

PRESS RELEASE

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WSET announces launch of new consumer education initiative

The Wine & Spirit Education Trust has announced the launch of a new initiative, aimed at increasing the knowledge of wine consumers.

The concept of the WSET's '**Three Minute Wine School**' and supporting platform will consist of a series of bite-sized educational programmes on specific subjects of interest to the consumer in today's wine market. As the name suggests, they are short digital video clips available to all via the WSET website. Presented by Jancis Robinson MW, the scripts have been written by WSET, with input from the relevant generic bodies, edited by WSET, and initially 12 subjects have been filmed, with the next series being written in preparation for filming before the end of the year.

The initial 12 subjects covered are: Argentina, Australia, California, Chablis, Champagne, Chile, Chianti, England & Wales, Germany, New Zealand, Rioja and South Africa.

Ian Harris, Chief Executive of the Wine & Spirit Education Trust explained: "There are two objectives of this program: firstly to add value to all sectors of the wine industry, by increasing consumers' product knowledge, thereby encouraging 'trading up', and secondly, to increase the awareness of WSET amongst wine consumers, thereby encouraging them to take their wine education further, and to enrol on a WSET programme".

The web-based platform seeks to offer online education through an accessible medium reaching out to new customers and reengaging existing customers worldwide. The platform offers the flexibility for WSET to constantly update content, adding value to consumers and stakeholders as well as promoting the WSET brand.

The clips have been set at a basic wine knowledge level as the main target audience is consumers that have not heard of the WSET before.

Harris added: "WSET is keen to embrace web 2.0 technologies and we feel that the 3 minute wine school is a great opportunity to use different medium to reach new customers".

The WSET aims to achieve this by utilizing social networking tools such as Facebook - the WSET have already has a fan page which regularly updates their facebook fans with news about WSET activities. The WSET will also promote the 3 minute wine school through You Tube, reaching people who are keen to learn using online facilities rather than traditional classroom format.

Harris concluded: "The sky is the limit when it comes to possibilities for this new web based platform and the WSET is currently considering bite-sized education offerings for the future:

- o Tasting video clips with WSET tutors
- o 1 minute video clips on grape varieties
- o Wine Maker Interviews
- o Current market issues from leading industry figures
- o Spirits video clips
- o Clips in foreign languages

.....so WSET has clearly moved into the 21st century, using every medium to reach the consumers, in all parts of the world".

Ends...

WSET has been creating the trade professional for 39 years - is approved by the Qualifications and Curriculum Authority and is the largest global provider of education and qualifications in the field of wines & spirits in the world. In the last academic year, over 24,000 candidates in 43 countries sat a WSET examination. Find out more about WSET at www.wsetglobal.com

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