates of Employment

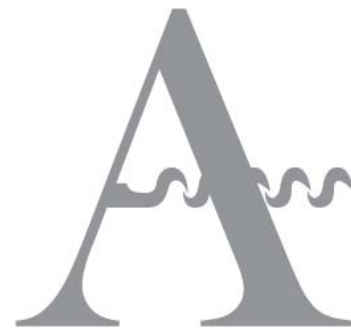
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PLEASE BRIEFLY DISCUSS YOUR PAST INVOLVEMENT WITH WINE AND HOW YOU HAVE DEMONSTRATED AN INTEREST IN THE TOPIC TO DATE. THIS MAY INCLUDE EXAMPLES OF EMPLOYMENT, FORMAL OR INFORMAL EDUCATION, PERSONAL EXPERIENCE, ETC.

WHY DO YOU WANT TO TAKE THIS CLASS AND WHAT DO YOU HOPE TO GET OUT OF IT? YOUR ANSWER MAY INCLUDE PERSONAL AND/OR PROFESSIONAL GOALS.

I guarantee that the information I have provided in this application and supporting materials is current, accurate and true to the best of my knowledge at the time of signature. Furthermore I understand that the information received will be kept confidential and used for the purposes of determining scholarship eligibility only.

Signature

Date

Print Name

Please fax completed applications to 212.226.6407 or email to office@americansommelier.com.

For more information, please call 212.226.6805.