



WSET
WINE & SPIRIT
EDUCATION TRUST



*Wine and spirits
training for your
business*



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Benefits of training

Training is an investment that pays. The better informed your employees are the better they perform.



Increase profitability



Improve customer service



Improve retention



Increase productivity



Raise self-esteem

What our customers say

A survey of businesses using WSET courses for staff training found:

100%

said that WSET courses improved an employees ability to do their job

90%

said that WSET courses increased the profitability of their business

93%

said offering WSET courses improved employee retention

97%

said WSET courses increased employee satisfaction

*Source: 2016 WSET survey of Approved Programme Providers offering WSET training to their employees. Sample size 75.

Benefits of WSET training

Our courses have been designed by subject matter experts and developed specifically for the industry.



Globally trusted and recognised



Job-relevant



Accredited by the UK Government (Ofqual)



Develop tasting technique using the WSET Systematic Approach to Tasting (SAT)



International focus and syllabus



Clear and transparent course and assessment structure

The Wine & Spirit Education Trust (WSET) is the world's leading provider of qualifications in wines, spirits and sake. Established in 1969 for the UK wine trade, WSET has since grown to become the global industry leader and international standard in wine and spirit education.

As an independent, not-for-profit organisation, our educational products offer impartial and sound learning on which individuals and businesses can build knowledge and expertise.



WSET at a glance

94k+



700+



70+



8



17



.....
candidates in 2016/17
academic year

.....
WSET course providers

.....
available in over
70 countries

.....
WSET qualifications

.....
languages offered

Our offer

We offer eight qualifications, from one-day beginner courses through to a specialist level diploma. Many of our courses are available for study in both classroom and online learning formats. Courses are also available in up to 17 languages.

WSET Level 1 Award in Wines
WSET Level 2 Award in Wines and Spirits
WSET Level 3 Award in Wines
WSET Level 4 Diploma in Wines and Spirits
WSET Level 1 Award in Spirits
WSET Level 2 Award in Spirits
WSET Level 1 Award in Sake
WSET Level 3 Award in Sake

How to access WSET courses

WSET courses are available through a network of Approved Programme Providers (APPs) in over 70 countries.

The most highly educated...

“WSET qualifications have been a critical part of Constellation Brands’ wine training programs for the past 6 years. I believe it has allowed our employees to be among the most highly educated in the US wine industry.”



Peter Marks MW
VP Education
Constellation Brands, USA

“Following completion of WSET courses the hotel saw a significant 11.9% increase in average bar spend... the guest experience has undoubtedly benefited as a result of the staff’s knowledge and enthusiasm for wine.”



Hotel du Vin & Bistro, UK

“It’s a great asset for us to be able to deliver an internationally recognised qualification, which breaks down barriers, making a previously mysterious world entirely accessible. For our clients, having a WSET qualification is a great addition to their skill set, giving them confidence and knowledge, which in turn helps to drive sales in the businesses they work for. It’s a win, win situation.”



Bibendum, UK



Some of the businesses using WSET courses as part of their employee training:



DIAGEO



Waitrose

LIBERTY WINES

Your WSET Course Provider in Kenya is:

Hospitality Competence Center East Africa
(HCC-EA)
info@hcc.com
www.hcc-ea.com

