

CERTIFIED SHERRY EDUCATOR

INTRODUCTION

Every year, the Regulatory Council organizes two specific courses in Jerez—one in Spanish (spring) and the other in English (autumn)—offering advanced theoretical and practical training sessions over a two-and-a-half-day period. At the end of the sessions, participants take an evaluation test to demonstrate their theoretical and practical knowledge. Successful candidates receive a diploma that certifies them as OFFICIAL SHERRY EDUCATORS.



OBJECTIVE

The aim is to promote the role of educators at both national and international levels, providing them with a high degree of specialized knowledge about Sherry. This ensures they possess the necessary qualifications to effectively transmit their expertise and skills to students. The program also seeks to guarantee consistency and coherence in the content of training processes and materials used by educators regarding the wines produced under our Designation of Origin.

PROFILE OF CANDIDATES

The qualification is open to candidates who:

- Regularly engage in wine-related training activities, such as delivering lectures or courses, conducting guided tasting sessions, or teaching in catering schools or specialized centers.
- Possess advanced knowledge of Sherry and have successfully completed and passed the advanced course available free of charge at www.sherryacademy.org
- Demonstrate a strong command of the language in which the course is conducted: Spanish or English.

PROGRAMME OF ACTIVITIES

The course program includes 30 hours of lectures spread over three days, from Wednesday afternoon to Friday. The meeting point on the first day is the Consejo Regulador (Avda. Álvaro Domecq, 2, Jerez de la Frontera) at 18:30. From there, a bus will transport participants to the first venue, where the theoretical sessions will commence, followed by a welcome dinner. The course concludes on Friday with the delivery of certificates and a farewell dinner.

The standard programme is as follows:

1st Day

- Introduction to the programme
- Theoretical session 1 & 2- History and Designation of Origin
- Visit to a Bodega 1
- Welcome Dinner



2nd Day

- Theoretical session 3- Viticulture
- Practical session 1- Vineyard
- Theoretical session 4- Vinification
- Tasting 1- Dry Sherry wines
- Lunch
- Practical session 2- Vinification winery
- Tasting 2 - Sweet sherry wines
- Free time
- Visit to a Bodega 2
- Dinner



3rd Day

- Theoretical session 5 & 6- Sherry Ageing & Enjoyment of Sherry
- Written and practical Exam
- Tasting 3- VOS & VORS wines
- Sherry and Food Pairing Experience
- Practical session 3- Bodega de Crianza
- Lunch
- Visit of The Bodega
- Free time
- Delivery of certificates
- Closing- Farewell Dinner



INSCRIPCIÓN

Candidates have to send their curriculum vitae as well as a motivation letter to the **Sherry Academy of the Regulatory Council** (vinjerez@sherry.org), indicating as well when have they completed the advanced course in our online academy: www.sherryacademy.org

Upon receiving confirmation of acceptance, the candidate have to pay the full registration amount by bank transfer to the account (**CC de La Caixa ES 16 2100 8541 27 2200094031**), **BIC: CAIXESBBXXX** within 15 days, to secure the reservation of the place. If payment is not received within the specified period it will be understood that the applicant waives the right of admission to the course.

The registration fee is € 400.

SUPPORT FROM THE SHERRY ACADEMY OF THE REGULATORY COUNCIL

1. Once candidates are accepted, the Regulatory Council assumes the training costs, the learning materials as well as transfers and caterings to cover the course. The candidates pay the registration fee as well as their accommodation and transport to Jerez.
2. Presentation of certificates to the candidates who pass the evaluation tests.
3. Supply of learning materials which are available at any time from the Sherry Academy: PowerPoint presentations, information brochures, etc. and authorisation to display the Regulatory Council's official qualification in any materials or publicity designed by the educator.
4. Inclusion of students on the distribution list to receive communications as well as to receive the Sherry electronic newsletter, if desired.
5. Incorporation of the candidate's professional profile on our online network for Official Sherry Educators, allowing them to offer their services as trainers specialising in the wines produced in the region of Jerez.

CONDITIONS FOR THE USE OF THE "OFFICIAL SHERRY EDUCATOR" QUALIFICATION

1. Educators must have submitted the relevant application to the Regulatory Council.
2. They must have passed the evaluation test.
3. Official approval must be obtained for any training materials educators use in the development of their Sherry training activities and they must expressly agree to use and maintain the materials in accordance with the requirements of the Regulatory Council.
4. The Regulatory Council must be informed about any courses given – with dates, locations, number and profile of students, etc.
5. The "Official Sherry Educator" qualification must be used in the appropriate manner at all times.