



Jesse Rodriguez

Our Business of Wine Advisory Board is Comprised of Experts from all Areas of the Industry

- **Jesse Rodriguez**, AIWS, M.Ed., sommelier, CWE director of wine, Montage Palmetto Bluff
- **Lisa Lipton**, past national chair, American Institute of Food & Wine
- **Michael A. Cheatham**, CSW, CSS, WLS, CSWE, independent wine educator and consultant
- **Linda Kissam**, owner, Kissam Consulting
- **William Byxbee**, dean emeritus, SDSU College of Extended Studies
- **Carl Winston**, director, SDSU's School of Hospitality and Tourism Management
- **Peggy Evans**, executive director, Temecula Valley Winegrowers Association
- **Lisa Redwine**, advanced sommelier, sales rep, Regal Wine Co.
- **Gus Vizgirda**, winemaker, Wilson Creek Winery
- **Deborah Lazear**, CSW, owner, Wine and Food: Uncorked
- **Ken Mills**, CEO/president, Wine Steals



“Taking wine classes did give me a lot of much-needed wine knowledge that was a must in opening and running my wine bar and restaurant. I wouldn't have felt at all comfortable taking on such a business without the education.”

— **Traci Smith**, owner, Splash Wine Bar



“About a year after I completed the certificate program, I was laid off from my job in hotel sales. It was at this time that I made the change and opened The Wine Pub. And the certificate program was the stepping stone to its success.”

— **Sandy Hanshaw**, owner, The Wine Pub



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Advance Your Career
**ENHANCE YOUR
KNOWLEDGE**
of **WINE**





“Two of the best things about SDSU wine classes are the intimacy and the relaxed nature of the instructors. You can feel their passion and knowledge.”

— **Michael Cheatham**, wine club owner, certified specialist of wine, certified Spanish wine educator; and member of the Guild of Sommeliers, Wine Educators, and Wine Century Club.

Earn your Professional Certificate in the Business of Wine

Are you a wine, food, or hospitality professional who wants to quickly expand your knowledge of wine topics? Not currently in the industry but would like to be? Or perhaps you're a wine enthusiast who seeks a professional-level education. Our Business of Wine Professional Certificate is designed to prepare you for success in wine-related occupations, as well as for the Introductory Sommelier exam.

This longstanding program continues to be one of our most popular. Our graduates include the owners of local wine bars and bottle shops, a wine import/export business owner, a buyer for an upscale grocery store, and a vintner developing a vineyard. Our success stories even include a student who became an instructor and students that have become advisory board members.

Through engaging discussion and directed tastings, the Business of Wine courses impart both wine education and business education.

To earn the certificate, students must take a total of nine courses.

Core Courses (all required)

- Exploring Wine* | 18 hours
- Wine Making Behind the Scenes* | nine hours
- Dynamic Wine and Food Pairing* | six hours
- Business Opportunities in the Wine Industry* | 15 hours

Elective Courses

(two required; offerings may vary each semester)

- The Character of Wine* | nine hours
- Wine List Creation* | nine hours
- Wine Flaws and Faults* | six hours
- Sensory Evaluation* | six hours
- Importing and Distribution* | 12 hours
- Vineyard Management* | 15 hours
- Marketing Wine* | 15 hours

Intensive Courses

(three required; nine hours each)

- Burgundy Wines*
- California Wines*
- Dessert Wines*
- French Wines*
- Italian Wines*
- South American Wines*
- Spanish Wines*
- Australian Wines*
- Austrian/German Wines*
- Sparkling Wines*
- Organic Bio-Dynamic Wines*



Please note: Must be 21 years of age to take these courses. New students are required to begin with the introductory course, *Exploring Wine*.

Take your career to the next level or in a new direction
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