NOW ONLINE: JOIN US FOR THIS EXCITING OPPORTUNITY

In order to ensure the safety of our students, instructors and staff, this program has been moved online.

Discover from industry experts how to successfully create a brand, market and sell wine. From market research and brand establishment to importing, distribution pricing and sales, the OIV Wine Marketing Program is the only program that incorporates all the elements necessary for negotiating the U.S. wine market.

Whether you’re building a new wine brand, looking to redefine an existing one or trying to break into the U.S. market, this program is for you.

Program Benefits

- One-on-one access to the industry’s best
- Critical networking opportunities with peers and speakers
- Practical, real-world knowledge to succeed in the American wine and grape industry

Top-notch Speakers

- Winemakers
- Attorneys
- Experts in data and research
- Wine marketers
- Distributors
- Retailers
- Sommeliers
- Educators from UC Davis

Online Quality

For more than 20 years, we have been providing award-winning online programs that are specifically designed to provide a flexible, engaging and high-quality learning experience.

Learn More

We have adapted this typically in-person program to a remote-learning format. Content and curriculum will be taught in real-time in a web-based format. This online format will still allow for live, virtual interactions with peers and presenters.

Course fee is $1,400.

For more information, including how remote learning works or to download the agenda, visit our website.

“I CANNOT IMAGINE ENTERING THE AMERICAN WINE MARKET WITHOUT HAVING TAKEN THIS PROGRAM FIRST. IT IS A VALUABLE EDUCATIONAL ASSET FOR ANYONE INTERESTED IN ENGAGING IN THE AMERICAN WINE MARKET.”

Christopher Calicott, past participant

cpe.ucdavis.edu/winemarketing
LEARN THE SCIENCE BEHIND THE ARTISTRY

PURSUE YOUR PASSION FROM HOME

If you’re working remotely (like we are) and you’re serious about a career in the wine industry, now is the perfect time to get started. Our Winemaking Certificate Program is completely online, so you can keep your goals moving forward while staying home.

How You’ll Benefit

Our internationally acclaimed program combines academic theory with real-world commercial application, giving you the knowledge, confidence and practical insight to succeed as a winemaker.

We’ve produced award-winning online education for nearly 20 years, and our online classes give you a flexible, engaging and high-quality learning experience. You’ll have one-on-one access to your instructor and frequent interactions and networking opportunities with classmates.

Get Started this Summer

Introduction to Wine and Winemaking

Learn fundamentals of the winemaking process, the history of wine, interpreting a wine label, wine and health issues, basic wine tasting and more. This course can be taken as a stand-alone course or as the first course in the Winemaking Certificate Program.

June 29-Sept. 13 • $685

Basic Chemistry for Winemakers

Designed as a prerequisite for the Winemaking Certificate Program, this course provides an introduction to the basic tenets of general, organic and biological chemistry and serves as a foundation for understanding the science behind the winemaking process.

June 29-Sept. 27 • $599

SUMMER COURSES

Our summer Winemaking courses are now open for enrollment. That being said, as the situation surrounding the coronavirus evolves, we may be rescheduling courses to later dates or adapting our in-person courses to online formats as needed to ensure our students, instructors and staff are safe. Given the fluidity of the situation, we encourage you to regularly check our website for program updates.

We appreciate your patience as we adapt to these unprecedented times, but know that we take the health of our student population just as seriously as we do their education.

“The most valuable thing from the Winemaking Certificate Program was the connections I established with both the instructors and fellow students. The instructors have a wide background of experience with true hands-on expertise that you can tap into.”

Thomas Cernac, vineyard manager/winemaker, El Dorado County, Calif.

> cpe.ucdavis.edu/wine
PREVIEW OUR ONLINE WINEMAKING CERTIFICATE PROGRAM

Scan this code with your QR reader or smartphone camera to sample a lesson on sparkling wine from our certificate program's introductory course.