

ITALIAN WINE
SCHOLAR

*Study and
Certification
Program*





« I am impressed by the thoroughness of research that has gone into the Italian Wine Scholar study manual, and by the clear way it is laid out. »



NICOLAS BELFRAGE MW,
acclaimed Italian wine author

PROGRAM OVERVIEW

The Italian Wine Scholar™ curriculum was designed as the most advanced and comprehensive specialization program on Italy bar none!

The development of the Italian Wine Scholar™ program was a result of industry request. The wine trade wanted Italian education that would mirror the unparalleled level of depth, accuracy, detail and academic rigor offered by the French Wine Scholar™ program.

It was created by native Italian Maurizio Broggi DWS, FWS with the support of the Italian wine DOC/G consortia.

Individuals who follow this in-depth curriculum and pass the exam, earn the Italian Wine Scholar title and the IWS post-nominal which may be incorporated into a professional signature (e.g. John Smith, IWS).



ITALIAN TRADE AGENCY

ICE - Italian Trade Commission

DESIGNED FOR THE COMMITTED STUDENT OF WINE

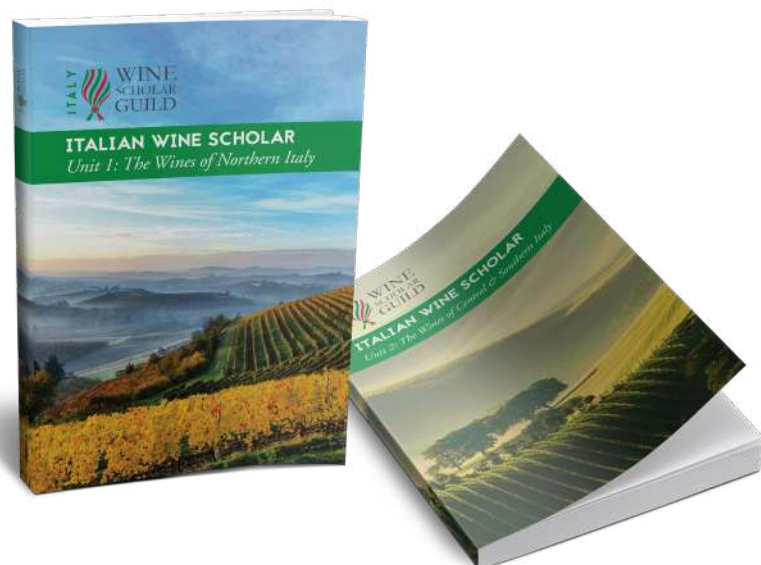
The program is designed to provide committed students of wine with all the tools necessary to successfully master the wines of Italy at a professional level.

IWS candidates are both members of the wine trade and serious wine hobbyists seeking specialization and certification.

The Italian Wine Scholar program is a great resource and supplement for students of wine moving toward advanced general wine study programs such as WSET Diploma (level 4), Master of Wine, Court of Master Sommeliers' Advanced Sommelier (level 3 and up) or Society of Wine Educator's Certified Wine Educator (CWE).

Many of these programs ask their students to do extensive independent research in order to study for their exam. To this end, the Italian Wine Scholar program serves as an advanced and comprehensive study supplement to help them master the complex wines of Italy.

While not a pre-requisite, we recommend that students have successfully completed, at a minimum, one of the following programs before enrolling in the Italian Wine Scholar program: WSET level 2, Certified Specialist of Wine (CSW) or Court of Master Sommelier's Introductory Sommelier Certificate (Level 1).



PROGRAM STRUCTURE

MAKING SPECIALIZATION IN ITALIAN WINE ACHIEVABLE

Although an Old World country, Italy is younger than the United States. Unification of the Italian peninsula occurred in 1861. In the centuries prior to Italian unification, Italy was divided into a plethora of small kingdoms and city-states. Each of these political entities shaped the history, people and culture of their region; for this reason, studying Italy is akin to studying the wine production of 20 different countries--each one with its own grapes, wines, food and traditions.

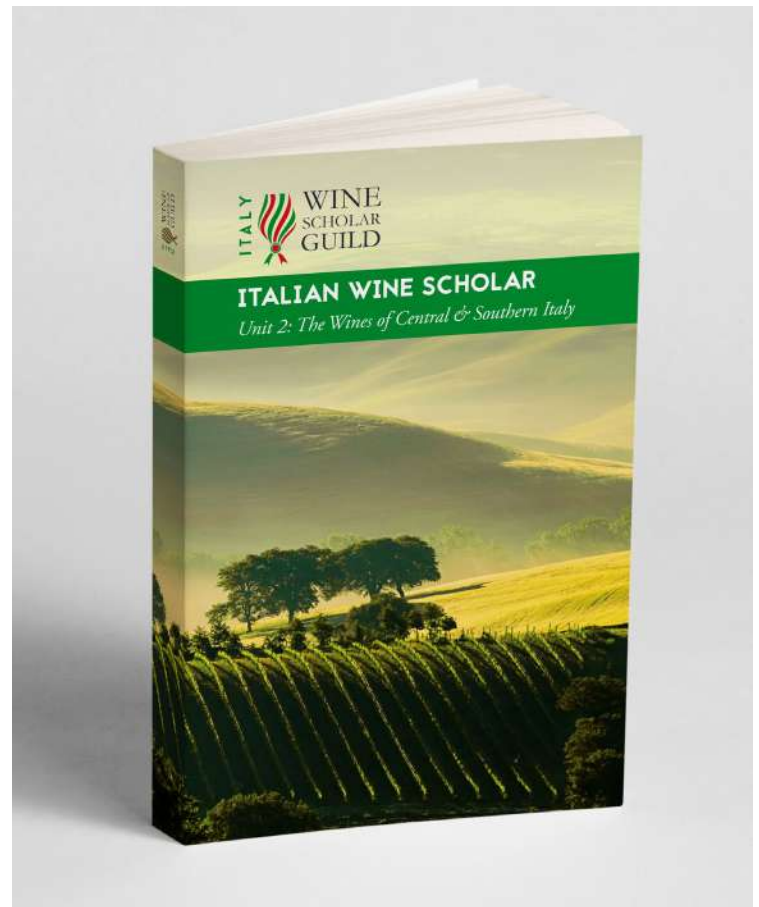
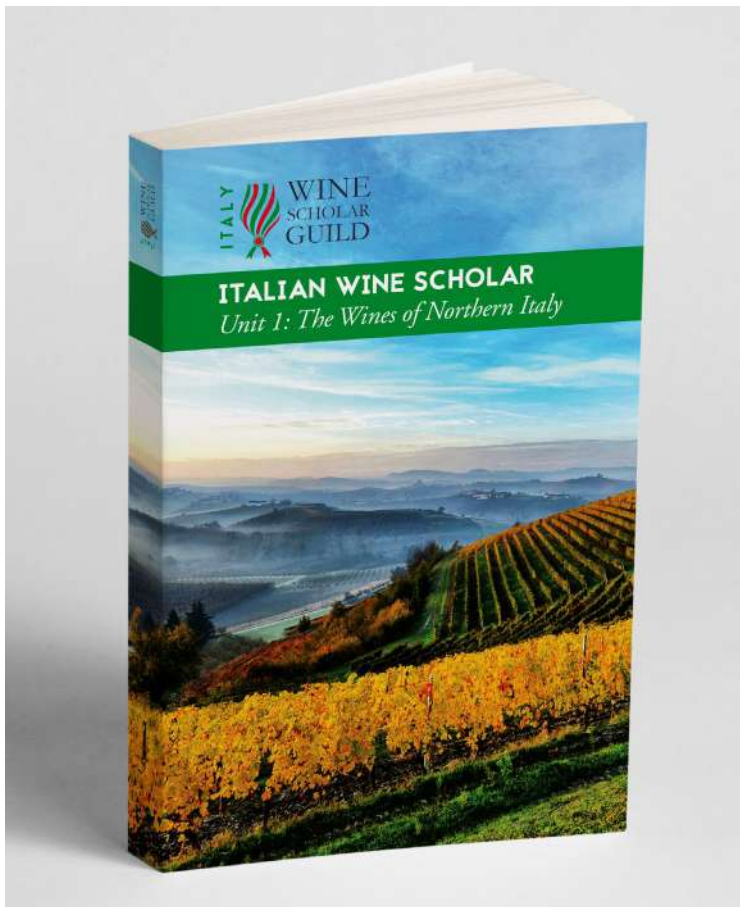
While the sheer volume of information necessary to master Italian wine is extraordinary, we have broken down our course material into manageable chunks:

UNIT 1: NORTHERN ITALY

- Valle d'Aosta
- Lombardia
- Piemonte
- Trentino
- Alto Adige
- Veneto
- Friuli-Venezia Giulia
- Liguria
- Emilia-Romagna

UNIT 2: CENTRAL & SOUTHERN ITALY

- Toscana
- Marche
- Lazio
- Umbria, Abruzzo & Molise
- Campania & Calabria
- Puglia & Basilicata
- Sicilia
- Sardegna



There will be two separate study manuals and two separate exams. The Italian Wine Scholar™ credential/pin is based on the final composite score (Unit 1&2). The units can be taken in any order.

This format makes it much easier to retain information and to pass the exam.



“ I have devoured the Italian Wine Scholar Manual and found it incredibly well written, precise and comprehensive. It will be a useful and great tool in the hands of many Italian wine lovers and wine professionals that want to learn and understand more about Italy. ”

CIRO PIRONE,
Director Italian Wines for
Horizon Beverage Group

STUDY MATERIALS

EMPOWERING STUDENTS TO SUCCEED

Modeled after the French Wine Scholar™ program, Italian Wine Scholar™ students will receive the same complete set of study materials.

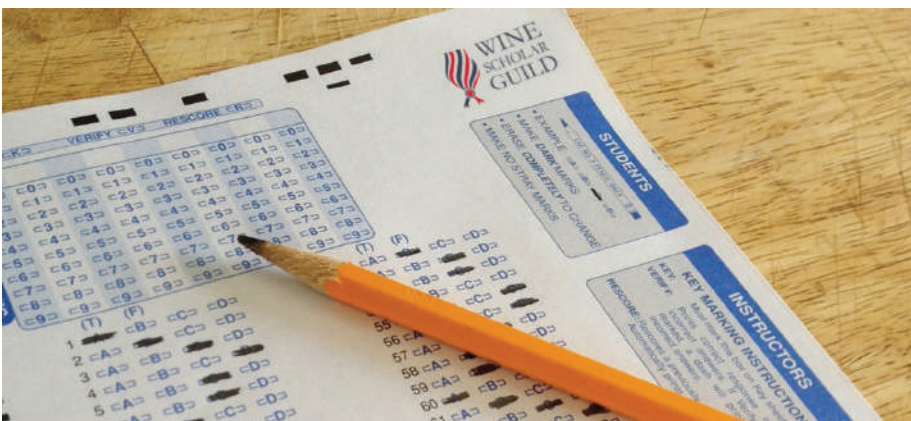
STUDY MATERIALS INCLUDE :



- Two comprehensive study manuals which also serve as reference books
- Learning objectives for each region
- Interactive online study modules
- Pronunciation exercises
- Online quizzes and learning games for self-evaluation
- A paper workbook for even more hands-on review

This extensive list of study materials will empower students to learn and gain a profound working knowledge of the complex and diverse wines of Italy.

CERTIFICATION EXAM



The exam for each unit is composed of 100 multiple-choice questions. Candidates need a composite score of 75% to receive the credential, i.e. the scores from both exams are added together and averaged for final assessment.

Students with a composite score of 85-90 pass with HONORS. Candidates scoring 91-100 pass with HIGHEST HONORS.



“ An immediate must for the trade at all levels... ”

MARTIN SINKOFF,
VP and Director of Marketing,
Frederick Wildman And Sons

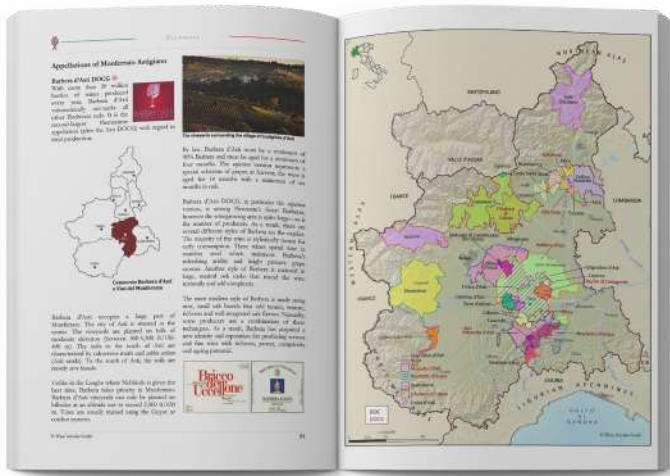
ITALIAN WINE SCHOLAR STUDY MANUALS

THE MOST COMPREHENSIVE & CURRENT COVERAGE OF ITALY AVAILABLE

The Italian Wine Scholar manuals follow a regional approach with strong tie-ins to terroir.

Each chapter is designed for maximum content retention and utilizes a systematic approach, allowing the student to compare and contrast each of the Italian wine regions

Manuals are current and discuss the most recent trends. They are printed in full-color, are rich in imagery and peppered with the iconic wine labels of each region.



Every DOC/G is discussed (vs. just mentioned) and triaged by need-to-know icons. Emphasis is given to flavor and structure profiles of DOC/G wines

Accurate, detailed and custom-designed, proprietary maps

Each region is put into historical, geographic and cultural context

Emphasis on the grapes of Italy and their flavor profiles



A SYSTEMATIC APPROACH

The manuals structure the study of each of Italy's 20 distinct wine regions in the following manner:

- History, culture and traditions
- Location and climate with their effects on viticulture and wines
- Topography, geography and soils
- Grape varieties and their organoleptic profiles
- Viticulture and winemaking
- Wine industry trends and economics
- All DOCs and DOCGs with their regulations, wine styles and specificities

+ A DOWNLOADABLE FOUNDATION UNIT

A downloadable Foundation Unit provides an overview which puts all of Italy into perspective.



EDUCATION DIRECTOR FOR ITALY

MAURIZIO BROGGI DWS, FWS, CSW

Born and raised in Milan, Italy, Maurizio Broggi has joined the Wine Scholar Guild as our full-time Education Director for Italy. He has built the Italian Wine Scholar™ program. Although he has a number of outstanding accomplishments and certifications to his credit, what sets him apart is his keen attention to detail, his hunger for perfection and his passion for all that is Italy.

- *WSET Diploma graduate awarded the 2015 Napa Valley Vintners Scholarship for being one of the top scorers in North America*
- *WSET Advanced Top World Scorer 2013, Level 2 Top Scorer 2013*
- *French Wine Scholar™ with Highest Honors*
- *Member of Associazione Italiana Sommeliers (AIS)*
- *Previous Wine Ambassador and Consultant for various Italian Consortia*
- *Certified Specialist of Wine (SWE) & Certified Sommelier (CMS)*
- *Accepted to join the Master of Wine program in 2016*

CONTACT US

Loysavoit Academy of Wines and Spirits (LAWS)
75, Lorong Bayu Mutiara 6, Taman Bayu Mutiara.
14000 Bukit Mertajam, Pulau Pinang.
www.loysavoit.com

Tel: +65 9134 3016
Email: info@loysavoit.com



PRESENTING

WINE SCHOLAR® PROGRAMS

Experience the excellence of LAWS! Your ultimate destination for wines and spirits education since 2023. Passionate experts. Internationally accredited certifications.

Our Wine Scholar® programs developed by the Wine Scholar Guild (WSG) offer wine professionals and students of wine the opportunity to specialize in the wines of France, Italy and Spain.

10 REASONS TO CHOOSE LAWS

- Small class size
- Useful notes
- Engaging sessions
- Clear explanations
- Holistic development
- Positive learning environment
- Great convenience
- Qualified and academically inclined educator
- Individually tailored programmes
- Administrative support



INCLUDES:

- Classes with tutored tastings
- Detailed study manuals
- Regional wine maps
- Learning objectives
- E-learning modules
- Self-evaluation quizzes
- Online flashcards
- Pronunciation exercises

OUR EDUCATOR

Mr. Song Wei LOO
CSS, CSW, CSWS, FWS, IWS, SWS



- WSET Level 3 in Wines (Pass with Distinction)
- French, Spanish & Italian Wine Scholar with Highest Honors (FWS, SWS & IWS)
- Certified Specialist of Wine (CSW)
- Certified Sherry Wine Specialist (CSWS) with Highest Honors

+65 9134 3016

info@loysavoit.com

www.loysavoit.com

75 Lorong Bayu Mutiara 6,
Taman Bayu Mutiara, Penang

ITALIAN WINE SCHOLAR TESTIMONIALS

"I have devoured the Italian Wine Scholar manual and found it incredibly well written, precise and comprehensive. I think it will be a useful and great tool in the hands of many Italian wine lovers and wine professionals across the country that want to learn and understand more about Italy, and its geography, history, culture and definitely wines." **Ciro Pirone, Director Italian Wines at Horizon Beverage Group (Boston, MA)**

"I am very impressed with the first edition of the Italian Wine Scholar Unit 1 study manual which is well researched and thoughtfully laid out. The dense information is well organized and includes graphs, color photographs and wine labels, making it both visually appealing as well as informative. Given the sheer amount of information, it is a great idea to divide the course material into regions. I would recommend the Italian Wine Scholar study program for anyone who really wants to learn about the complex and fascinating wine regions of Italy." **Jeannie Cho Lee MW 李志延 葡萄酒大師, first Asian Master of Wine (MW) and an award-winning author, wine critic and educator. Jeannie is Contributing Editor for Decanter**

"The information is comprehensive, the writing is engaging and the format is easy to follow. Congratulations!" **Craig Locascio South Atlantic Director of Education and Sales Training, Breakthru Beverage Group**

"The Italian Wine Scholar study manual is a comprehensive compilation of information for those who are truly interested in mastering Italian wines. It is tightly edited and focused, with a great collection of maps and other graphics as well." **Paul Wagner, Balzac Communication & Italian Wine Marketing specialist**

"Committed students of wine will love the Italian Wine Scholar manual. It's exhaustive coverage of Italy's regions, grape varieties and wine styles will only make you thirsty. Plus, extensive use of images, labels and detailed maps helps bring everything to life." **Peter Marks MW, Vice President of Education at Constellation Academy of Wine**

"I am impressed by the thoroughness of research that has gone into the Italian Wine Scholar study manual, and by the clear way it is laid out. I am sure that this course will prove very useful for the growing numbers of wine students wishing to improve their knowledge of wines in general and Italian wines in particular" **Nicolas Belfrage MW, author of the acclaimed and benchmark books on Italian wines "Barolo to Valpolicella: the Wines of Northern Italy" and "Brunello to Zibibbo: the Wines of Tuscany, Central and Southern Italy"**

“The Italian Wine Scholar study manual on the wines of Northern Italy is simply the finest guide to this complex and important region to be published in recent memory. It is an immediate must for the trade at all levels and for any interested consumer. Bravo!” **Martin Sinkoff, VP and Director of Marketing, Frederick Wildman And Sons**

“Thanks to its complex orogenesis, topography and climatic variation, Italy boasts a combination of distinct terroirs and the largest number of indigenous grape varieties—some well-known and established, others lesser-known and even endangered. Through the comprehensive Italian Wine Scholar manuals, the student of Italian wine is able to dive deeply into the diverse world of the wines of Italy and appreciate how the vine is intrinsically part of the Italian landscape and deeply rooted in Italian culture.” **Gianmaria Trenti, Winemaker at Edmund Mach Foundation in Trentino**

“The Wine Scholar Guild has created an impressive and comprehensive curriculum in the ever-changing and always complicated world of Italian wine. I loved how the book(s) were laid out with good, relevant, timely information and how easy it made learning about Italian wine. The information is presented in such a way that the program is appropriate for beginning and advanced students of wine. Bravo – well done!” **Alfonso Cevola, Corporate Director for Italian Wines for Glazer’s. Author of the award-winning blog “On the Wine Trail in Italy”**

“For the student of wine no country is more challenging to learn than Italy. The scale of regions, grapes, and styles of wine is overwhelming. A thoughtful and concise manual like the Wine Scholar Guild’s “Italian Wine Scholar Unit 1” can be an invaluable tool vital to a student’s success in learning about the world’s most diverse wine country.” **Tim Gaiser MS, renowned wine expert and Master Sommelier**

“This book is a must have for anyone seriously interested in getting to grips with Northern Italian wine regions, the main DOCs/DOCGs and most importantly the rich wealth of native grape varieties.

The book is very clearly set out, making this complex subject accessible and easy to read. The layout is simple to follow with brief paragraphs covering each region, its history, climate, soils and sub-zones as well as wine styles, key grape varieties and DOC/DOCGs.

I particularly like the beautifully illustrated regional maps with demarcated DOC/DOCGs at the beginning of each section. Plus the addition of lots of well-chosen photographs of vineyards, landscapes and wine labels helps bring to life the huge depth of technical and factual information this book contains. This is one of the most useful and accessible sources of reference material on Italian wines to be published recently which makes this invaluable for both the wine professional and dedicated enthusiast alike.” **Susan Hulme MW, Wine educator and consultant, judge for Decanter World Wine Awards (DWAA) and Italian wine expert**

“This is a scholarly work that is amazingly approachable and accessible, especially considering its comprehensive, encyclopedic nature. It exhibits an exquisite attention and precision to detail that is extraordinary. Also rich in historical context fleshed out by informative, fun facts and trivia, it presents an enjoyable journey through the intricate, convoluted maze that is Italian wine.” **Len Presutti CWE, Corporate Wine Educator at Martignetti Companies**

“The manual is superb, and has been very helpful to us. Especially the “Foundation Chapter”, you sent. We have used it extensively to better understand the Laws, especially recent changes and the EU impact on these changes. We are extremely proud to be the importers of several important Italian producers, with new ones coming into the fold almost every month! Gaja, Il Poggione, Anselmi, Berlucchi, Nino Franco, Cusumano, Nonino, Simonit & Sirch, and just recently, Feudi San Gregorio. Angelo and Gaia Gaja have elected to change the nomenclature on several of their labels with the most recent releases, so this information from your extensive and well-put together research has been invaluable in understanding these changes.

The maps, photographs and illustrations are very well done, and help keep the material fresh and fun to read. Italian wine is a complicated topic and your fine work cuts through what could be an overwhelming course of study and makes it very approachable.” **Timothy C. Clark, CSW, National Wine Educator at Terlato Wines**