



THE SCOTCH WHISKY TRAINING SCHOOL
***“CERTIFICATE OF EXPERTISE IN THE SALES &
SERVICE OF SCOTCH WHISKY”***

- 9.00am Introduction & Coffee
- 9.30am Malt & Grain Whisky Production
- 10.45am Coffee Break
- 11.00am The Art of Blending
- 11.45am The Differences between Scotch Whisky & the Best of the Rest!
- 12.15pm A History of the Origins & Development of Scotch Whisky & the Scotch Whisky Industry
- 12.45pm Relax before lunch, and practise what you've learned in our Scotch Whisky Team Quiz & Alcohol Quiz
- 1.15pm Lunch
- 2.15pm Tutored Tasting & Sensory Perception
- 3.45pm Coffee Break
- 4.00pm Selling & Serving Scotch Whisky
A look at the top markets, recommending, selling, serving & persuading!
- 4.35pm “Certificate of Expertise in the Sales & Service of Scotch Whisky”
A 40 minute exam to ensure that candidates leave with the knowledge & skill required to help them sell Scotch Whisky. Candidates will be informed of results by post, and will be awarded Distinctions, Merits or Passes where appropriate.
- 5.15pm Close