Presented in partnership with Napa Valley College’s, Upper Valley Campus in St. Helena

VESTA Summer Workshop Series

Unlocking Wine
Sensory Evaluation of Wines
July 15, 2015
8:00 a.m. - 5:00 p.m.
Cost: $150 per person (lunch included)
Presenter Melba Allen, Wine Export Agent, OENO-COM France will guide attendees through sensory test methods.
- Introduction to Tasting
- White and Red Sensory Standards
- Palate attributes
 Workshop designed for tasting room staff & servers

Retailing Wine:
Customer Service Training Workshop
June 22, 2015
9:00 a.m. - 4:00 p.m.
Advanced registration: $300 per person (lunch included)
$360 per person after 6/15/2015
Elizabeth Slater of In Short Marketing travels the country and is recognized throughout North America as an authority on marketing wines, wineries, and wine regions to consumers.
Workshop Topics:
* Customer Satisfaction
* Events
* Increasing tasting room sales
* Social Media
* Shaping Your Story
* Wine Clubs
Workshop is designed for all marketing and front-line staff.

Art of Home Craft Brewing
Dr. Barry Gump, Florida International University, will present this workshop for novice to intermediate home brewers. Attendees will learn about the home brewing process from simple extract brewing through mini-mash, to all grain brewing. Learn about:
- Ingredients
- Brewing Processes
- Bottling or Kegging Your Beer
- Choosing Equipment
- Brewing Calculations
Session will also include some beer sensory activities.

August 15, 2015
8:00 a.m.—5:00 p.m.
Cost: $100 per person (lunch included)

Enroll Now!
www.vesta-usa.org/Events
(417)837-2513
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Upper Valley Campus
(707)967-2901 or UVC.STHELENA@napavalley.edu