



## 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 OFFICIAL 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 OFFICIAL 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 (in certain cases). 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. ...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.
4. ...make an adequate use of the title of Official Sherry Educator.

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