



WSET



SPIRITS



BEER

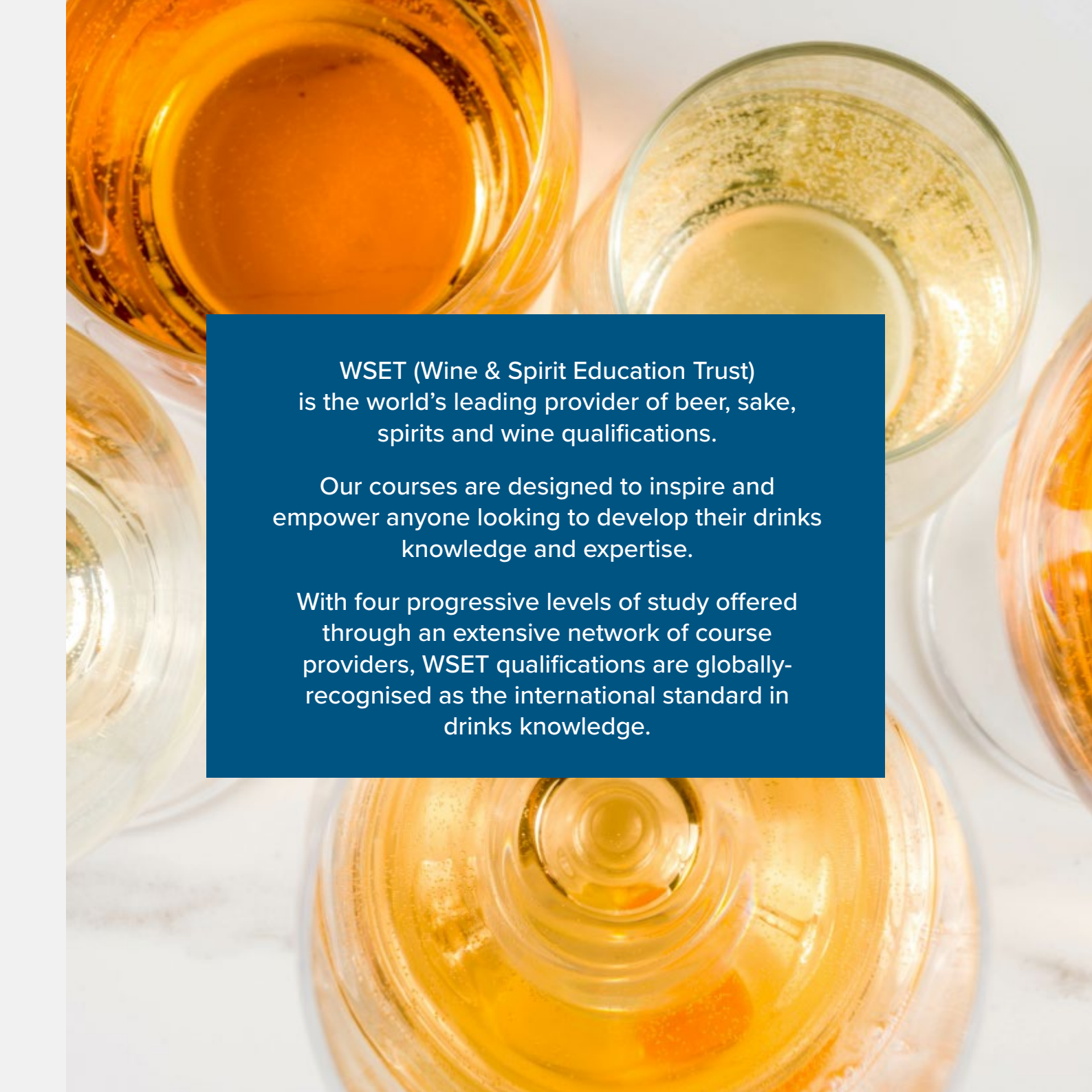


WINES



SAKE

**WORLD-CLASS
DRINKS TRAINING
FOR YOUR BUSINESS**



WSET (Wine & Spirit Education Trust)
is the world's leading provider of beer, sake,
spirits and wine qualifications.

Our courses are designed to inspire and
empower anyone looking to develop their drinks
knowledge and expertise.

With four progressive levels of study offered
through an extensive network of course
providers, WSET qualifications are globally-
recognised as the international standard in
drinks knowledge.

BENEFITS OF DRINKS EDUCATION

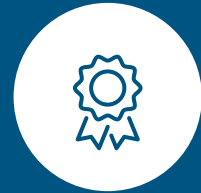
Training is an investment that pays.
The more skilled your employees are the better they perform.



**BOOST LIQUID
PROFITS**



**IMPROVE CUSTOMER
SERVICE**



**GAIN A COMPETITIVE
ADVANTAGE**



**ATTRACT AND
RETAIN TALENT**



**INCREASE JOB
EFFECTIVENESS**



**RAISE
PROFESSIONAL
CONFIDENCE**

**DON'T
JUST TAKE
OUR WORD
FOR IT**





BUSINESSES USING WSET FOR STAFF TRAINING



90%

reported an increase in
profits



97%

saw an increase in
employee satisfaction

TRADE PROFESSIONALS WITH A WSET QUALIFICATION



85%

felt empowered to
sell a **wider range**
of products



97%

were more
confident selling



88%

said professional
qualifications improved
their **job effectiveness**

*Sources: CGA Strategies (trade professionals with beverage qualifications)
and WSET surveys (trade candidates and Approved Programme Providers).

WSET AT A GLANCE





125k+

Candidates
annually



700+

Course
providers



75+

Markets
represented



12

Globally-recognised
qualifications



15

Languages
offered



55+

Years of
experience

OUR QUALIFICATIONS

Our educational products offer impartial, brand-neutral and skills-based learning. Many of our courses are available for study in both classroom and online learning formats.



BEER

- Level 1 Award in Beer
- Level 2 Award in Beer



SAKE

- Level 1 Award in Sake
- Level 2 Award in Sake
- Level 3 Award in Sake



SPIRITS

- Level 1 Award in Spirits
- Level 2 Award in Spirits
- Level 3 Award in Spirits



WINES

- Level 1 Award in Wines
- Level 2 Award in Wines
- Level 3 Award in Wines
- Level 4 Diploma in Wines



HOW TO ACCESS WSET COURSES

Our Business Development teams are here to help you find the best solution for your business needs.

WSET training is available through:

**Our global network of
Approved Programme Providers (APPs)**

**Custom course delivery -
tailored to your business**

Becoming an APP

WHY WSET TRAINING?

Our courses have been designed by subject matter experts and developed specifically for the industry.



**GLOBAL TRUST AND
RECOGNITION**



**INDUSTRY-
SPECIFIC**



**A GLOBALLY BUSINESS-
RELEVANT SYLLABUS**



**BUILDING TASTING
SKILLS WITH WSET'S
SYSTEMATIC APPROACH
TO TASTING™**



**BEGINNER TO EXPERT
DEVELOPMENT
PATHWAY**



**CLEAR AND TRANSPARENT
COURSE AND ASSESSMENT
STRUCTURE**





"An excellent understanding of beer is the foundation of our commercial and technical team, so we committed to investing in training through WSET, the global leader in drinks education."

**Craig Nelson, Director of Sales
Asahi UK**



"Growth starts with a confident and knowledgeable staff base. Our training provides relevant knowledge and upskilling for our employees to succeed. This supports business growth, staff retention and satisfaction."

**Ronald Khoo, Wine, Spirits
& Beverages Manager
Cathay Pacific**

**AN EDUCATION
AND EMPLOYMENT
DRINKS INITIATIVE**



EDUCATED POWERED INDUSTRY



"[The WSET Level 3 Award in Spirits] helped give me an increased level of authority in my trainings and legitimises my presence in a room full of other industry professionals."

**Global Ambassador
Beefeater London**



"WSET has instilled confidence and credibility. It's more than just product knowledge, WSET training sharpens my ability to translate wine expertise into actionable sales strategies, driving stronger partnerships and results. Invaluable!"

**Chad Jeffries,
Vice President of Sales & Execution
Treasury Americas**

**ELEVATE
YOUR
STAFF
TRAINING**

JUST LIKE THESE INDUSTRY LEADERS



Asahi UK

**CAMPARI
GROUP**



Constellation
Brands

DIAGEO

Moët Hennessy

LIBERTY WINES



Pernod Ricard



TREASURY
WINE ESTATES



WSET

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@wsetglobal    

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