

SOCIETY OF WINE EDUCATORS CREATES NEW REQUIREMENTS FOR CERTIFIED WINE EDUCATOR EXAM

For immediate release

December 28, 2009, New York, NY... The Society of Wine Educators announced changes in July to the requirements for its Certified Wine Educator exam for 2010. The new requirements increase the level of knowledge and proficiency needed in order to achieve this prestigious level of certification.

Presentation Component:

Acknowledging the importance of presentation skills in all realms of wine education, whether it be in a classroom, a conference or a café, this new Presentation Component will test candidates' ability to conduct a training session in front of an audience. Guidelines and evaluation criteria will be distributed to CWE candidates, and will be posted to the Society's website soon.

Tasting Rationale:

The Society also considers tasting ability to be a crucial part of certification at this level. The new requirement tests the ability of candidates to identify a specific wine through a pre-established, methodical tasting process. This includes describing appearance, condition and aromas, palate, and finish, as well as writing a conclusion. Study tips and definition of terms will also be distributed to candidates in the first quarter of 2010, and posted to the Society's website.

Responsible Beverage Alcohol Service Certification:

As professionals who often serve alcohol during our education sessions, CWEs must be aware of the potential consequences and how to manage them. The Society now requires proof of certification with the candidate's state or with a recognized national organization's responsible beverage alcohol service program.

Current Candidates' July Deadline:

Candidates who have taken and passed parts of the exam before December 31, 2009 will have until July 28, 2010 to pass the remaining portions under the old requirements. If not successful in passing the exam prior to this date, existing candidates will be required to meet the new requirements. Anyone starting the exam process after January 1, 2010 will need to meet the new requirements.

For questions about the new requirements, please contact SWE's Director of Education, Terri Hamilton, thamilton@societyofwineeducators.org.

CSW and CSS Requirements:

The requirements for the other two certifications, Certified Specialist of Wine and Certified Specialist of Spirits, remain the same, although an updated CSW Study Guide is being completed, and will be available in the first quarter of 2010.

*For general information, contact info@societyofwineeducators.org
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