

## **PRESS RELEASE – 31-Oct-2011**

### **MindLeaders ThirdForce develops new elearning to bring wine training online**

October 2011 – MindLeaders ThirdForce is pleased to announce a partnership with the Wine & Spirit Education Trust (WSET) to offer the “Great Grapes of the World” elearning course through their AIMS learning management platform.

Addressing the current lack of specialist understanding among staff in the hospitality industry, the elearning will educate employees about wine tasting, the different varieties of grape and how to match wine with food.

Although learners do not need to sit a formal examination, successfully passing the course will lead to a completion certificate issued by the WSET’s London Wine & Spirit School.

Lorna Tyrntania, Senior Product Manager at MindLeaders ThirdForce, says: “I know that our partners will be delighted that we’ve responded to their needs and we’re enabling all learners to access quality, independent training from WSET, the foremost international body in the field of wines and spirits education, alongside their other MindLeaders ThirdForce training courses.”

MindLeaders ThirdForce is currently the largest supplier of elearning to the UK hospitality sector, delivering training to thousands of hotels, restaurants and pubs which hope to benefit from the new partnership by improving customer service and maximising sales opportunities.

Graham Cox, UK Sales Director at WSET, commented: “We are very excited to be entering into this partnership with MindLeaders ThirdForce as it will allow us to exploit to a much greater degree the opportunities to deliver quality training in the UK on trade. WSET is the global leader in provision of accredited wines and spirits qualifications so MindLeaders ThirdForce’s expertise in online delivery of training will open up a whole new world to us. After a couple of years of decline due to the 2008-9 recession, UK candidate numbers grew by 13% last academic year – we are looking for double that this year and this initiative will be a key part of delivering that ambition.”

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### **MindLeaders ThirdForce**

[MindLeaders ThirdForce](#) is an established provider of [elearning content](#), technology enabled learning solutions and services deployed in more than 30 countries. We specialise in aligning training to meet your [organisational goals](#) to maximise employee performance and achieve business success. Working with over 2,500 customers across all major industries, our elearning and e-assessment solutions have reached over 17 million learners. With over 30 years' experience we understand your need to offer the right type and level of training whenever and wherever it's needed.

### **Wine & Spirit Education Trust**

The [Wine & Spirit Education Trust](#) is the largest global provider of qualifications in the fields of wines and spirits. Founded in 1969, WSET qualifications are formally recognised by the UK Government and have a strong reputation worldwide. There are currently WSET courses available in 55 countries and in 16 languages and in the last academic year (2010/11) over 35,000 students sat a WSET programme.

For further information please contact:

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