



PRESS RELEASE

20 – JULY – 2010

WSET announces freeze on prices

The Wine & Spirit Education Trust has announced a freeze on the pricing of WSET courses, examinations and materials for the coming academic year 2010/11 with every price is being held at the 2009 level.

Commenting on this decision, Ian Harris, WSET's Chief Executive said "We recognise that it has been a tough year for all sectors of the wine and spirit industry, with the economic climate placing a greater strain on training budgets than ever before. The UK industry in particular has been badly hit, which has also had an effect on the candidates taking a WSET qualification in UK. Happily, the international growth of WSET qualifications has more than compensated for the decline in the UK, and with only a couple of weeks to go before our year-end, we expect to have achieved an overall growth of 7% on the previous year."

In coming to the strategic decision to hold prices, WSET have taken into account the views of its customers, both in UK in abroad, and as a not-for-profit organisation set up to serve the industry, wants to do everything possible to ensure there are no hurdles put in the way of companies wishing to train their staff, or their customers.

Harris added: "Through a well-planned and well-executed programme of investment over the last eight years, we have grown the candidate numbers from under 11,000 in 2002 to the current annual figure of over 27,000. This growth, and the enhanced reputation of WSET globally, has been achieved by increasing the relevance of WSET to all sectors of the global and local industry by the creation of new qualifications, and the regular updating of existing ones. The market is changing constantly – we must continually adapt to meet the training needs of this market."

Further details of WSET's courses and qualifications can be found at: www.wsetglobal.com

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For further information including images please contact:

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Editors Notes:

WSET is the ultimate global provider of qualifications in the fields of wines and spirits and is approved in the UK by the Qualifications and Curriculum Authority (Ofqual). WSET has been developing the trade professional for over 40



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years and in the Academic year 2009-10 over 27,500 candidates sat a WSET examination. WSET currently has qualifications available in 51 countries in 15 languages. For more information visit www.wsetglobal.com