

## COURSE PRESENTATION

The clear aim of the course proposed by the Italian Trade Agency is to offer professional audience an opportunity to discover and explore the Italian wine panorama.

It is part of a broader project for the promotion of Italian wine embarked upon with a series of initiatives in 2018. The most significant of these was the "Italian Wine – Taste the Passion" communication campaign organized in the USA from April to December, which attracted 900 million impressions.

The campaign's objective was to assert an exclusive and aspirational positioning for Italian wines on the US market by valorizing distinctive features such as quality, variety and biodiversity, uniqueness, authenticity, versatility and family tradition. The claim "Italian Wine – Taste the Passion" seeks to capture the passion that characterizes each stage in the production of Italian wine and with which we share it with the rest of the world.

Italian wine is associated with experiences that have a highly symbolic content involving cultural, geographical and lifestyle contexts that express the country's excellence and uniqueness.

It is possible to see the campaign video at

<https://youtu.be/scFiHHPvmXU>

Italy is, in fact, one of the most important countries in the world for quality, quantity and history. This is why knowledge of the country is essential for successful work in the commercial and catering fields.

### **Participants on the course will:**

- Study the history of wine in Italy and learn about the various factors that have made it impossible to affirm Italian winemaking across the planet
- Explore grape varieties cultivated, soil and weather conditions, wines produced and brand positioning, region by region
- Taste 30 wines representative of Italian production, ranging across the principal denominations of origin and encompassing different productive styles with labels responding to the different types of agriculture practiced
- Address subjects of great interest and utility in the cultural and commercial field, such as: the legislation governing wine production in Italy and Europe, reading

of labels for full understanding of their meaning, economic analysis of the wine sector in Italy, the different productive philosophies implemented, the positioning of Italian wine in the USA, and wine tourism as a fundamental factor for the development of the sector;

- Meet highly qualified teachers, selected among American professionals with expert knowledge of Italian wines
- Study with advanced learning aids

**Printed and digital teaching aids will be supplied for the study of the following subjects:**

- An Outline of the History of Wine in Italy
- The natural environment: introduction to Italian geography, ampelography and enology
- Legislation and law: wine laws in Italy and Europe
- How to read an Italian label
- Regions: Northern Italy. Valle d'Aosta, Piedmont, Liguria, Lombardy, Trentino Alto Adige, Veneto and Friuli Venezia Giulia
- Facts and figures: agriculture and production volumes, chief types of Italian wineries and principal markets for Italian wine
- Production philosophies: conventional agriculture, integrated pest management, organic and biodynamic farming compared
- Regions: Central Italy. Tuscany, Emilia-Romagna, Marche, Umbria, Lazio, Abruzzo and Molise
- Regions: Southern Italy and the Islands. Campania, Basilicata, Puglia, Calabria, Sicily and Sardinia
- Italian Wine and the United States
- Wine Tourism in Italy

**Final Exam Procedures:**

At the end of the course, participants will take two final exams, one theoretical, the other practical. They must pass both to receive their attendance certificate. Final assessment will be based on the sum of the points scored in each of the two exams: theoretical (maximum 80 points) and practical (maximum 20 points).

The **THEORETICAL** exam (80 minutes) consists of:

- Multiple choice questions (30 minutes)  
20 questions worth 2 points each = 40 points
- Open questions requiring 15-line answers (50 minutes)  
5 questions worth 8 points each = 40 points

The **PRACTICAL** exam (30 minutes) consists of:

- Tasting notes (30 minutes)  
A written comment on two of the wines tasted during the course = 20 points.