



# Sud de France Master Level Programme

The certification course on the wines of the Languedoc-Roussillon.

## Created by:

Vinécole, the French Wine Society and the Languedoc Roussillon Regional council.

## Endorsed by:

the Languedoc Roussillon Regional council, the Wines of Languedoc, The Wines of Roussillon, Pays d'Oc IGP Wines and AirSud

## With lead instructor:

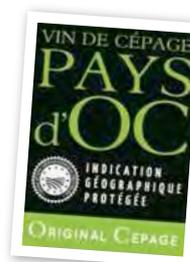
Matthew Stubbs, Master of Wine

## What is the Sud de France Master Level Programme?

This Master-Level programme is the first and only comprehensive course on wines of the Languedoc-Roussillon, leading to an industry-endorsed qualification – “Sud de France Master-Level Certificate”. It is the only programme endorsed and approved by all the region’s professional wine organisations.

## Why Study Languedoc-Roussillon wines?

The Languedoc-Roussillon is the largest and most dynamic wine region in France.



Diverse and fast moving, it is the place where over 2000 years of history and tradition combine effortlessly with the contemporary and avant-garde.

Exciting and still relatively unknown compared to it's more famous neighbours, the region has so much to offer to all wine lovers.



*“I really appreciated the clarity & presentation style. The speaker is delightful. Excellent book and support maps.”*

### **Who is the programme aimed at?**

The programme is geared towards advanced students of wine, whether working in the wine industry or embracing wine as their passion.

It is designed for those who wish to obtain a detailed knowledge of the wines of the Languedoc-Roussillon or who love a challenge and the chance to gain a professional qualification.

It is a fabulous source of information for anyone who considers wine education to be an ongoing journey and for those who wish to improve or maintain their wine knowledge



*“I loved the fact that Matthew is very knowledgeable about the region and can give insider tips since he lives there.”*



### **What are the key learning objectives?**

This Master-Level programme delves deeply into Languedoc-Roussillon’s rich history, diverse landscapes and dynamic wine trade.

It provides detailed information on the region’s climate, grapes and viticultural practices. It explores the region’s geology, topography and soils; explains the methods of wine production past and present.

The programme covers all the individual AOCs and IGPs, enabling students to taste and understand the key differences between them.

### **How is the programme structured?**

The course is run over 2 consecutive days, with 14 hours of tuition by Matthew Stubbs Master of Wine.

The inaugural course took place at the Maison du Languedoc-Roussillon in New York City on January 17-18th 2012.

### **Next dates in 2013 :**

May 04-05, Hong Kong – AWSEC

July 01-02, London – Maison du Languedoc

September 30 – Oct 01, New York – Maison du Languedoc

October 17-18, Los Angeles – The Wine House

November 21-22, France - Vinécole

### **How much does it cost ?**

USA \$400, Europe 300€, UK £250, Hong Kong HK\$ 3,580 (Prices excluding TVA)

### **What is included in the course fee ?**

Wines (up to 35 wines tasted), tuition, study manual and examination. Option to take exam online for an additional fee.

### **How do I sign up ?**

For details and registration visit [www.vinecole.com](http://www.vinecole.com) or [www.frenchwinesociety.org](http://www.frenchwinesociety.org).

### **How to gain the qualification?**

You must successfully complete a multiple choice paper of 50 questions, 5 short written answers and a map question.



## **About the Supporting Organisations**

The Sud de France Master-level programme has been co-created by:

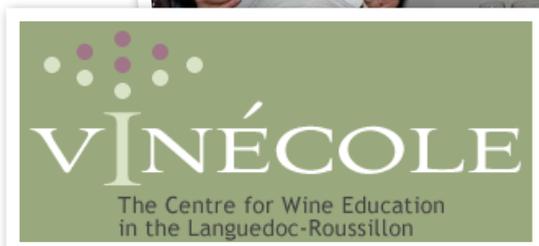
### **Matthew Stubbs, Master of Wine:**

Matthew is a Master of Wine with 25 years experience in the wine trade and was for 3 years Head of Wine for Safeway in the UK. Founder of Vinécole, a centre of excellence for wine education in the Languedoc-Roussillon, Matthew runs tastings, courses and training programmes for students at all levels in France, UK and the US.

Living and working in the region, Matthew is an expert in wines of the Languedoc-Roussillon and has written the Master Level programme to bring the diversity of the wines of this stunning region to a wider audience.

### **The French Wine Society:**

The French Wine Society is the leading provider of international French wine study and certification programs. The French Wine Society is an organisation dedicated to the promotion of French wine through French wine education.





Launched in 2005 with headquarters in Washington DC the FWS develops study programs on the wines of France at all levels, including the FWS's Master-Level study & certificate programs. As of now, the FWS offers Master-Level programs on the following areas of study: Rhône Valley wines, Provence wines, Bordeaux wines and now the Languedoc-Roussillon!

**The programme is supported and endorsed by:**



**Sud de France:**

Created and championed by the Languedoc-Roussillon region, Sud de France is an umbrella brand that brings together the very best food and wine from the south of France, in a way that is easy for consumers around the world to identify and understand.

It responds to consumer demand, providing a simple, memorable formula that identifies food and wine with a guaranteed provenance, and the stamp of the Mediterranean sun.

Sud de France is a global brand launched in 2006 in the Languedoc-Roussillon, followed shortly after by markets including Japan, China, Korea, Brazil & Mexico. The Sud de France brand was introduced in the US in autumn 2008. Through a network of Maisons du Languedoc-Roussillon, the brand undertakes marketing campaigns that include advertising, retailer promotions and PR, giving American consumers a way to quickly and easily identify the best food and wines from Languedoc-Roussillon - the world's largest single winemaking region.

*“I loved the wines. The course gave us long-overdue info on a region we should know more about.”*

*“It was informative and fun. Met lots of fun people involved in the wine business. Enjoyed it thoroughly.”*



**Council of the wines of Languedoc (CIVL):**

The official trade association for the wines of the Languedoc, the Conseil Interprofessionnel des Vins du Languedoc (CIVL) is in charge of the protection and promotion of all the AOC wines of the Languedoc, both in France and in key export markets.

It is the central body of the vine & wine trade in the Languedoc region. Set up in 1994, and enjoying public-interest status, it represents all growers, producers and négociants in the Languedoc region, and unites all promotional, business and technical initiatives by Languedoc AOCs.

The CIVL carries out four missions: promotion and communication, economics and markets, quality monitoring, research & development.

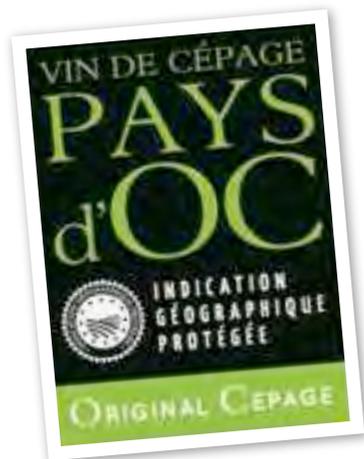
**Council of the wines of the Roussillon (CIVR):**

The official trade association for the wines of Roussillon, the Conseil Interprofessionnel des Vins de Roussillon (CIVR) is charged with the protection and promotion of its 13 AOC wines, both in France and in key export markets.

Its duties include maintaining strict quality controls for the benefit of the consumer as well as the organisation of both economic studies and collective communication activities to benefit the region's more than 4,500 winemakers. The CIVR also has a team solely dedicated to research and development.

**Pays d'Oc PGI Wines Interprofessional Organisation (InterOc):**

Inter Oc is the interprofessional organisation for the Pays d'Oc IGP\* label and acts on 3 levels: economic, communication & promotion and quality controls.



The label encompasses 2700 structures (Independent wine-makers and Domaines, Wine Cooperatives and Wine Merchants). Pays d'Oc IGP\* represents half of the regional production (5,8 million hectolitres in 2010) and offer the largest range of grape varietal wines in France.

Since August 2009, all Pays d'Oc IGP\* wines are recognised at a European level via their Protected Geographical Origin (IGP\*) status which guarantees Quality, Traceability and Geographical Origin. 100 % of Pays d'Oc IGP\* wines come from the Pays d'Oc vineyard and 100% of wines certified are tasted before receiving Pays d'Oc IGP\* accreditation.

\*IGP = PGI : Protected Geographical Indication

#### **AirSud:**

Air Sud is the Trade organisation in charge of the protection and promotion of all the departmental and zonal Protected Geographic Indications (PGI/IGP, formerly known as "Vin de Pays") wines of the Languedoc-Roussillon. AirSud is in charge of the development, regulation and quality control of these PGI wines.



#### **Find out more or book**

For more information or to book online, visit:  
[www.vinecole.com/wine-courses.php](http://www.vinecole.com/wine-courses.php) or  
[www.frenchwinesociety.org](http://www.frenchwinesociety.org)

