



French Wine Society

For Wine Professionals

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Bonjour!

It's time to return to France! Join wine professionals and wine educators at the second annual French Wine Society Conference, Oct. 4-7, 2009 at the French Embassy in Washington, D.C. The high-caliber seminars, workshops and tutored tastings are not-to-be-missed.

Come learn, network and catch up on the red, white and brut!

2009 CONFERENCE & PRE-CONFERENCE

Learn. Network. Pick up teaching tips and tools. Embrace France!



A Talented Group of Speakers...

The list of talented speakers includes, Dr. Benjamin Lewin, MW, author of "What Price Bordeaux?", Jennifer Simonetti, MW, Roger Daghorn, MS, Francois Millot, Director of the CIVP (Conseil Interprofessionnel des Vins de Provence), Philippe Dupond, Enologist and Professor of the University of Wine in Suze La Rousse (Rhône Valley), and **Robert Kacher**, importer.

Some Conference Highlights...

Of the many highlights, there will be a Master Class in the world of Provence Rosé, a Champagne sensory workshop that will help you to "Taste Technique", a novel look at the Bordeaux wine trade, and a Master Class on the Rhône Valley.

Become a French Wine Scholar

Scholar: a learned person (especially in the humanities); someone who by long study has gained mastery in one or more disciplines. Courtesy of wordnet.princeton.edu

The French Wine Society will launch its Wines of France-endorsed French Wine Scholar certification program for wine industry professionals at its annual conference this year!

[Pre-conference at a glance](#)

9:00am-11:30pm:
Fromage Fundamentals
with Max McCalman, Maitre Fromager and renowned cheese educator and book author

11:45am-1:00pm:
Fromage & Wine Pairing Lunch/Workshop
with Max McCalman, Maitre Fromager and renowned cheese educator and book author

1:15pm-3:15pm:
Teaching about Fromage
with Suzanne McGrath, CWE

3:30pm-5:00pm:
Armagnac Master Class
with May Matta-Aliah and Jessica Bell, Armagnac Ambassadors

6:30pm-7:30pm:
FWS Roundtable and Aperitif!
(At the Holiday Inn Georgetown)
with Lisa M Airey, FWS Director of Education, CWE

[Day 1 at a glance](#)

8:00-9:00am
French Wine Scholar Exam
Optional

9:15-10:15am
Wines of Jura, a surprising diversity
with Jean-Louis Carbonnier,

2009 CONFERENCE:

- > [Fees & Registration](#)
- > [Conference Overview](#)
- > [Pre-conference](#) **NEW**
- > [Practical Information](#)
- > [2008 conference kudos](#)
- > [Membership for Wine Professionals](#) **NEW**

Questions? [Please contact us](#)

Early Bird Special

Take \$100 off

...before Bastille Day (July 14th.). Applicable to Conference or Pre-Conference+Conference.

With the support of:



The French Wine Scholar (FWS) credential will be conferred to those individuals who achieve a score of 75 or higher on a 100-question multiple-choice test designed to validate proficiency in the wines and wine regions of France. (A passing score of 80 is required for all those educators who wish to teach the program to trade.)

Master-Level Certificates

The French Wine Society will offer two of its Master-Level Regional Certificate exams at the FWS conference in 2009: Provence and Rhône. The educational content of each program has been endorsed by the CIVP (Conseil Interprofessionnel des Vins de Provence) and Inter- Rhône respectively.

The test is comprised of 50 multiple-choice questions, map identification, five short answer questions and a sensory component in which candidates will be asked to describe and differentiate between two flights of wine comprised of two wines each (four wines total).

Certificates of mastery will be conferred to those individuals who achieve a score of 75 or higher on the exams. (A passing score of 80 is required to be eligible for the 2010 Rhône and/or Provence Study Abroad Trips. Participation in the Study Abroad Trips and a score of 80 or better also enables educators to teach at the master-level for the region in which they qualify.)

Master-level seminars on both Rhône and Provence will be offered at conference the day prior to testing and are designed as a study-assist for those who wish to sit the exam.

Say Fromage!



As part of our pre-conference line-up, the French Wine Society will be launching its Cheeses of France Academy that will enable you to master the world of fromage. Renowned Maître Fromager, Max McCalman will lead us through French cheese fundamentals followed by a wine and cheese pairing luncheon. We've got Cheese Academy teaching materials for you too!

Armagnac and French Wine Society Update and Roundtable

Also pre-conference, our two Armagnac Ambassadors will introduce this time-honored French spirit, and FWS Education Director, Lisa Airey, CWE will host a roundtable during which you can find out the newest info on the French Wine Society educational materials and how to market them (and yourself).

For more information and registration, visit: <http://www.frenchwinesociety.org/site.php?>

president Carbonnier
Communications

10:30-11:30am
Cahors, the original Malbec
with Jean-Louis Carbonnier,
president Carbonnier
Communications

11:30-12:30pm: Lunch

12:30-2:00pm
How to Explain Wine Chemistry to Non-Chemists
Dr. Frank K Patterson is a wine educator that holds a PhD in Chemistry

2:00-6:00pm
Rhône Valley Master Class
with Philippe Dupond, Senior Oenologist and Instructor at the L'Université du Vin, Lisa Airey, French Wine Society Director of Education, CWE

Day 2 at a glance

8:00-10:00am
Rhône Master-level Exam
Optional

10:00-11:30am
Loire Valley Wines
with Robert Kacher, French Wine Importer

11:30-12:30pm: Lunch

12:30-2:30pm
Champagne: a palate workshop
with Jennifer Simonetti-Bryan, MW

2:30-6:00pm
Provence Master Class
with François Millo, Provence Wine Council Director, Suzanne McGrath, CWE and Lisa Airey, CWE

Day 3 at a glance

8:00-10:00am
Provence Master-level Exam
Optional

10:00-11:30am
The Great Wines of Beaujolais
with Roger Daghorn, MS, Wine Director at Chanterelle Restaurant NYC

11:30-12:30pm: Lunch

12:45-2:15pm
Burgundy: Premier Cru Status...its History and Evolution
with James King, FWA Master-level Burgundy Instructor

2:30-4:00pm
Bordeaux: Past, Present and Future
with Dr. Benjamin Lewin, MW, Author "At What Price Bordeaux?"

4:00-5:30pm
Languedoc & Roussillon Vins Doux Naturels
Sud de France



Want to connect and exchange with other wine professionals?

Join the [French Wine Society Group on LinkedIn!](#)

