



# Advanced Wine Mastery Certification: Viticulture, Enology, and Sommellerie

**Compete for exclusive scholarship opportunities!**

**Level 2**

 **Vintage**  
Fine Wine & Spirits





# **Advanced Viticulture, Enology & Sensory Excellence**

The Wine Mastery Level 2 program offers an immersive experience in viticulture, advanced enology, and wine appreciation, focusing on premium bottles and premier cru classés from France, Italy, Lebanon, and the New World. Participants will taste and analyze wines, explore advanced winemaking techniques, understand terroir, and develop critical sensory analysis skills. This program combines theoretical knowledge, practical tasting sessions, group projects, and excursions to provide a comprehensive understanding of the global wine landscape.



## Who Should Attend

- Wine enthusiasts seeking advanced knowledge of international wines
- Wine industry professionals (sommeliers, marketers, sales managers, vineyard and winery professionals)
- Viticulture practitioners involved in grape growing and vineyard management
- Graduates in advanced enology, viticulture, hospitality, and culinary arts

## Prerequisites

- Completion of Level 1 of the Wine Mastery Certification at the Professional Training Center of USJ, or an equivalent introductory wine certification from another institution
- Academic background or professional experience in a related field such as hospitality, advanced enology, viticulture, agronomy, agriculture, or food and beverage
- Basic understanding of wine tasting fundamentals and key wine terminology is recommended

# Learning Objectives

- Identify key grape varieties and terroirs across France, Italy, Lebanon, and the New World
- Apply advanced sensory analysis techniques for wine evaluation and marketing purposes
- Understand viticulture and enology practices, including biodynamic vine growing and winemaking processes
- Critically evaluate wines, linking production methods with sensory characteristics
- Collaborate effectively in groups to research and present wine-related topics
- Navigate the wine market with enhanced knowledge of trends, marketing, and sales strategies

# Learning Outcomes

By the end of this training program, participants will:

- Apply sensory analysis methods, including triangle tests, duo-trio tests, and wine cartography profiling
- Demonstrate core advanced enology knowledge through structured tasting and analytical evaluation
- Deliver a group presentation on one of six wine topics (viticulture, vinification, wine marketing, sales strategy, or wine trends)
- Complete a written quiz and blind tasting exam to validate mastery of wine knowledge, and submit visit questionnaires following vineyard and winery excursions

# Training Modules



## SENSORY ANALYSIS APPLIED TO WINE

March 10, 2026

Mr. Carlos Khachan

- Application of sensory analysis tests for marketing purposes (triangle test, duo-trio test, discriminative test, cartography profiling) - Applied tests on wine

## DISCOVERING WINES FROM FRANCE, ITALY, LEBANON, AND THE NEW WORLD

March 12, 17, 18, 24 2026

Mr. Carlos Khachan

- Tasting and guided analysis of several wines
- Exploration of countries, regions, terroirs, grape varieties, production techniques, distinctive characteristics, and aromatic and sensory profiles
- Introduction to French cheeses and spirits



## VITICULTURE & VINEYARD MANAGEMENT

April 14, 16, 18, 21, 23 2026

Mr. Carlos Khachan

Mr. Roland Abou Khater

- Vineyard plantation, pruning, growing, and vineyard practices
- Journée de taille (One full day)
- Biodynamic vine growing trends and techniques and wine tasting

## ADVANCED WINEMAKING

April 27, 28, 30 2026

Mrs. Tamara Gebara

- Advanced enology techniques



## ASSESSMENTS & EVALUATION

May 2, 5, 19 2026

Mr. Carlos Khachan

Mr. Roland Abou Khater

Mrs. Tamara Gebara

- Vineyard and Winery Excursion Questionnaires (10%): Questionnaires completed remotely following the visits (One full day)
- Group Presentation (40%): A 25-minute oral presentation per group of three participants, covering one of six assigned topics
- Written Quiz and Blind Tasting Exam (50%): A 40-question written quiz combined with a blind tasting evaluation

## PROGRAM HIGHLIGHTS

**Group Work Focus:** Participants work in groups of three on one of six topics (Viticulture, Vinification, Wine Marketing, Sales Strategies, and Wine Trends), with presentations evaluated by the program instructors

**Premium Wine Experience:** Participants will taste wines, including French premier cru classés, Italian, Lebanese, and New World wines

# Meet your Trainers



## MR. CARLOS KHACHAN

Carlos Khachan is a wine and spirits expert with over 20 years of experience in the food and beverage industry. Owner of Vin Gourmet in Paris and founder of Lebanon's first wine tasting club, Club Grappe, he has organized numerous festivals and events while consulting for wineries and international organizations. A graduate of the Université du Vin in Suze-la-Rousse and holder of the WSET Advanced Wine Taster Diploma, Carlos now shares his expertise as a trainer at the Professional Training Center of USJ.



## MR. ROLAND ABOU KHATER

Roland is a winemaker and grape grower who runs his family estate, Coteaux du Liban. He holds a degree in Agricultural Engineering from USJ-ESIAM and a Master's in Wine & Spirits Business from Burgundy School of Business. With professional experience in France and Lebanon, he lectures at USJ and serves as Head of the Technical Committee of the Union Vinicole du Liban, while consulting for several Lebanese estates.



## MRS. TAMARA GEBARA

Tamara Gebara is a food engineer and enologist with hands-on experience in winemaking, quality control, and wine education. She has participated in harvests in Lebanon and France and currently works as an enologist at Coteaux du Liban, while also consulting for other wineries. She is also a wine tasting instructor at ESIAM-USJ, combining scientific rigor with practical winery experience.

# Program Information



## Dates

- March 10, 12, 17, 18, 24, 2026
- April 14, 16, 18, 21, 23, 27, 28, 30, 2026
- May 2, 5, 19, 2026

**Duration:** 37 hours



## Time and Location

- **Timing:** 5:30 – 8:30 PM
- **Modality:** In-person
- **Location:** The Professional Training Center, Campus of Innovation and Sports (CIS), USJ, Beirut



## Fees

**\$890**

(includes wine tasting and cheese pairing)



## Registration

- **Deadline:** 9 March, 2026

[\*\*Click here to register\*\*](#)

**Additional Session (\$100):** A guided excursion to Beqaa wineries, featuring discussions with winemakers. The fee of this additional session will be collected at the start of the session.

## Contact Us



The Professional Training Center Damascus Road, Beirut, Lebanon, 17-5208



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