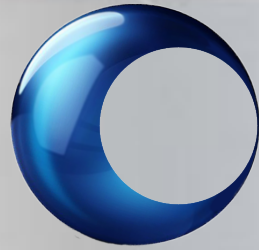




**apricorn**

Wine English  
2021



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# A LITTLE ABOUT US

## What we believe

Every individual is unique. You can't expect someone to do the same things in the same way as others. This is why our training is bespoke - we take account of your interests, expectations, history and projects for the future. We then create your training for you, and make it available to you wherever you are, whenever you like. The most effective way of learning is by experiencing subject matter that is highly relevant to your priorities, in a variety of contexts of your every-day life. After all, isn't that how you learn your first language?



## Our history

We've been providing business English language training for over a decade, with origins in the Banking and Finance sector of the City in London. Our learners are often very busy people who travel a lot and work in a fast-evolving industry. In 2010 we decided to combine the experience of highly experienced specialised language trainers with professionals in each field, and an online platform to provide specialist training that's as relevant, adaptable and accessible as possible.

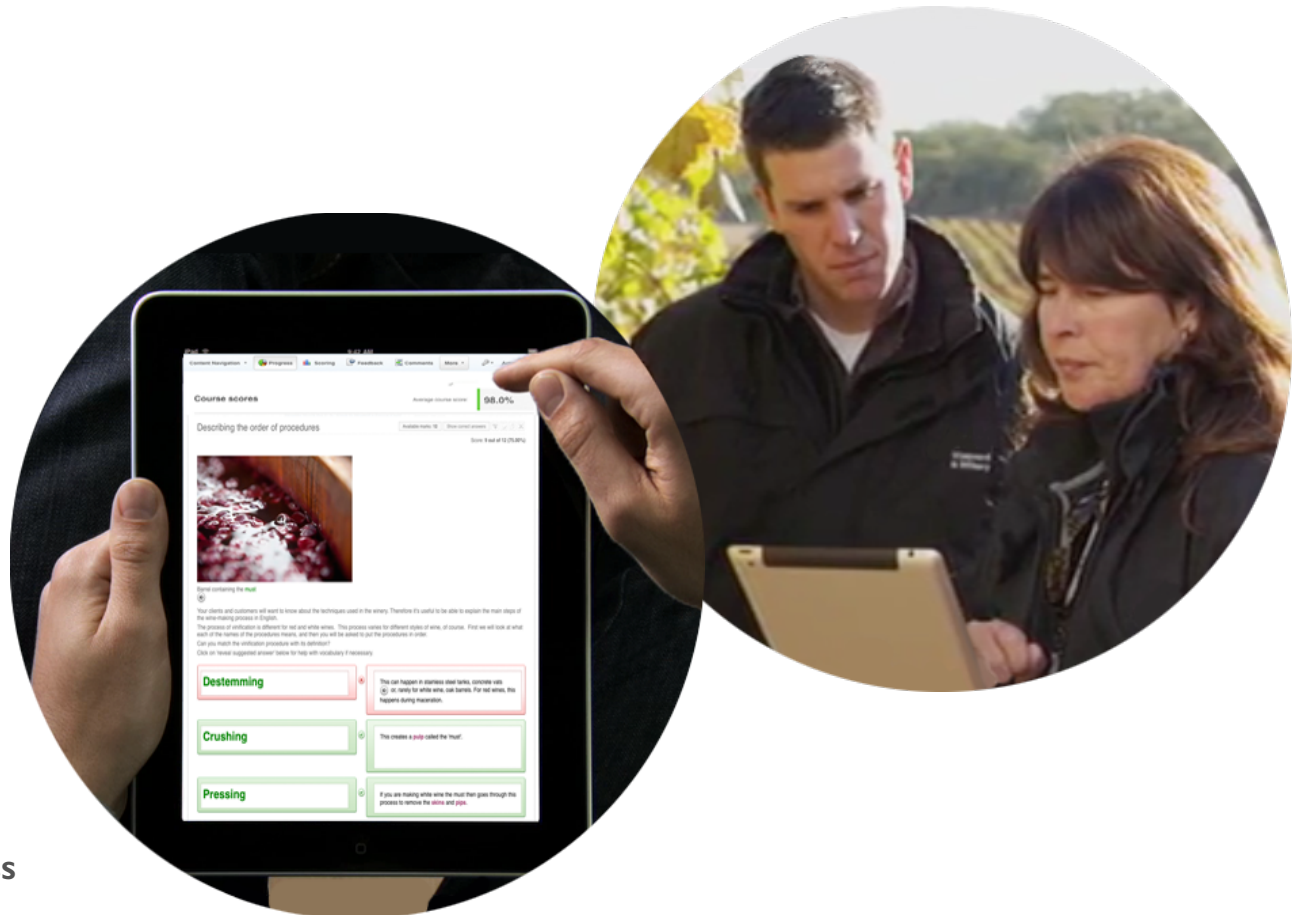


# TOOLS OF THE TRADE

Our online interactive multimedia platform is unique in language training. We make your training material using media from your business context. It's accessible wherever you are, whenever you like, with your computer, tablet and smartphone.

Created for people who :

- **travel frequently**  
(internships or business trips)
- **are often outside**  
(in the vineyard for example)
- like to have **instant feedback**  
and to see their **progress and success**



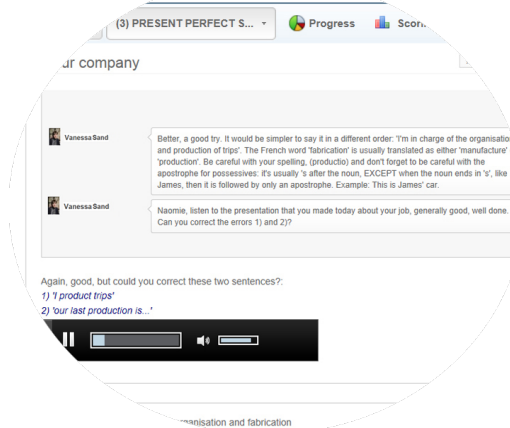


# THE PLATFORM - HOW IT WORKS



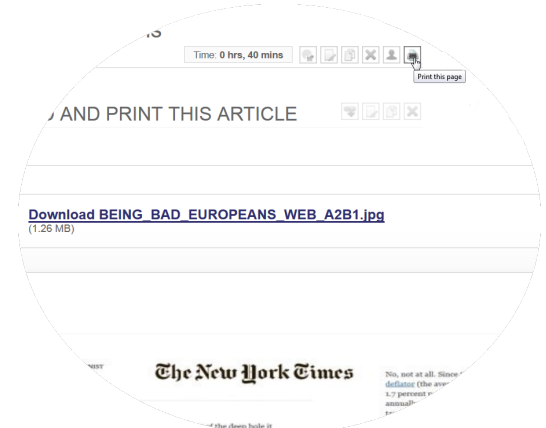
Training material created by  
WSET Qualified professionals

The platform is **interactive**:  
you **receive feedback** from your  
trainer, and also have the possibility to  
**communicate with other learners**  
on the forum.



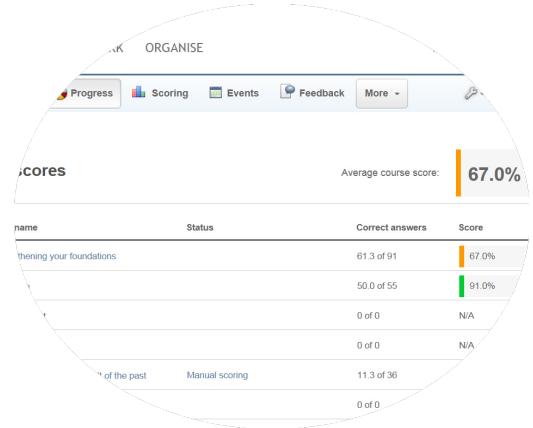
A wide variety of exercise  
types, in **wiki format**,  
including audio, video and links  
to **external media**,  
to blend the pedagogical  
and 'real' worlds.

All material is **printable**, so  
you can review it later at  
your leisure.



Material is tailor-made.  
This means we can adapt and  
add to existing material using  
your professional  
documentation, and  
we can create material  
exclusively for you.

Follow your progress with  
**detailed, printable**  
**progress reports.**





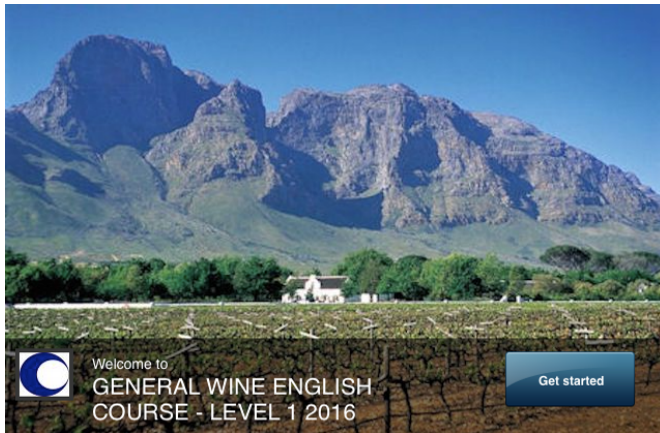
# WINE ENGLISH MODULES



The international wine industry is becoming increasingly diversified with the growing success of new world wines.

If non-English speaking countries want to deliver confident representation of their wine to the world, they need to be able to participate in a challenging anglophone environment of international commerce.

We have combined our years of experience in business English language training with professionals in the wine industry to provide this exceptional opportunity which you will find nowhere else.



## General Wine English

This module, in **three levels** depending on your level of English, is designed for both **amateurs** and **professionals** in the world of wine.

It provides a tour of essential vocabulary from a variety of areas: from **viticulture** to **vinification**, **describing a wine**, to **attending wine trade fairs**.

Level 1 : for learners of level A2/B1  
Level 2 : for learners of level B1/B2  
Level 3 : for learners of level B2/C1  
according to the [Common European Framework of Reference for Languages](#)



## Commercial Wine English

This module is designed for **people who buy and sell wine internationally**.

This is a dense module, focusing on commercial subjects such as **international legislation vocabulary, incoterms, marketing and customer service**.

The primary focus is vocabulary - the language of legislative and administrative procedures, as well as cultural and linguistic sensitivity: adapting and organising your commercial projects.

Designed for learners of level B1 and above  
according to the [Common European Framework of Reference for Languages](#)



## Wine Service English

This module is designed for professionals in wine service: **sommeliers, restaurant waiters and bar staff**.

This module concentrates on the English required for hosting and serving customers, with the priority being speaking and listening skills, including holding a simple conversation, **recommending and describing wines** based on customer preferences, explaining **grape varieties, vinification methods and geographical influences**.

Designed for learners of level B1 and above  
according to the [Common European Framework of Reference for Languages](#)

## General Wine English

### 1 THE NUMBERS OF WINE



1.1 Numbers, Dates and Currency

### 2 THE CONTEXT OF THE WINE



2.1 Grape varieties, regions and styles



2.2 The Winemaker

### 3 IN THE FIELD



3.1 The Wine maker's Calendar



3.2 Classifying wine



3.3 Geography



3.4 Climate

### 4 VINIFICATION



4.1 Vinification - Still red and white wines



4.2 Vinification - Rosés, sparkling and fortified wines

### 5 PREPARING A WINE TASTING



5.1 Preparing a wine tasting - the equipment



5.2 Preparing a wine tasting - the verbs

### 6 PREPARING FOR A TRADE FAIR



6.1 Making appointments



6.2 Logistics and reservations

### 7 TASTING WINE



7.1 Wine tasting vocabulary



7.2 Understanding a wine tasting

### 8 FOOD AND WINE PAIRING



8.1 The food



8.2 Pairing

## Commercial Wine English

### 1 INTERNATIONAL MARKETS



1.1 Old world vs. New world wine styles



1.2 The main wine production regions of the world

### 2 PACKAGING AND DESIGN



2.1 Types of containers and closures



2.2 Labelling laws

### 3 STRATEGY, ADVERTISING AND BRANDING



3.1 Market research



3.2 Adapting to a local context and culture

### 4 LEGISLATION



4.1 Monopolies



4.2 Tenders



4.3 Contracts



4.4 Appellation legislation

### 5 LOGISTICS



5.1 Import and export forms and Incoterms



5.2 Invoicing and Payment terms

### 6 NEGOTIATION



6.1 Sales and Communication



6.2 Negotiating with retail vs. on-trade



6.3 Customer service

### 7 SELLING WINE



7.1 Food and wine matching advice - explain your wine to new customers



7.2 The selling words - how to create a USP for your wine



# CONTENTS

## Wine Service English

### 1 LEARNING ABOUT GUESTS



1.1 Welcoming guests



1.2 Guests' wine preferences

### 2 RECOMMENDING WINES



2.1 Wine types and vinification methods



2.2 Geography

### 3 FOOD AND WINE PAIRING



3.1 The food



3.2 The wine

### 4 GUEST SATISFACTION



4.1 Guest feedback



4.2 Dealing with complaints



4.3 Taking payment

### 5 ROLE PLAYS



5.1 Welcoming guests - Role plays



5.2 Guest preferences - Role plays



5.3 Recommending wines - Role plays



5.4 The food - Role plays



5.5 The wine - Role plays



5.6 Dealing with complaints - Role plays

Individual or Group?  
Get a quote to see pricing options



# THE WINE ENGLISH TEAM



## Michelle

### London

Trainer and material consultant  
MA English Language Training and Applied Linguistics  
Trinity DipTESOL  
**WSET Diploma**

## Nils

### Paris

Material writer  
MA Wine Marketing and Management  
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## Liz

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MA Applied Linguistics  
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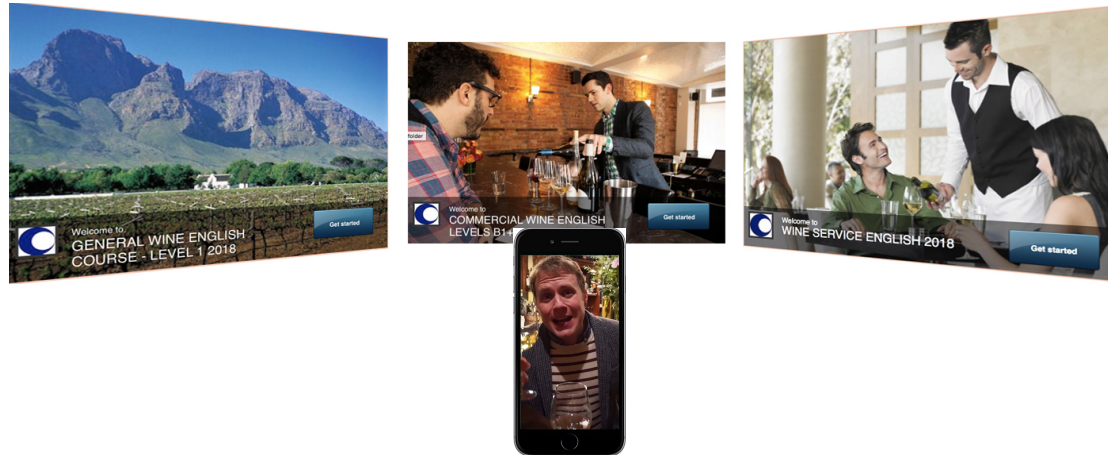






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DAILY FEEDBACK  
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	CONTENTS		HOURS OF VIDEO CALL TRAINING	RATE
	MODULES	MONTHS		
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The Rosé	2	2	6	€489.00
The Red	3	3	9	€826.00
The Intensive	3	1	12	€989.00

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3 modules	€269	€339	€399

VIDEO CALL TRAINING



Prices per person		
HOURS	INDIVIDUAL	GROUP (3-5 people)
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5	€265.00	€88.00
10	€510.00	€170.00
15	€735.00	€245.00
20	€940.00	€312.00
25	€1125.00	€375.00



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