



**WSET**  
WINE & SPIRIT  
EDUCATION TRUST

*A guide  
to WSET®  
qualifications  
2018/19*

*A world of knowledge*  
wsetglobal.com



# Anyone can say they're an expert in wines and spirits, with a WSET qualification you can prove it.

WSET qualifications are globally recognised as the international standard in wine and spirit education.

With four progressive levels of study available our qualifications are designed for those who are just starting out in their careers, as well as established professionals and the many enthusiasts who have a passion for the subject.



## Accreditation

Qualifications at Levels 1 to 3 are regulated by the United Kingdom Government, Ofqual.



## Our qualifications

All WSET qualifications are designed and developed by subject-matter experts. As an independent, not-for-profit organisation our courses also offer impartial, bias-free learning.

Upon successful completion of a WSET qualification candidates will receive a WSET lapel pin and certificate.



### Study options

WSET courses are available as classroom or online study through our network of course providers. Availability will vary by course provider and qualification. For current information check our website, [wsetglobal.com](https://www.wsetglobal.com).

Please note that examinations for all qualifications must be completed in person and cannot be taken online.

## Structure

WSET qualifications are offered at four levels\* and are designed to be studied in sequence, with each level of study preparing the student for the next level.

At levels 2-3, it is not a barrier to enrolment if you have not gained the previous WSET qualification, providing you possess equivalent knowledge. If you are unsure at which level to start your studies, please seek advice from your course provider.

The following provides a guide to how our qualifications are structured and an overview of the learning outcomes you should expect. For more details, visit our website.

Level 1

### Learn

Gain basic factual knowledge of the types and styles of product and how they are made.

Level 2

### Describe

Gain a broad knowledge of the product and its production options to describe the styles confidently.

Level 3

### Explain

Learn to taste and describe the product accurately, while also developing a comprehensive knowledge and understanding of the product and its production options to explain style and quality.

Level 4

### Analyse

Gain specialist knowledge and understanding of the core principles of production and business of wine. Diploma graduates will have the product knowledge and analytical tasting skills to explain and evaluate at an expert level.

## Tasting

Central to all of our qualifications is the benchmark WSET Systematic Approach to Tasting (SAT), which progressively develops tasting technique, descriptive vocabulary and evaluation skills.



Appearance



Nose



Palate



Conclusion

\*Not all beverage categories are available to study at all four levels, check our website for availability



# Wine Qualifications

WSET has provided industry leading qualifications and education in wines since 1969. Our wine qualifications develop comprehensive product knowledge and tasting skills, covering the significant wines and wine producing regions of the world.



Our qualifications are sought after by drinks professionals from all reaches of the industry, and increasingly the wine enthusiast who seeks the key to unlock a world of wine knowledge for their personal pleasure.

*WSET education has been extremely valuable for my career and is an important qualification for anyone who wishes to get into the wine or hospitality industries.*



**Yang Lu MS DipWSET**  
Corporate Wine Director,  
Shangri-La International Hotel  
Management Ltd., HK

## WSET Level 1 Award in Wines

Explore the main types and styles of wine through sight, smell, and taste, while also gaining the basic skills to describe wines accurately and make food and wine pairings.

### Delivery and assessment

This qualification has a minimum requirement of six hours of study time in a classroom or online.

Assessment is by a closed-book exam of 30 multiple-choice questions.



## WSET Level 2 Award in Wines and Spirits\*

Explore the major grape varieties and important wine regions in which they are grown. Learn about the styles of wines produced from these grapes as well as key classifications and labelling terminology. A basic overview of the key categories of spirits will also be provided.

### Delivery and assessment

This qualification has a minimum requirement of 28 hours of study time, including 16 hours of classroom or online delivery time.

Assessment is by a closed-book exam of 50 multiple-choice questions.

\*The WSET Level 2 Award in Wines and Spirits will be replaced with the WSET Level 2 Award in Wines from 1 August 2019.



## WSET Level 3 Award in Wines

Gain a detailed understanding of grape-growing and winemaking. Upon completion you will be able to assess wines accurately and use your understanding to confidently explain wine style and quality.

### Delivery and assessment

This qualification has a minimum requirement of 84 hours of study time, including 30 hours of classroom or online delivery time.

Assessment is by 50 multiple-choice questions, a paper of short written answers and a blind tasting of two samples.



## WSET Level 4 Diploma in Wines and Spirits\*

The Level 4 Diploma in Wines and Spirits is designed to provide expert-level knowledge in all aspects of wines and spirits. It is also the most widely recognised stepping stone to the Master of Wine programme.

Candidates should hold the WSET Level 3 Award in Wines / Wines and Spirits or equivalent.

### What you'll learn

- Unit 1: The global business of alcoholic beverages
- Unit 2: Wine production
- Unit 3: Light wines of the world
- Unit 4: Spirits of the world
- Unit 5: Sparkling wines of the world
- Unit 6: Fortified wines of the world

### Delivery and assessment

This qualification has a minimum requirement of 600 hours of study time, including 118 hours of classroom or online delivery.

Assessment for the Diploma varies by Unit. You will be required to complete written theory exams, tasting exams and a coursework assignment.

*I encourage anyone who is serious about a career in the wine trade to pursue this qualification.*



**Mike James DipWSET**  
Wine Buying Director UK,  
ALDI Stores

\*The WSET Level 4 Diploma in Wines and Spirits will be replaced with the WSET Level 4 Diploma in Wines from 1 August 2019. See our website for more details.



# Sake Qualifications

Sake is a culturally rich and versatile beverage which continues to grow in popularity around the world, claiming its place alongside wine and spirits on drinks lists and as an adaptable cocktail ingredient adored by bartenders.

Our qualifications explore the fascinating production methods of sake and the myriad styles available - ranging in appearance, texture, flavour, and serving temperatures.

*This is a very well organised and detailed sake education course. You will gain valuable insights into the world of sake from many different angles.*



**Honami Matsumoto**  
Director, House of Sake



## WSET Level 1 Award in Sake

Explore the main styles and types of sake through sight, smell and taste to develop an understanding of the key factors affecting flavours and aromas.

### Delivery and assessment

This qualification has a minimum requirement of six guided learning hours.

Assessment is by a closed-book exam of 30 multiple-choice questions.



## WSET Level 3 Award in Sake

Develop a detailed understanding of the production methods that affect the style, quality and price of sake. Upon completion you will be able to assess sakes accurately and use your understanding to confidently explain style and quality.

### Delivery and assessment

This qualification has a minimum requirement of 42¼ hours of study time, including 16 hours of classroom or online delivery time.

Assessment is by 50 multiple-choice questions, a paper of short written answers, and a blind tasting of two samples.



# Spirits Qualifications

With the global boom in spirits, professionals are looking to gain a deeper understanding of this fascinating world of distilled beverages. WSET spirits qualifications equip students to look beyond the brand to understand the base material and production choices that define a spirit's category, flavour and aroma profile.

*To my knowledge there is simply no better brand-agnostic qualification available in spirits.*



**Paloma Alos**  
Director, Difford's Guide

★ **NEW from August 2019**  
Students will be able to take their knowledge even further with the new WSET Level 3 Award in Spirits.



## WSET Level 1 Award in Spirits

Discover the main styles and types of spirits through sight, smell, and taste to develop an understanding of the key factors affecting flavours and aromas, and how cocktail recipes work.

### Delivery and assessment

This qualification has a minimum requirement of six guided learning hours. Assessment is by a closed-book exam of 30 multiple-choice questions.



## WSET Level 2 Award in Spirits

Learn about the fundamental production methods and principal raw materials and discover how they are used to make the key spirit styles. An exploration of the key practices and principles of serving spirits and the use of spirits in cocktails is also included in this course.

### Delivery and assessment

This qualification has a minimum requirement of 26 hours of study time, including 14 hours of classroom or online delivery time.

Assessment is by a closed-book exam of 50 multiple-choice questions.

# WSET for employers

Every year 1000's of businesses —of all shapes and sizes—turn to WSET courses and qualifications to ensure their employees are armed with the necessary product knowledge in wines, spirits and sake to succeed.

Offering WSET courses as part of your in-house training programme will:



Boost employee confidence



Improve staff retention



Positively impact productivity



Increase profitability



Visit the “**Customer Success Stories**” page on our website, [wsetglobal.com/success](http://wsetglobal.com/success), for more examples of how WSET training can unlock the value in your business.



LIVING VENTURES

## Case Study Living Ventures Group

WSET training boosts upselling in Living Ventures' Bars

Living Ventures Group is an owner, operator and brand developer of award-winning hospitality venues across the UK with a turnover of £100 million each year.

### The challenge

Living Ventures' extensive drinks lists at their busy and dynamic bars aim to cater to a wide range of consumer tastes, but bar staff need high levels of product knowledge and flair to be able to give their customers superior service and recommendations beyond the house pours.

### The solution

A controlled study was established to assess the impact of training on the sales performance of customer-facing on-trade workers.

### The results

Sales data for volumes of house and premium spirits sold were analysed for employees taking part in the trial for the three months pre- and post-training. The results showed that the trained group outperformed the control group by +16.9%, demonstrating a significant increase in upselling to premium spirits following WSET spirits training. Staff's improved product knowledge increased their confidence to encourage customers to choose a premium spirit.

*“Whilst the bar teams benefited from the investment of education and personal development, it has delivered tangible benefits for Living Ventures with significant uplifts in the Rum & Tequila categories, demonstrating the confidence that the bar teams now have with navigating consumers around these categories, encouraging consumers to trade up through the range.”*

**Henry John**, Senior Category & Customer Marketing Manager:  
On Trade, William Grant & Sons UK Ltd

*I like to speak about how WSET programs provide our employees with the 3 Cs:*

1. **Confidence** – to do their job more effectively,
2. **Credibility** – to speak with authority about our brands and wines, and
3. **Culture** – to enhance their passion and enjoyment of wine.

*We are extremely fortunate to be able to offer all of this to our employees through the WSET programs.*



**Peter Marks MW**  
VP Education, Constellation Brands, USA

*I notice time and again that once people gain WSET qualifications, they tend to stay longer and progress further in the company. Hospitality skills are vital, of course, but the knowledge you can get from WSET underpins them.*



**Christine Parkinson DipWSET**  
Head of Wine, Hakkasan, UK



Raley's

## Case Study Raley's Family of Fine Stores

WSET training provides the winning formula for Raley's wine sales

Raley's Family of Fine Stores is a privately held, family-owned, supermarket chain operating 120 stores in Northern California and Nevada, USA.

### The challenge

With the expansion of Raley's Wine Department in size and selection, there was a need to help customers navigate the enhanced assortment of products on offer.

### The solution

Working with their trusted supplier (and WSET Approved Programme Provider), Constellation Brands, Raley's developed a dedicated Wine Steward programme. All Wine Stewards are required to successfully complete the WSET Level 2 Award in Wines and Spirits qualification.

### The results

Wine Stewards have had a direct impact on wine sales, with some stores seeing increases of over 20%, alongside very positive customer feedback. Their efforts were also recognised outside the organisation, with Raley's winning the Wine Enthusiast 2016 Wine Star Award for Top Retailer in the United States.

*“Our customers tend to be millennials. They're adventurous, they want to know all about Italian and French wines and why a Chardonnay from the Central Coast is different to one from Washington — WSET training gives our staff the ability to provide that level of advice.”*

**Curtis Mann DipWSET**, Director – Wine, Beer & Spirits  
Raley's Family of Fine Stores

## WSET Alumni

The WSET Alumni body represents the 9,000+ graduates worldwide who have gained the WSET Diploma.

Our programme provides the alumni community with on-going learning opportunities, through specially developed content, events and networking opportunities.

### Notable Alumni include:



**Jancis Robinson OBE**  
MW DipWSET  
Wine Critic, Journalist and Author



**Jeannie Cho Lee MW DipWSET**  
Wine Critic, Journalist and Author



**Yang Lu MS DipWSET**  
Corporate Wine Director,  
Shangri-La Hotels



**Lisa Perotti-Brown MW DipWSET**  
Editor-in-Chief, Robert Parker  
Wine Advocate



**Michael Hill Smith MW AM DipWSET**  
Owner and Winemaker,  
Shaw + Smith



## How to get started

With a network of over 700 course providers operating in over 70 countries, accessing WSET programmes has never been easier.

 700+  
Course providers

 70+  
Countries available

 8  
WSET qualifications

 17  
Languages offered



### Find a course provider

To find a course provider near you visit the “Where to Study” page on our website and search by your preferred location and qualification. Where available you can also choose between online and classroom-based courses.



## Tasting Notes App — Wines

Whether you're a wine enthusiast tasting for pleasure or a drinks professional tasting for work, WSET's app is the perfect companion for recording and storing your tasting notes. Built for WSET's globally recognised Systematic Approach to Tasting® (SAT) at Level 2.

*A brilliant, intuitive tool for both WSET students and dedicated wine lovers who want to keep concise and consistent notes of their tastings.*

Android user

Download for free on iOS and Android





# Why choose WSET

Established in 1969 we have five decades of experience developing and delivering qualifications.

 Over half a million candidates since 2004

 Courses available in over 70 countries

## A WSET qualification will:

 Give you internationally recognised credentials

 Help you to stand-out from your peers

 Provide you with new skills and knowledge

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## Contact us

Email us [wset@wsetglobal.com](mailto:wset@wsetglobal.com)

Follow us @wsetglobal



[wsetglobal.com](http://wsetglobal.com)



**Kenya WSET course provider**

**Hospitality Competence  
Center East Africa**

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