

## シェリー・エデュケーター公式認定試験 受験者公募案内

シェリー&マンサニーリャ原産地呼称統制委員会は2008年10月1、2、3日にスペイン、ヘレス・デ・ラ・フロンテラにて「シェリー・エデュケーター公式認定」のための講義と試験を実施します。詳細は添付の資料をご覧ください。

### <条件>

1. 現地までの往復の交通費、プログラムに含まれない部分の個人的な出費は自己負担。  
(プログラムに含まれる宿泊、食事、移動手段の経費は主催者側によって支払われます。)
2. 英語が堪能で、英語で講義が理解でき、受験できること。
3. 認定後、シェリーの普及活動に携わることができる職業に就いていること。

### <注>

1. 参加者数が限定されていますので、お申し込んだ方の中から、選出させていただき、後日、選出された方だけにご連絡差し上げます。
2. 参加者として選出され、現地に行っていたとしても、試験結果が合格基準に達しない場合は認定されません。

### <申込方法>

1. 以下の添付資料をご参照ください。  
Educator  
Programa Preliminar  
Application Form Octubre 2008
2. 申込用紙に英語で必要事項をご記入の上、下記にご送付下さい。

シェリー委員会 広報事務局  
107-0062 港区南青山5-11-1 櫻井ビル6F  
(株) インテグレートコミュニケーションズ内  
Tel: 03-5464-2046

3. 申込締め切り：8月14日(金)
4. 結果連絡：8月下旬(9月になって連絡がない場合は選出されなかったとご理解下さい。)

以上





## OFFICIAL CERTIFICATION FOR SHERRY EDUCATORS

### OBJECTIVE

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The objective of the Consejo Regulador is to promote and support the activity of well-trained educators on Sherry wines, assuring a high level of performance in their respective educational programs on Sherry wines.

### MECHANICS

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In order to recognise a specially high level of quality in the services provided by wine educators in relation to Sherry wines, the Consejo Regulador has developed an official certification for Sherry educators. In practical terms, the professionals awarded with this certification will become an extension of the Sherry Academy –the Consejo’s educational arm– in the respective markets.

The candidates to the title of “Official Sherry Educator” shall be:

- professionals of wine education: lecturers on wine knowledge and appreciation who perform this task on a regular basis,
- educators with a deep product knowledge on Sherry wines, in accordance with the level of requirements established by the Consejo Regulador, and
- with educational methods and materials that meet the standards of the Consejo’s Sherry Academy.

#### 1. SEMINAR FOR SHERRY EDUCATORS

On a yearly basis, the Consejo Regulador will organise an in-depth two-day seminar in Jerez, including theoretical and practical sessions at a very high level. At the end of the program there will be an official examination for all attendees. Those candidates who pass the different parts of the exam will receive the title of OFICIAL SHERRY EDUCATOR and the corresponding certification.

Applications for the seminar shall be sent to the attention of the Consejo Regulador's "Aula de Formación del Vino de Jerez" in the attached form, which must be completely filled by the candidates.

## 2. APPROVAL OF EDUCATIONAL METHODS AND MATERIALS.

Apart from the qualification of the candidate's skills through the Consejo's examination, the certification of OFFICIAL SHERRY EDUCATOR requires the approval of the methods and materials used by the candidates: texts and other materials (see point 4 in next chapter).

### **SUPPORT OF THE CONSEJO'S SHERRY ACADEMY TO THE OFICIAL SHERRY EDUCATORS**

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1. All accommodation expenses, meals and internal transportation during the two days of the seminar will be paid by the Consejo Regulador. All candidates admitted for the Educator's Seminar will exclusively have to pay their respective transport costs in and out of Jerez.
2. Delivery of certificates to candidates who pass the examination and obtain the Consejo's approval of the educational materials.
3. Supervision and technical advice on all educational materials to be used by the Sherry educator.
4. Supply of materials available through the Consejo's Sherry Academy: Power Point presentations, folders, paper tasting mats, certifications of attendance for participants, etc.
5. Authorization to communicate the status of Official Sherry Educator in the educator's letter paper, documents and materials.
6. Supply of generic wines from the Consejo Regulador (quantities limited to 120 bottles per year). The Consejo will also encourage

the local importers of Sherry to supply their respective brands to the Sherry Educators at the best possible prices and conditions.

7. Inclusion of the Educator in the free distribution list of the official magazine of the Consejo Regulador "Vinos de Jerez".
8. Inclusion of all participants in the educator's sessions in the distribution list of the electronic newsletter of the Consejo Regulador.

## **CONDITIONS FOR THE USE OF THE TITLE "OFFICIAL SHERRY EDUCATOR"**

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Candidates must...

1. ...formalise the application to the Consejo Regulador in written.
2. ...pass the official examination (attendance of the Seminar for Educators is not compulsory, but highly advisable).
3. ...have obtained the Consejo's approval for its educational materials and must commit to use and maintain said materials in accordance with the versions approved by the Consejo Regulador.
4. ...keep the Consejo Regulador duly informed about the courses, programs and sessions made by the educator specifically on Sherry wines, including dates and locations, number and profile of participants, etc.
5. ...make an adequate use of the title of Official Sherry Educator.

The certification as "Official Sherry Educator" is granted by the Consejo Regulador for a period of five years. After this period, the Consejo will renew and extend the certification for another period of five years, once checked that the candidate's knowledge on Sherry is up-to-date.

# Sherry Seminar for Wine Educators – Preliminary Program

|       | WEDNESDAY 1ST,<br>OCTOBER 2008  | THURSDAY 2ND.<br>OCTOBER 2008                              | FRIDAY 3RD.<br>OCTOBER 2008                                   |  |
|-------|---|--|---|--|
| 09 h. |   |  |   |  |
| 10 h. |   | Sherry Viticulture   | The Consejo Regulador /<br>Recap of concepts from day 2       |  |
| 11 h. | <div style="border: 1px solid black; padding: 5px;"> <p><span style="display: inline-block; width: 15px; height: 15px; background-color: #f9c78f; margin-right: 5px;"></span> <b>Technic. sessions</b></p> <p><span style="display: inline-block; width: 15px; height: 15px; background-color: #f4a460; margin-right: 5px;"></span> <b>Practical sessions</b></p> <p><span style="display: inline-block; width: 15px; height: 15px; background-color: #c87137; margin-right: 5px;"></span> <b>Wine tastings</b></p> <p><span style="display: inline-block; width: 15px; height: 15px; background-color: #8b4513; margin-right: 5px;"></span> <b>Lunch / dinner</b></p> <p><span style="display: inline-block; width: 15px; height: 15px; background-color: #4b1d1d; margin-right: 5px;"></span> <b>Examination</b></p> </div> | Visit to vineyard  | The “Crianza” / Age-dated<br>Sherry wines                     |  |
| 12 h. |   |  |   |  |
| 13 h. |   |  | Sherry Wine-making / “Flor”                                   | Tasting of VOS / VORS                  |
| 14 h. |   |  | Tasting of Dry Sherries                                       | Enjoying Sherry                        |
| 15 h. |   |  | Lunch at the vineyard   | Visit to Bodega<br>lunch at the bodega |
| 16 h. |   |  |   |  |
| 17 h. |   | Visit to wine-making plant<br>Production of sweet sherries | Examination   |  |
| 18 h. |   | Tasting of sweet sherries                                  |   |  |
| 19 h. |   |  |   |  |
| 20 h. |   |  |   |  |
| 21 h. | Transfer to El Puerto   |  | Delivery of Certificates                                      |  |
| 22 h. | Introduction / History  | Transfer to Bodega Sanlúcar                                | Closing dinner<br>at Bodega San Ginés in<br>Consejo Regulador |  |
| 23 h. | Cóctel at El Castillo de San<br>Marcos/Grupo Luis Caballero   | Dinner at Bodega   |   |  |



**OFICIAL CERTIFICATION FOR  
SHERRY EDUCATORS**

**JEREZ,  
1, 2 3<sup>rd</sup>. October 2008**

**NAME:**

**SURNAME:**

**ADDRESS:**

**COUNTRY**

**TFNO.:**

**FAX:**

**EMAIL:**

**ACADEMIC BACKGROUND:** (please send cv with photo)

**SHERRY TUTORIAL BACKGROUND:**

**LANGUAGES AND COUNTRIES IN WHICH YOU TUTOR SHERRY SEMINARS:**

**ANY SUGGESTIONS TO MAKE WITH REGARDS TO THE PROJECT  
“CERTIFIED SHERRY EDUCATOR”**