

July 2, 2004

**SOCIETY OF WINE EDUCATORS ANNOUNCES PROGRAM DATES
FOR REMAINING 2004 EDUCATION SCHEDULE**

Washington DC July 2004 - Just as academic institutions begin their summer hiatus, the educational opportunities for wine professionals are ripe with programs to become a Certified Wine Educator or a Certified Specialist of Wine. The Society of Wine Educators, the leading international nonprofit organization dedicated to advancing wine education through professional development and certification, announces its educational offerings for July through December 2004. The schedule includes multiple CSW and CWE examination opportunities, along with professional development workshops covering Italy, Bordeaux and Malbec.

Created by wine educators, the certification programs are the only wine knowledge-based exams approved by a professional wine society in the United States. The CWE and CSW credentials are marks of distinction within the wine industry. They involve rigorous individual study of principal wine topics, and are geared toward wine professionals of different levels.

The CSW exam is recommended for entry to intermediate level wine professionals seeking a core body of knowledge. Topics such as viticulture, grape varieties, wine production, regions and tasting are covered in a one-hour, multiple-choice exam. To assist with study, the SWE offers an optional test-preparation seminar lasting two full-days. Tasting sessions and lecture reinforce the study guide material. The cost for the exam, including study guide, is \$225.

One step up, the CWE program invites advanced wine professionals to build upon their understanding of wines of the world, wine service and storage, and sensory identification of wine components. This exam lasts four hours and consists of three parts: one written portion and two practical tests involving wine samples. A review seminar is offered for this exam, in addition to a practice mock exam. The cost of the exam is \$295. The cost of the preview seminar is \$225.

Candidates can sign up to take either exam during the SWE's Annual Conference, held this August 2-7 in Sonoma, California, or at one of the locations below. The conference will offer over 50 different seminars relating to "The Evolution of Wine", this year's theme. Both wine enthusiasts and wine professionals may attend the conference or register for the SWE's professional development workshops offered during the remainder of 2004.

Coming in September are workshops discussing the Bordeaux classification system and the wine regions of Italy. In October, a seminar on Malbec will explore Argentine production and compare Malbecs from around the world. An introductory class on Bordeaux wines will also be offered in October. November offers a recap of the Bordeaux and Italy programs. The cost for each workshop is \$135 or \$250 for Bordeaux levels I & II.

Candidates can register for the certification exams and the professional development workshops at www.wine.gurus.com. For more information, please contact the SWE office at 202-347-5677 or education@societyofwineeducators.org.

For media inquiries, please contact Kimberly Charles at kcharles@charlescomm.com or 415 701 9463.

Exam City	CSW Program	CWE Program
Honolulu, HI	July 7	N/A
Orange, CA	July 15	N/A
Sonoma, CA (Annual Conference)	August 4	August 4
Chicago, IL	August 11	N/A
Dallas, TX	October 7	October 7
Washington, DC	October 7	October 7
Scottsdale, AZ	November 11	November 11

Professional Workshop	Date	City
Bordeaux II (Classifications)	August 2	Sonoma, CA (conference)
California Master Class	August 3	Sonoma, CA (conference)
Chile & Argentina	August 4	Sonoma, CA (conference)
Bordeaux II (Classifications)	September 13	Washington, DC
Italy	September 14	Washington DC
Bordeaux I (Intro)	October 6	Dallas, TX
Italy	November 8	Scottsdale, AZ
Bordeaux II (Classification)	November 9	Scottsdale, AZ