

# Champagne Masters

The most in-depth  
and up-to-date  
certification program  
on the wines of  
Champagne.



- ★ Advanced Course
- 🕒 150 Hours of Study
- 📺 Study Online
- 🏆 Earn your Champagne Masters Certification



## Created for passionate wine professionals and connoisseurs

This program offers a comprehensive deep dive into the exquisite landscape and extraordinary winemaking process of Champagne. This fully online program is led by industry-acclaimed experts and educators, including:



**Peter Liem**

- Author of the award-winning book *Champagne*
- Author of ChampagneGuide.net, an award-winning online guide to the wines and wine producers of Champagne
- Former senior editor, critic and tasting director for *Wine & Spirits* magazine
- Contributor to *The World of Fine Wine*, *Decanter*, *The Art of Eating*, and *The San Francisco Chronicle*



**Essi Avellan**

- Author of *On Champagne*, *Essi Avellan's Champagne, 1000 Finest Wines Ever Made*, *Matka Champagne* and *Champagne-Parhaat samppanjat*
- Revising Editor of the 3rd and 4th edition of *Christie's World Encyclopedia of Champagne and Sparkling Wine* by Tom Stevenson
- Knighted as Chevalier l'Ordre du Mérite Agricole by the French Minister of Agriculture



**Steve Charters**




- Professor of Wine Marketing at the School of Wine & Spirits Business at Burgundy School of Business
- Former Professor of Champagne Management at Reims Management School (NEOMA)
- Winner of the Australian Vin de Champagne Award
- Author of *Wine and Society: The social and cultural context of a drink*



**Charles Curtis**

- Founder of WineAlpha, a full-service wine consultancy
- Regular columnist for the Chinese version of *La Revue du Vin de France*
- Educator and frequent speaker at Master of Wine courses, numerous universities, and dozens of wine and food festivals

### ABOUT WSG

-  **10,000** Graduates
-  **150** Expert Educators
-  **130** Partner Schools
-  **35** Countries
-  **6,500** Community Members

The program features interviews, recorded lectures and live online classes with world-renowned industry insiders and champagne producers. The course culminates with a final online exam and your WSG Champagne Masters designation, elevating your expertise and catapulting you to the forefront of Champagne wine mastery.





## Why choose WSG Masters?

- ✓ Gain specialized, expert-level knowledge, from a course endorsed by top wine professionals.
- ✓ Engage with unsurpassed, rich, multimedia content including interviews, lectures and Q&A sessions with wine industry leaders.
- ✓ Earn a globally recognized certification to enhance your professional profile, résumé or CV.

### WHO IS THE CHAMPAGNE MASTERS PROGRAMS FOR?

**Wine professionals** including sommeliers, food & beverage directors, servers, wine educators, distributor representatives and importers looking to enhance their expertise in Champagne's appellations, both sparkling and still.

**Enthusiasts of Champagne** seeking a comprehensive education in viticulture, winemaking, history and the unique people behind this renowned wine region.

**Individuals** desiring the ability to confidently discuss and provide exceptional service and guidance about the region, wine styles and notable producers of Champagne.

### BY THE END OF THE COURSE SUCCESSFUL CANDIDATES WILL BE ABLE TO

Excel in identifying Champagne's diverse **regions, vineyards, terroirs and vintages**

Understand the complexities that contribute to the unique profile of each **wine style and region** within Champagne

Understand the influence of **climate, geography, topography and terroir**, as well as viticultural and **winemaking practices** in Champagne

Understand the influence and significance of **history** on the evolution of Champagne wines

# How is the curriculum presented?

The Champagne Masters program is available in an online study format allowing you the flexibility to create a study plan that best suits your schedule.

The online classroom contains all the information you need including detailed reading assignments and pre-recorded sessions from an incredible panel of educators and experts. Interviews with leading Champagne specialists provide an insider's look into the region.

All materials are provided on-demand. To keep you on track, there are monthly live focus sessions to review and highlight key lessons.

## FOCUS TOPICS INCLUDE:

- ✓ Viticultural history
- ✓ Geology, topography soils and climate
- ✓ Grapes and the vine
- ✓ Grape growing practices and winemaking practices
- ✓ Vintages
- ✓ All appellations and sub-regions
- ✓ Wine trade, Champagne statistics and industry trends
- ✓ The business & marketing of Champagne

The online program includes optional tasting assignments however there is no tasting component to the exam. Students are encouraged to work their way through the guided Champagne tastings to gain a 360 degree view of the course materials.

# Are there any pre-requisites?

A foundational understanding of wine is necessary to maximize course content and learning. Successful completion of the WSG French Wine Scholar® certification is highly encouraged, but not compulsory. Enthusiasm for Champagne wines is essential.

Preparatory reading and e-learning modules are immediately accessible upon registration and enrollment for those who may need to touch up their knowledge.





## What's included?

From an in-depth study manual, live classes and on-demand videos, every aspect is thoughtfully designed for a flexible and comprehensive learning experience.

### COURSEBOOK

Shipped to your address, the beautifully designed coursebook is revised by Peter Liem and contains 138-pages of content rich material, photography, maps, illustrations and infographics covering all the information you need to know on the region, wine styles and producers of Champagne. Immediate access to the digital e-books is provided upon registration.

### RECORDED SESSIONS

60 recorded lectures on the history, geology, viticulture and winemaking practices of Champagne are provided. Shorter recorded segments are featured to minimize screen time and maximize content retention.

### FINAL EXAM

Online, proctored exam to be scheduled within one year of your registration.

### VIDEO INTERVIEWS

A series of video interviews, conducted by Andrew Jefford, with some of the most admired experts of the region including Dr. Yves Tesson, Cédric Moussé and Jean-Baptiste Lecaillon.

### LIVE CLASSES & STUDENT COMMUNITY

Join live monthly lectures with your expert instructors. Classes are always recorded for on-demand replay in case you can't join live. You can also discuss the course content with your instructors and fellow students anytime on the community forum.

### CERTIFICATE

Upon successful completion of the exam, receive your coveted Champagne Masters Certificate. Completion of the program confers upon you advanced-level proficiency in the wines and region of Champagne. Add this reputed credential to your professional profile, *résumé* or CV.



## How much study time is recommended?

This certification has a minimum requirement of 150 hours of study time, including approximately 15 hours spent reviewing pre-recorded video lectures.

The number of total hours you spend will vary greatly based on your previous wine knowledge.



## How is the exam structured?

The exam is comprised of three separate sections:

**1. One section of 50 multiple-choice questions**  
(worth 1 point each)

**2. Four short-answer essay questions**  
(worth 40 points total)

**3. One map identification exercise**  
(worth 10 points total)

Passing score is 75/100. There is no wine tasting component to the exam.

Have more questions? Check out our **Exams FAQ** for more details.

Register now

Have a different question? Feel free to **contact us**.