

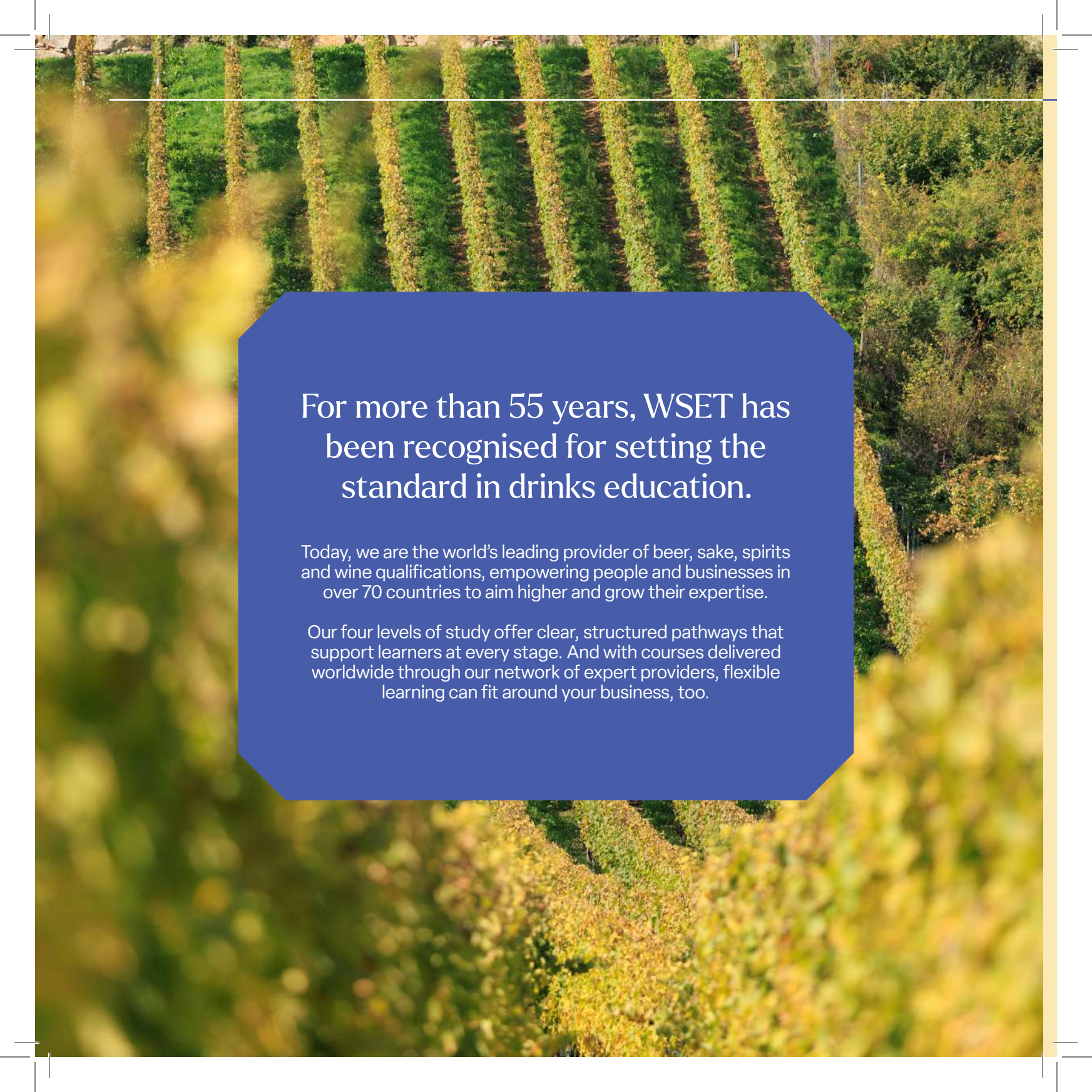


WORLD-CLASS DRINKS TRAINING

FOR YOUR
BUSINESS



Global Drinks
Education



For more than 55 years, WSET has
been recognised for setting the
standard in drinks education.

Today, we are the world's leading provider of beer, sake, spirits
and wine qualifications, empowering people and businesses in
over 70 countries to aim higher and grow their expertise.

Our four levels of study offer clear, structured pathways that
support learners at every stage. And with courses delivered
worldwide through our network of expert providers, flexible
learning can fit around your business, too.

INVEST IN SKILLS THAT MAKE A REAL DIFFERENCE



Boost liquid
profits



Improve
customer service



Gain a
competitive
advantage



Attract and
retain talent



Increase job
effectiveness



Raise
professional
confidence

DON'T JUST TAKE OUR WORD FOR IT

BUSINESSES USING WSET FOR TEAM TRAINING

90%

reported an increase
in **profits**

97%

saw an increase in
employee **satisfaction**

95%

found studying for their
WSET course **inspiring**
and **empowering**

TRADE PROFESSIONALS WITH A WSET QUALIFICATION

85%

felt empowered to
sell a wider range
of products

88%

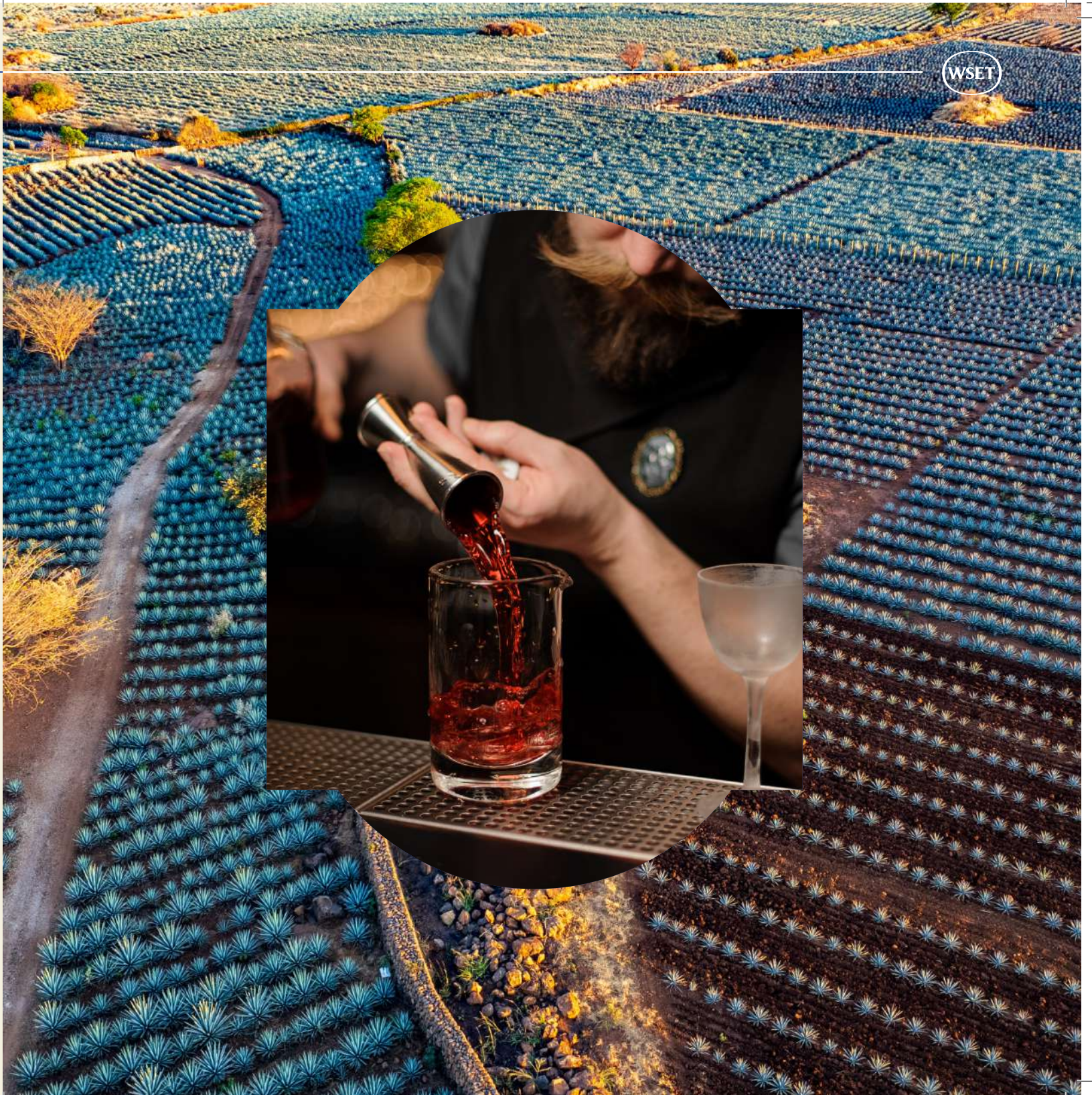
felt **more effective**
in their roles

97%

were more
confident selling

The result is a more commercially effective team - with the
confidence to recommend, upsell and grow sales.

*Sources: CGA Strategies (trade professionals with beverage qualifications) and WSET surveys (trade candidates and Approved Programme Providers).



WHAT WE BRING TO THE INDUSTRY



100k+

Candidates
annually



700+

Course
providers



70+

Markets
represented



12

Globally-recognised
qualifications



15

Languages
offered



55+

Years of
experience



OUR QUALIFICATIONS

Our qualifications are impartial, brand-neutral and focused on building real-world skills. With both online and in-person options available, you can choose the study format that works best for you and your teams.



BEER

WSET Level 1 Award in Beer
WSET Level 2 Award in Beer



SAKE

WSET Level 1 Award in Sake
WSET Level 2 Award in Sake
WSET Level 3 Award in Sake



SPIRITS

WSET Level 1 Award in Spirits
WSET Level 2 Award in Spirits
WSET Level 3 Award in Spirits



WINES

WSET Level 1 Award in Wines
WSET Level 2 Award in Wines
WSET Level 3 Award in Wines
WSET Level 4 Diploma in Wines

HOW TO ACCESS WSET COURSES

Our Global Business Development teams are here to help you find the best solution for your business needs.

Get in touch, you can find our details on the back of the brochure.

WSET training is available through:

**Our global network of course providers
(Approved Programme Providers - APPs)**

**Custom course delivery -
tailored to your business**

Becoming an APP

WHY WSET TRAINING?

Our courses are created by subject-matter experts and shaped to meet industry needs.





Global trust and
recognition



Industry-specific



A globally business-
relevant syllabus



Building tasting
skills with WSET's
Systematic Approach
to Tasting™



Beginner to expert
development pathway



Clear and transparent
course and
assessment structure

TRUSTED BY BUSINESSES THE WORLDWIDE



“We’ve seen participants grow in confidence when speaking about all things beer and brewing – not just our own portfolio. It’s as if they’ve discovered their beer spark.”

Kat Riddell,
Guinness Brewery Ambassador



“WSET has instilled confidence and credibility. It’s more than just product knowledge, WSET training sharpens my ability to translate wine expertise into actionable sales strategies, driving stronger partnerships and results. Invaluable!”

Chad Jeffries,
Vice President of Sales & Execution
Treasury Americas



BY DRINKS ES AROUND WORLD



“Growth starts with a confident and knowledgeable staff base. Our training provides relevant knowledge and upskilling for our employees to succeed. This supports business growth, staff retention and satisfaction.”

**Ronald Khoo, Wine, Spirits
& Beverages Manager
Cathay Pacific**



“[The WSET Level 3 Award in Spirits] helped give me an increased level of authority in my trainings and legitimises my presence in a room full of other industry professionals.”

**Global Ambassador
Beefeater London, Pernod Ricard**

SET THE STANDARD

JOIN THESE INDUSTRY LEADERS



DIAGEO

Moët Hennessy

LIBERTY WINES







**Global Drinks
Education**



**CONTACT OUR GLOBAL BUSINESS
DEVELOPMENT TEAMS**

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