

Successful premiere: joint young talent initiative by WSET & ProWein

30 young wine experts from ten European countries have acquired “Level 2 Award in Wines”

The joint initiative of the Wine & Spirit Education Trust (WSET), the world’s largest education provider of wine, spirits and sake qualifications, and ProWein, the leading international wine and spirits trade fair, proved a resounding success: 30 young wine experts who are just starting their professional path in the wine and spirits sector, have acquired the “Level 2 Award in Wines” – an ideal springboard for their future professional career.

As part of the “Level 2 Award in Wines” the young talents from ten European countries (Belgium, Germany, France, Great Britain, Italy, Netherlands, Poland, Portugal, Switzerland and Spain) deepened their knowledge comprehensively. The test covers the most various aspects of wine: grape growing options in the vineyard, production process, climatic conditions for the vines, the most important grape varieties of the leading European wine-growing regions, different wine styles, aspects of wine storage and bottle ageing influence as well as the basics in wine service and pairing of food and wine. In addition to the regular Level 2 courses, ProWein and WSET joined forces to offer the students additional tastings focusing deeper on one specific wine region thanks to the support of the “Verband Deutscher Prädikats- und



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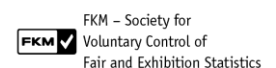


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Qualitätsweingüter” (VDP), the “Consorzio Vino Chianti Classico” and “Wines of Portugal” the tasting was carried out at home. More than 40 selected white, red, rosé, sparkling and liqueur wines were sent to the young experts (the average age was 27 years, the youngest was 22, the oldest 30). Furthermore, the students were offered an additional class via Zoom where they had the chance to learn more about ProWein behind the scene presented by Bastian Mingers, Director of ProWein.

"We have really enjoyed working with these talented young professionals from across Europe. In a difficult year for the industry, the aim was to develop useful and transferrable skills to help this group become future leaders. Running the course by video conference has allowed us to reach a wide and diverse audience, which has been new and exciting for us too. We're looking forward to meeting the students in person at next year's ProWein", underlines Rachel Webster, Business Development Director EMEA WSET.

“I am very happy we managed to launch an international initiative for young wine talents in cooperation with the WSET – despite the COVID-19 pandemic and the cancellation of ProWein 2021 it caused. Originally, the final exam had been scheduled for the trade fair this year; this feature now had to be implemented online – which worked ever so well,” says Bastian Mingers, Director of ProWein, and adds: “But nothing can replace the real trade fair; it alone provides both fresh talent and seasoned professionals with the platform for networking, know-how and tasting.”

About the Wine & Spirit Education Trust (WSET)

- Set up in 1969, WSET is the largest global provider of wine, spirits and sake qualifications.
- WSET offers qualifications across four levels, from beginner courses through to an expert level diploma. Courses are available in more than 15



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languages and over 70 countries and are open both to industry professionals and interested enthusiasts.

- WSET is recognised as an awarding organisation by Ofqual, the English regulator of qualifications and examinations. All WSET qualifications have a strong reputation worldwide as the industry standard for knowledge.
- In the last academic year (2019/20) nearly 100,000 candidates sat for a WSET qualification and, since 1969, WSET has awarded nearly one million individuals a WSET qualification.
- For more information about WSET, please visit www.WSETglobal.com.

About ProWein

ProWein is the leading international trade fair for wines and spirits. Each year to the tune of 6,900 exhibitors and over 61,000 trade visitors come to Düsseldorf for focused business. For more than 25 years ProWein has convinced experts with its strict trade visitor concept and unique ranges and has consistently developed from a small wine trade fair into the international No. 1 of the wines and spirits industry. Read more at www.prowein.com.

Note for editors:

For high-resolution visuals go to our photo database under “Press Service” at https://www.prowein.com/en/For_Press/Overview.

Read more about ProWein at www.prowein.com.

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