

CERTIFIED SHERRY EDUCATOR

INTRODUCCIÓN

Every year the Regulatory Council organises two specific courses in Jerez- one in Spanish (in spring) and the other in English (autumn)- offering advanced theoretical and practical training sessions over a two and a half-day period. At the end of the sessions, there is an evaluation test in which students have to demonstrate their theoretical and practical knowledge. The successful candidates receive a diploma which qualifies them as OFFICIAL SHERRY EDUCATORS.



OBJECTIVE

The aim is to promote the role of educators at a national and international level, giving them a high degree of specialised knowledge about Sherry, so as to ensure that they have the necessary qualifications to effectively transmit their knowledge and skills to students. The programme also seeks to guarantee the consistency and coherence of content in the training processes and materials used by the educators concerning the wines produced in our Designations of Origin.

PROFILE OF CANDIDATES

The qualification is open to candidates who:

- Work on a regular basis in wine-related training activities including giving lectures or courses, holding guided tasting sessions, teaching in catering schools or specialised centers.
- Have advanced knowledge about Sherry and have completed and passed the advanced course which is available (free of charge) online at www.sherryacademy.org.
- Have a good command of the language in which the course is being held: Spanish or English.

PROGRAMME OF ACTIVITIES

The programme of the course includes 30 hours of lectures distributed over three days, from Wednesday evening to Friday. The meeting point on the first day is the Consejo Regulador (Avda. Álvaro Domecq, 2. Jerez de la Frontera) at 18.30 hours. From there a bus will drive the participants to the first venue, where the theoretical sessions start followed by a welcome dinner. The course finishes on Friday with the delivery of certificates and a farewell dinner.

The standard programme is as follows:

1st Day (evening)

- Introduction to the programme
- Theoretical session 1- History and regulations
- Visit to a Bodega 1
- Welcome Dinner



2nd Day

- Theoretical session 2- Viticulture
- Practical session 1- Vineyard
- Theoretical session 3- Vinification
- Tasting 1- Dry Sherry wines
- Lunch
- Practical session 2- Vinification winery
- Tasting 2 - Sweet sherry wines
- Free time
- Visit to a Bodega 2
- Dinner



3rd Day

- Theoretical session 4- Ageing
- Tasting 3- VOS & VORS wines
- Theoretical session 5- Enjoyment
- Practical session 3- Bodega de Crianza
- Lunch
- Theoretical and practical exam
- Free time
- Delivery of certificates
- Closing- Farewell Dinner



INSCRIPCIÓN

Candidates have to send their curriculum vitae as well as a motivation letter to the **Sherry Academy of the Regulatory Council** (vinjerez@sherry.org), indicating as well when have they completed the advanced course in our online academy: www.sherryacademy.org

Upon receiving confirmation of acceptance, the candidate have to pay the full registration amount by bank transfer to the account (**CC de La Caixa ES 16 2100 8541 27 2200094031**) within 15 days, to secure the reservation of the place. If payment is not received within the specified period it will be understood that the applicant waives the right of admission to the course.

The registration fee is € 300.

SUPPORT FROM THE SHERRY ACADEMY OF THE REGULATORY COUNCIL

1. Once candidates are accepted, the Regulatory Council assumes the training costs, the learning materials as well as transfers and caterings to cover the course. The candidates pay the registration fee as well as their accommodation and transport to Jerez.
2. Presentation of certificates to the candidates who pass the evaluation tests.
3. Supply of learning materials which are available at any time from the Sherry Academy: PowerPoint presentations, information brochures, etc. and authorisation to display the Regulatory Council's official qualification in any materials or publicity designed by the educator.
4. Inclusion of students on the distribution list to receive communications as well as to receive the Sherry electronic newsletter, if desired.
5. Incorporation of the candidate's professional profile on our online network for Official Sherry Educators, allowing them to offer their services as trainers specialising in the wines produced in the region of Jerez.

CONDITIONS FOR THE USE OF THE "OFFICIAL SHERRY EDUCATOR" QUALIFICATION

1. Educators must have submitted the relevant application to the Regulatory Council.
2. They must have passed the evaluation test.
3. Official approval must be obtained for any training materials educators use in the development of their Sherry training activities and they must expressly agree to use and maintain the materials in accordance with the requirements of the Regulatory Council.
4. The Regulatory Council must be informed about any courses given – with dates, locations, number and profile of students, etc.
5. The "Official Sherry Educator" qualification must be used in the appropriate manner at all times.