

WSET® PRESS RELEASE



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WSET announces price hold on courses, exams and materials

The Wine & Spirit Education Trust is delighted to be able to announce that prices of WSET courses, examinations and materials for the next academic year commencing 1st August 2008 will be held at the same level as for the 2007/8. Commenting on this decision, Ian Harris, Chief Executive of WSET said: "With the increase in candidate numbers year-on-year at all levels of qualification, and a lower cost base due to economies of scale, we are very pleased that we don't have to implement any price increases for the coming year. I am sure that this will be welcomed by the trade as a positive decision in the current economic climate, and we will be working with the key figures in the industry to ensure that training and qualifications are kept high on the priority list, rather than being the first victim of budget cuts".

Following the successful launch of 3 new qualifications over the past four years, and the creation of a professional membership body for Diploma graduates and students, the next 12 months will see the launch of new programmes designed to help the industry. Ian Harris added: "I presented my Strategic Plan for WSET to our Board of Trustees last month, and this includes a strong programme of investment over the next three year period. The first new initiative will be aimed at targeting the education of consumers, and, this should help the industry move away from the downward spiral of discounting, as we know that a more wine-educated consumer has more propensity to experiment and to increase their per bottle spend. The second major initiative will be an improved Educator Training programme for the hundreds of educators worldwide who teach, and we will be introducing certification for educators, to ensure that students get the best possible experience when undertaking a WSET programme".

As the international reach of WSET continues to grow, WSET will also be increasing its marketing budget to help heighten the awareness of WSET globally. For the first time, WSET will be represented at the Hong Kong International Wine Fair in August, and the India International Wine Fair in Mumbai from 11th to 13th December 2008.

Ends...

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Editors Notes:

WSET has been creating the trade professional for 39 years - is approved by the Qualifications and Curriculum Authority and is the largest global provider of education in wines & spirits in the world. In the last academic year, over 21,000 candidates in 41 countries sat a WSET examination. Find out more about WSET at www.wsetglobal.com