

Seminar Title

Sharpening your Competitive Advantage in French Wines

organised by Singapore Polytechnic in conjunction with Wine For Asia 2011

Venue: Suntec City Room 325
Date: Saturday 29 October
Time: 0900 hr to 1200 hr
Registration: www.sp.edu.sg (short courses)
Certification: Certificate of Attendance by Singapore Polytechnic

Synopsis

France has always been the No 1 or No 2 wine producing country in the world. Most of us are aware of the great growths of Bordeaux but they are not the only great wines that Bordeaux or for that matter France produces. It is easy to sell these wines as they are often demand driven wines. To sell other good quality wines, the task could be challenging. Most consumers still depend on recommendations from the sellers. The more knowledgeable you are about the wines and the more capable you are in convincing the consumers of their qualities and suitability in terms of taste profile, the more likely you are able to close sales. Besides, your next wine presentation on French wines will certainly be more successful.

This seminar has for objective to address the knowledge gap that most sellers of French wines have that may affect their selling effectiveness. They are as follows:

- Inability to pronounce French wine names and terms
- Insufficient understanding of the French AOC system and the classification system and how these two can actually tell us about the quality of the wines
- Inability to articulate the taste profiles of the wines from the various regions.

The seminar will cover the following topics:

1. Basic French phonetics training to articulate French wine names and terms correctly
2. Understanding of key French wine terms
3. French AOC system and its reflection on the sense of place. Example of Bordeaux and Beaujolais will be given.
4. French Wine Style Mapping Wheel – Your guide to the taste profiles of French wines.
5. Understanding the growth classification of Bordeaux and Burgundy (including Beaujolais)
6. Sales techniques related to French wines and how to provide advice on French wines

Speaker Profiles:



Fernand Klée: klee1@pt.lu website: www.fernandklee.lu

Fernand worked his way up in the F&B business, along the way as headwaiter for Michelin Star hotels in France and Luxembourg, to become an renowned international “Sommelier Conseil”.

In 1985 he was awarded the “Best Sommelier for Wines and Spirits of France” in Belgium

In 1986 he was runner-up at the “International Competition of Wines and Spirits of France” and the winner of the “Concours de la Gastronomie” in Belgium

In 1988 he won the title of “Best Académicien of Davidoff Cigars”

In 1989 he judged at the “Concours Mondial des Vins et Spiritueux du Monde” Brussels

Since then Fernand further sealed his reputation in Europe and worldwide with the publication of several guides on Luxembourg wines. He has been appointed by several F&B establishments as their special adviser in wine.



Malcolm Tham: malcolmtham@pacific.net.sg

Malcolm is currently the project consultant and programme director of Wine for Asia, a leading international wine trade exhibition held annually in Singapore. He is also the technical director of Wine Style Asia Award. He is the inventor of the wine board game called “ViniCasino”.

Malcolm leads “The Science and Business of Wine” an executive wine programme with 24 uninterrupted consecutive runs and “Provide Advice on Wine” a WSQ wine skills programme with 7 uninterrupted consecutive runs at Singapore Polytechnic. He is also an approved mandarin wine instructor at Singapore Chinese Chamber of Commerce Institute of Business. More than 1000 executives and staff from wine distribution & F&B trade have graduated from his wine programmes. Malcolm is fluent in both French and German. He has taught over 2,000 executives in French and German language at the People’s Association. He holds the WDA’s Advance Certificate in Training and Assessment for Adults.

Malcolm holds a Master of Science degree from the NUS and a Dip Mkg from The Chartered Institute of Marketing UK. He was awarded a scholarship to France and graduated from a Grande Ecole in Lyon. He has undergone wine training at the Université Victor Segalen Bordeaux 2 and at the German National Wine Institute in Bingen, Germany. He is an accredited International Wine Educator by the prestigious Bordeaux Wine School, France. Malcolm also serves on the Advisory Board of Tanjong Katong Girls’ School and as secretary in TDB-IE Singapore Society.

