



*"The world's most recognised sommelier certification — ASI Certification 1 (70 countries)"*

ASI CERTIFICATION 1

## Achieve the World's Most Legitimate Sommelier Qualification

The **ASI Level 1 Sommelier Certification** from the Association de la Sommellerie Internationale is recognised in over **70 countries** and is the benchmark qualification for professional sommeliers worldwide — endorsed by **SFF (Svenska Sommelierföreningen)**. Unlike national diplomas, an ASI certificate opens doors in any hotel, restaurant or wine business on the globe.

Sommeliers Academy Sweden is proud to be the **first provider of this programme in Scandinavia** — delivered by two of the most decorated wine educators in the world.

WHAT YOU GAIN

|                                                                                                                                                                      |                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| <p>◆ <b>International ASI Double Certificates</b></p> <p>Two internationally recognised certificates, both signed by the ASI President — valid in 70+ countries.</p> | <p>◆ <b>Service Theory &amp; Sommelier Craft</b></p> <p>Decanting, pairing, wine-list management and guest interaction.</p> |
| <p>◆ <b>Guided Wine Tastings</b></p> <p>Structured tastings of 80–100 wines across all major regions and styles.</p>                                                 | <p>◆ <b>Examination</b></p> <p>Written theory exam and blind tasting — fully included in the fee.</p>                       |
| <p>◆ <b>Course Materials</b></p> <p>Professional study guides, tasting cards and digital resources.</p>                                                              | <p>◆ <b>Hybrid Flexibility</b></p> <p>Online study combined with physical masterclasses over 4–5 months.</p>                |

PROGRAMME FORMAT

|                          |                                                |
|--------------------------|------------------------------------------------|
| <b>Duration</b>          | 4–5 months                                     |
| <b>Format</b>            | Online modules + physical masterclass sessions |
| <b>Physical sessions</b> | 8–10 full days across the programme            |
| <b>Language</b>          | English (instruction available in Swedish)     |
| <b>Intake size</b>       | Small groups for maximum instructor access     |
| <b>Start dates</b>       | Contact us for upcoming intakes                |

## YOUR INSTRUCTORS

### Internationally Recognised Sommelier Personalities

#### Jean Vincent Ridon — ASI Dip.

*Manager, Sommeliers Academy · Best Sommelier of South Africa 2023 · OIV Book of the Year Award · 8-Year Member, ASI Exams & Education Committee*

French-born JV Ridon is one of the most influential sommelier educators in the world. Having sat for **8 years on the ASI Exams & Education Committee** — the body that sets and validates the very exam you will take — he brings unparalleled inside knowledge to every session. Facilitating sommelier education at universities and hotel schools across Africa, Europe and beyond, he delivers an international perspective found nowhere else in Scandinavia. His book *Passion for Pairing* was awarded **OIV Book of the Year in Wine & Gastronomy** by the most prestigious wine institution in the world.

8

Years on ASI Committee

70+

Countries recognised

#1

Best Sommelier South Africa

#### Joseph Mounayer

*Wine Educator · Wine Director, Götaplatsgruppen · President, Association des Sommeliers du Liban · International Wine Judge*

Joseph Mounayer brings unparalleled practical depth to the programme. As Wine Director for one of Sweden's leading hospitality groups and Head Sommelier at Vinbaren in Gothenburg, he trains future sommeliers in the real world every day. An international judge at **Citadelles du Vin (Bordeaux)**, Cervim Mondial des Vins Extrêmes, Best Sommelier of Sweden, Best Sommelier of Lebanon, Best Sommelier of Denmark, Best Sommelier of Poland, and numerous other prestigious competitions. As **The Golden Vines Ambassador** for Lebanon and the Gulf, Joseph connects students to elite global networks from day one.

10+

International Competitions Judged

SWE

Wine Director Götaplatsgruppen

LBN

President Sommeliers du Liban

## WHO SHOULD ENROL?

- ◆ Restaurant and hotel professionals aiming for a senior sommelier or wine director role
- ◆ Wine enthusiasts who want a rigorous, internationally respected credential
- ◆ Import, retail and hospitality managers who advise clients on wine
- ◆ Anyone with a basic knowledge of wine who wants to take the next step toward professional certification

# 49 500 kr

excl. VAT · All materials, tastings & examination included

# SOMMELIERS ACADEMY SWEDEN

*In Partnership with Svenska Sommelierföreningen (SFF)*

**ASI CERTIFICATION 1 · ASI PREP PROGRAMME**

[www.sommeliersacademysweden.se](http://www.sommeliersacademysweden.se)



Payment by invoice or instalment plan available. Employer-sponsored enrolments welcome.

**Reserve your place today — intake sizes are strictly limited.**

Contact us at [sweden@sommeliers.academy](mailto:sweden@sommeliers.academy)

[www.sommeliersacademysweden.se](http://www.sommeliersacademysweden.se)

*Sommeliers Academy Sweden is the exclusive Scandinavian partner of the Sommeliers Academy and Svenska Sommelierföreningen (SFF).*