



AULA DE FORMACIÓN
CONSEJOS REGULADORES
DEL MARCO DE JEREZ

CERTIFIED SHERRY EDUCATORS

INTRODUCTION

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 Denominations 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 centres, etc.
- have an advanced knowledge about Sherry
- have a good command of the language in which the course is being held: Spanish or English

REGISTRATION

Candidates have to send their curriculum vitae as well as a motivation letter to the **Sherry Academy of the Regulatory Council** (vinjerez@sherry.wine). Upon receiving confirmation of acceptance, the candidate must pay the full registration amount by bank transfer (La Caixa account IBAN ES16 2100 8541 2722 0009 4031)

within 15 days, to secure the reservation of their place. If payment is not received within the specified period it will be understood that the applicant waves their right of admission to the seminar.

The registration fee is €300.

PROGRAMME OF ACTIVITIES

The programme of the seminar includes 30 hours of lectures distributed over three days, from Wednesday evening to Friday. The English seminars are held during the second half of October and the Spanish ones in April (the specific dates will be published on the Regulatory Council's Sherry Academy website at least three months in advance). The meeting point on the first day is the Consejo Regulador (Avda. Álvaro Domecq, 2- Jerez de la Frontera) at 19:00 on the first day to begin the theoretical-practical sessions. The course finishes on Friday with the presentation of the certificates and a farewell dinner.

The standard programme of the seminars is as follows:



SHERRY ACADEMY
CONSEJO REGULADOR

Certified Sherry Educators Course

	Wednesday	Thursday	Friday
09 h.			
10 h.		Sherry Viticulture	The Denominations of Origin / The ageing process
11 h.		Visit to a Vineyard	Use and enjoyment of Sherry
12 h.		Sherry wine-making – The Flor	VOS & VORS tasting
13 h.		Tasting of Dry Sherries	Visit to a Bodega
14 h.		Lunch in the vineyard	Lunch at the bodega
15 h.		Visit to a bodega	Written & tasting examination
16 h.		Tasting of Sweet Sherries	
17 h.			
18 h.			
19 h.			
20 h.	Meeting at the Consejo Regulador	Transfer to Sanlúcar	Delivery of Certificates
21 h.	3,000 years of History	Visit to a bodega	Closing dinner at Bodega San San Ginés (Consejo Regulador)
22 h.	Visit to a Bodega and welcome dinner	Tapas dinner	
23 h.			

Legend:

- Technical sessions
- Practical sessions
- Tastings
- Meals
- Evaluation test

REGULATORY COUNCIL SHERRY ACADEMY

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 seminar. 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 (in both Spanish and English), 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 of 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.