



UNVEILING SPANISH WINE

Spanish Wine Specialist

Student Guide

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Welcome to the course

Dear student,

Welcome to “Unveiling Spanish Wine: Spanish Wine Specialist course”. Through this course we hope to be able to fulfil all your training expectations.

This marks the start of a new stage, one that will require an extra effort on your part, over and above your usual activities. But we’re sure you’ll find it worth your while, as you gain the satisfaction of improving your personal capabilities and skills and expanding your knowledge, while enjoying the chance to apply what you’ve learned in your daily work.

All the members of the professional team involved in this programme are confident that this course will contribute to improving your professional qualifications.

In the following pages you’ll find all the information you need to take part in this course. I encourage you to read it carefully and to take an active part in all the activities we’ve designed for you.

Best wishes,

Cristina Morales

Executive Director of Training
ICEX Spain Trade and Investment

Pablo Conde

General Director
ICEX Spain Trade and Investment

Section 1

Study Guide

Introduction

The course that begins today is taught in a virtual or non-classroom-based format.

We realize that in many cases students embarking on an e-learning training course may have questions like: "How, when, and who's teaching me (...)?"

However, our e-learning teaching methodology has the same level of quality you would expect from classroom-based programs, thus guaranteeing that the same teaching and training goals are successfully achieved.

This guide is designed to serve as the basic document that offers students an overview of the course, its methodology, the tasks to be performed, the teachers and the team responsible for the course.



Objectives

To present the institutions involved in the programme and the teaching staff.

To provide information on the course structure, its methodology, objectives, contents, activities and assessment system.

Work Materials:

Students will work with the following materials throughout the course:

- “Student guide”. This document, where students can find the specification and practical information about the course.
- Basic instructions for starting the course (which will be sent by e-mail).
- Handbook. The course textbook, where students can find the contents of the certification.
- Supplementary reading material for students (bibliography and/or links to useful Internet resources).



Section 2
Presentation
of the Institution
and Academic
Community

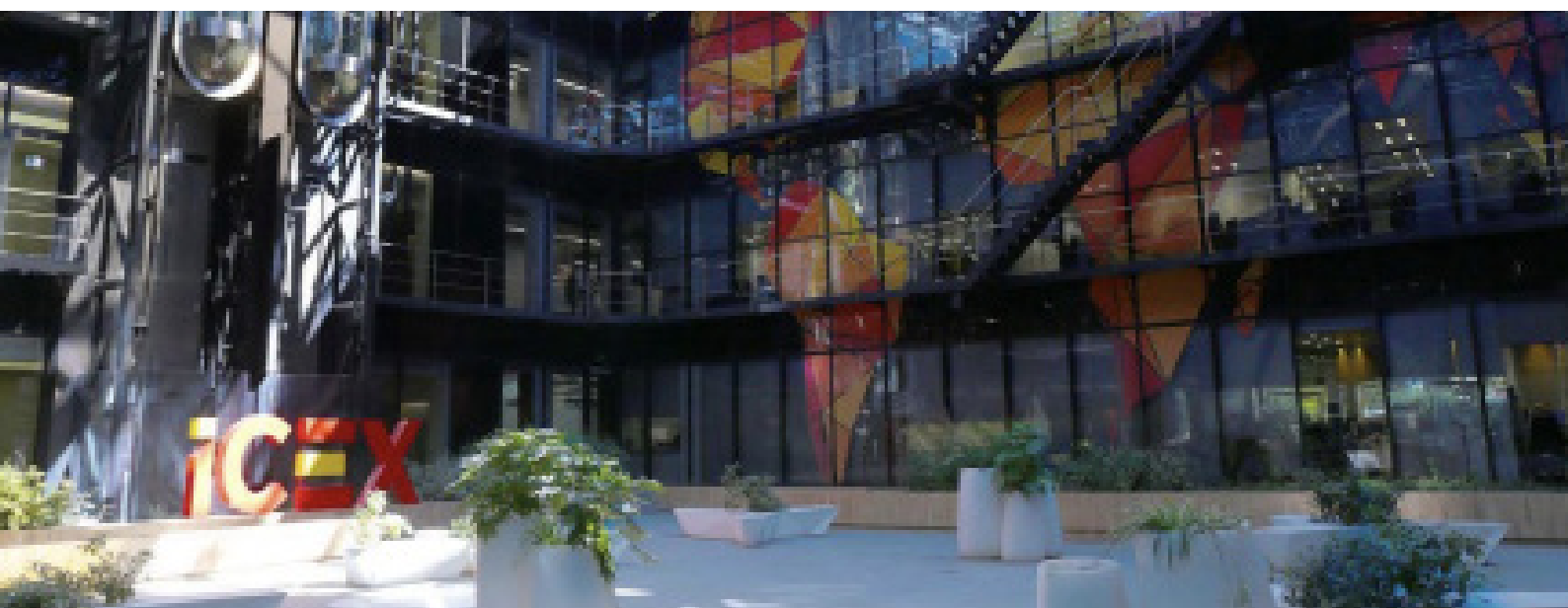
ICEX Spain Trade and Investment

This programme is designed and taught by ICEX Spain Trade and Investment through its Executive Training Division.

ICEX is a business organization with a national scope whose mission is to promote the internationalization of Spanish companies as a means of increasing their competitiveness and adding value to the economy as a whole, and to attract foreign investment to Spain. ICEX provides services for Spanish companies using its own financial and material resources and employees, including:

- Designing and running trade promotion activities in foreign markets.
- Preparing and disseminating information on the offer of Spanish products and services and on international markets.
- Building technical skills among company employees and training professionals in foreign trade.
- Promoting projects for investment, industrial implementation and international cooperation in foreign markets.

ICEX provides its services through a network of 31 provincial and territorial trade offices in Spain and almost 100 economic and trade offices abroad. It also has 19 business centers abroad offering Spanish companies temporary infrastructure as incubators for internationalization.



ICEX – CECO

Since January 2015, ICEX has included the activities of the Center for Economic and Commercial Studies (CECO) as a means of driving the training of human resources for the internationalization of the Spanish economy and for promoting the training of staff in public administrations, supervisors and managers in companies, business associations and other public or private organizations, and young people who aspire to work in the future in a profession linked to the international economy.

In its over 30 years of existence, more than 20,000 Spanish students have attended classes in ICEX-CECO, many of whom now hold positions of responsibility in company management. We have also welcomed students from over 70 mainly developing countries, and countries that have recently joined the global economy. All of them are interested in learning about aspects of Spain's experience in its intense internationalization process, which we are in a position to describe at first hand thanks to the involvement in our teaching of the people who were instrumental in setting up the processes and reforms that drove this internationalization of the Spanish economy.

ICEX-CECO specifically designs every aspect of its training programs, from the course programme or syllabus through to selecting the faculty members, and including the course management and the criteria for assessment and monitoring applied in each case. All the programs have an academic director, and over 200 teaching collaborators attached to the various courses and seminars, all of whom have first-class teaching qualifications.

The teaching method is based on an efficient combination of theory and practice that helps students when making decisions in their professional lives.

Students are actively involved in the learning process, and learn the techniques, skills and strategies they will subsequently apply in their future jobs.

The online teaching staff and work team

The success of ICEX's training programs is thanks to its highly-qualified teaching staff. Each course has a program director and several specialists in the subject, all with recognized professional prestige and demonstrated experience. They include university professors, engineers, bank managers and company directors, senior officials in the Spanish government, psychologists, lawyers, economists, magistrates, tax advisers, consultants and experts in marketing and international finance, etc. In addition to their professional standing, the teaching staff all have proven experience within ICEX itself and in other academic forums.

ICEX-CECO also has teachers who are experts in online teaching methodologies.

Within this methodology, the figure of the tutor/teacher plays a central role as an active agent for support and communication and for monitoring the students' training. The function of the tutor-teacher is to guide, motivate and support, and to help the students in their learning and encourage them to carry out the various activities that have been designed. Their communication skills and prompt response to the students' queries are essential to the success of these courses.

The team of teachers trained in the online methodology have a thorough knowledge of the technology platform, the specific methodology, the contents, and the activities associated to the course they are teaching.



In addition, the quality control in each course includes a close monitoring and specific assessment of the performance of all the teachers in the various programs. Below you can see the details of the team of teachers and professionals who will be supporting you throughout this course:

SPANISH WINE SPECIALIST COURSE TEAM

ICEX - CECO EXECUTIVE TRAINING DIVISION

Director: Cristina Morales

Deputy director: Amparo Vera

Academic coordination: José Antonio Reig

ICEX - F&B INDUSTRY DIVISION

F&B Industry Director: María Naranjo

Department manager: Laura Velasco

Area manager: Lucía Vime

THE WINE STUDIO SUBJECT TEACHERS & PROGRAMME COORDINATION

Programme coordination: Elisa Errea

Subject Teacher: Nygil Murrell

Subject Teacher: Javier Fernández Piera

Subject Teacher: Flor Etienne

Subject Teacher: Manuel del Rincón

Subject Teacher: Yolanda Ortiz

CONTACT INFORMATION FOR STUDENTS

Student Course Registration: **Joaquin Hita** - Joaquin.Hita@icex.es

Academic Matters: **Flor Etienne** - flor@thewinestudio.es

Technical Matters regarding CECO online campus:

Marta Eslava - campusvirtual2.ceco@icex.es

Certificates and Diplomas:

Paloma Cascallar - Paloma.Cascallar@icex.es

Teachers CVS



ELISA ERREA DIPWSET

Elisa has over 25 years of experience in the wine industry. She began her career at Raventós Codorníu, where she led training and communication projects for the group's international sales network. She later directed the marketing department at Codorníu UK and coordinated the establishment of the group's Enology team.

In 2012, Elisa founded **The Wine Studio**, an internationally renowned consultancy for strategy, training design, and education. **The Wine Studio** offers WSET certifications and develops specialized training programs and content. Together with her team, she created the wine program currently taught at Le Cordon Bleu Madrid. They also advise the Rioja Wine Academy and lead the official training programs for ICEX-Spanish Wine (Spanish Wine Specialist and Spanish Wine Educator).

In recent years, following a profound personal and professional transformation, Elisa has expanded her passion to the field of health and wellness through **The Human Studio**. As a Functional Medicine Health Coach, she supports professionals in improving their physical and emotional health. As a Chief Happiness Officer, she promotes well-being as a strategic pillar within organizations.



NYGIL MURRELL DIPWSET

Nygil Murrell was born and raised in Northern California. In 2002 he moved to Barcelona to make his desire to live in Spain come true. His plans to remain abroad for only a year got disrupted when he discovered the high quality of life in Spain, the culture and the affection of its people (including his future wife), encouraging him to make this his permanent home. His work as a tour guide in Spain would later fuel his passion for history, gastronomy and, in particular, the country's exceptional wines. This experience prompted him to create his own guiding company in Madrid, with a special focus on wine tourism.

Nygil continued feeding his passion for wine through the WSET programme, receiving a Merit grade for his Level 4 Diploma. He is also a WSET Certified Wine Educator and Rioja Certified Wine Educator. In January 2017, Nygil joined the team at The Wine Studio as Head of Studies and full-time teacher. Nygil supervises and curates all the contents of ICEX "Unveiling Spanish Wines" programme.

Teachers CVS



FLOR ETIENNE DIPWSET

While Flor is French and originally from Burgundy, after living in Mexico for three years as a child, she knew she wouldn't stay in her native country forever.

Flor started her career in the wine industry in England but would later move to Spain in search of a warm Latin culture, where she became Spanish at heart and by adoption. After a brief stay in Córdoba, she spent nine years in Madrid working in various areas such as marketing, export, and procurement for leading companies in the wine and spirits industry such as Pernod Ricard Bodegas, Diageo, and Emilio Moro.

Flor then decided to dedicate herself to what she was most passionate about: sharing her joy and knowledge of wine through teaching, which has allowed her to continue traveling virtually, taking her students along for the ride in each and every class. After obtaining the WSET Diploma and WSET Certified Educator titles, Flor decided to focus on wine education exclusively, teaching and coordinating WSET courses at different levels in both English and Spanish at The Wine Studio.



JAVIER FERNÁNDEZ PIERA

Javier takes good humor very seriously. Although he has spent many years working in the world of gastronomy and is a professional in the fields of communication and training, we first met him on stage, indulging in one of his passions, the world of magic. He embodies the spirit of The Wine Studio: learning at the highest level while having fun at the same time.

In addition to studying for the WSET Diploma, Javier is a Certified Educator for DO Cava, Sherry Wines, and DO Montilla-Moriles. He has also coordinated the Sommelier course at the Madrid Chamber of Commerce for many years and is a member of the Madrid Academy of Gastronomy. Needless to say, he loves enjoying good food in good company.

In his day-to-day life, he runs his own communication agency, CPC Cooking Ideas, a benchmark in our sector. In his spare time, he also manages to contribute to various specialized publications.

Teachers CVS



MANUEL DEL RINCÓN

Manuel is from Campillo de Aranda, a village of 100 inhabitants near Aranda de Duero. He comes from a long line of winegrowers, with several generations of viticulturists having come before him. He is an agricultural engineer with a master's degree in Viticulture, Oenology, and Wine Marketing. His career has focused on education in viticulture and viticultural consulting, primarily in projects across northern Spain. He is also co-owner of the winery Marta Maté, located near the Sierra de Neila in eastern Burgos, within DO Ribera del Duero.

Given his focus on the vineyards, Manuel remains constantly aware of any needs the plants may have, making study, observation, and experimentation his guiding principles. A tireless researcher and a challenger of norms dictated by tradition, he treats the cultivation, soil, and environment as a whole, giving true meaning to the holistic concept of agriculture. He is, of course, a specialist in organic and biodynamic viticulture, obsessed with balanced and sustainable ecosystems. In addition, he is an expert in animal traction and climate change. As Manuel himself states, "There is no other choice."

Currently, alongside his work at the winery, he provides viticultural training for various organizations and wineries in the industry. Additionally, he teaches WSET courses at different levels for The Wine Studio.



YOLANDA ORTIZ DE ARRI

Yolanda Ortiz de Arri was born and raised in the Basque Country. After earning university degrees in Translation and Interpreting from Granada and Journalism from Bilbao, she purchased a return ticket to England to spend Christmas with friends. However, life took an unexpected turn, and it would be 13 years before she returned to Spain.

She has a diverse background in print, television, online media, and corporate communications. Fluent in both Spanish and English, her UK career included roles in various media outlets. She notably adapted scripts for several seasons of the beloved children's programme Art Attack and spent several years at the Financial Times, where she gained much of her journalistic expertise.

The financial crisis of 2008 significantly impacted the field of journalism, prompting Yolanda to leave her role at a Barcelona-based newspaper and return to her roots. There, she chose to specialise in wine. She holds the WSET Level 3 in Wines certification and is a Certified Educator for both Sherry Wines and DO Montilla-Moriles.

As a self-employed professional, Yolanda seamlessly blends her passions for journalism and wine. She has been an integral part of Spanish Wine Lover since its inception in 2014, contributing to its success while also freelancing for various wine magazines and wine-related organisations. In addition, she teaches wine courses in both English and Spanish and specialises in translating wine-related content.

Section 3
Spanish Wine
Specialist course

Objectives

- The objective of this first course is to give professionals a thorough understanding of the fundamental canon of Spanish wines, to know where the current Spanish wine industry comes from and where it is headed. Attention will also be given to the connection between wines and regional gastronomies. The central part of the course will focus on the fundamental styles of wine in Spain from the perspective of the country's varieties.
- The ultimate aim of the course is to build a network of enthusiastic Spanish Wine Ambassadors, eager to teach and spread their passion and knowledge.



Target Audience

Each course is intended for 30 international wine professionals who wish to study Spanish wines in a systematic way, creating a solid and comprehensive foundation of knowledge.

Expected professional background of the participants:

- Sommeliers
- Wine Educators
- Wine Buyers
- HORECA Professionals
- Food & Beverage Managers
- Wine Writers



Course Methodology

The program is taught entirely using the online methodology, with the use of the most advanced teaching techniques in this format.

The contents are taught with a substantial practical component, which combines:

- The use of new technologies: virtual campus, videoconferencing and collaborative work tools.
- The maximum number of students is 30.

The course lasts a total of five weeks and is taught using online methodology.

The students have a weekly work schedule and an expert online tutor for each area of the course, who will help and advise them in the process of learning, working and reflection.

The courses that are designed and taught in the Virtual Campus are based on a tutorial model that follows the students closely and encourages constant interaction between participants and teachers.

The teaching-learning process is focused on the students and the group. There is a constant exchange of information between teachers and students, so knowledge is built not only from the theoretical content, but also derives from the students' interaction with the expert-tutor and with their fellow students.

The contents are organized into modules, each lasting a week. An additional week is added at the end of each course to catch up with missing assignments or tests.

Each module begins with a comprehensive documentation reading plan.

Additional resources are included with links to multimedia content and articles to supplement the educational contents. Web conferences are held each week and students will be given self-assessment review questions at the end of each module.

The modules are taught following a weekly plan, from Monday to Friday, leaving the weekend for the students to catch up if they have fallen behind in any area.

The estimated time required to study the materials and perform the activities and exercises in each module is 5-8 hours a week.

Contents

MODULE 1: **SPAIN. A WINE NATION**

- Location, Geography, and Climate
- Spanish Wines in Figures
- How to read a label
- History
- Viticulture in Spain
- Winemaking in Spain

MODULE 2: **THE REGIONS**

- Green Spain
- Ebro River Valley and Pyrenees
- Duero River Valley
- Central Ranges and Southern Plateau
- The Mediterranean
- The South
- The Canary Islands

MODULE 3: **SPANISH WHITE GRAPE VARIETIES**

- Airén
- Viura
- Verdejo
- Albariño
- Garnacha Blanca
- Godello

MODULE 4: **SPANISH RED GRAPE VARIETIES**

- Tempranillo
- Bobal
- Garnacha
- Monastrell
- Mencía
- Cariñena

MODULE 5: **SPANISH FORTIFIED AND SPARKLING WINES**

- Fortified Wines: Sherry & Co.
- Sparkling Wines: Cava & Co.

MODULE 6: **SPAIN. A FOOD NATION**

- Green Spain
- Ebro River Valley and Pyrenees
- Duero River Valley
- Central Ranges and Southern Plateau
- The Mediterranean
- The South
- The Canary Islands



Duration and structure

The course will be held throughout 8 weeks. Students are expected to have read the relevant materials for each week's contents before each weekly conference. The teachers will be guiding 2-hour videoconferences once a week* and regular assignments and revisions will be suggested to the group, following the class. At the end of the course, there will be a recap and Q&A session and a catch-up week before the final assessment.

*Definite times for videoconferences will be published in the course programme, closer to the actual date of the course.

SCHEDULE AND CONTENTS:

Module 1	Spain: A Wine Nation	Week 1
Module 2	The Regions (I)	Week 2
Module 2	The Regions (II)	Week 3
Module 3	Spanish White Grape Varieties	Week 4
Module 4	Spanish Red Grape Varieties	Week 5
Module 5	Spanish Sparkling and Fortified Wines	Week 6
Module 6	Spain. A Food Nation	Week 7
Additional week to catch up with recordings and review contents.		Week 8



Course Certification

At the end of the course, successful candidates who have attended all of the videoconferences (live or recorded) and who have obtained a minimum mark of 75 per cent on the final exam will receive the Spanish Wine Specialist Certification, issued by ICEX-CECO.

Quality Control

ICEX-CECO continuously monitors the quality of the course, taking into account, among other inputs, the teachers' and participants' assessment at the end of each module and at the end of the course itself.

At the end of the course the participants answer an assessment questionnaire where they are asked their opinion of the program, the teaching staff and the teaching method. They are also asked about the technical-pedagogical coordination and the features of the Virtual Campus. All these contributions will serve to resolve and correct any possible deficiencies in the course and to improve future editions.

ICEX-CECO holds regular meetings with the teaching team in order to resolve any possible incidents and incorporate improvements in future editions.



Assessment Method

Successful completion of the Spanish Wine Specialist Certification Course is assessed according to the following two criteria:

Class attendance – Students are expected to attend all weekly videoconferences in order to receive full credit for the class attendance criteria and thereby be eligible to sit the final exam. If a student is not able to attend a live videoconference session, credit for class attendance can still be obtained by watching the recorded session in its entirety.

Final Exam – Those students who have fulfilled the class attendance criteria will be given a final examination that consists of 30 multiple-choice questions to be completed within 45 minutes. While additional sources of supplementary material will be provided throughout the course (these may include links to articles, webinars, educational videos, and/or podcasts), all examination questions are based on the information contained within the student textbook. A candidate is required to pass with a minimum mark of 75 per cent.



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