



HOTEL & TOURISM
BUSINESS SCHOOL

Study in English
Live in Bordeaux (France)

MBA SPECIALISATION

In International Wine & Spirits Management

WSET LEVEL 2 & 3 Award in Wines



WSET

APPROVED
PROGRAMME PROVIDER



Study in the Wine
Capital of the world



www.vatel-bordeaux.com

JOIN AN INTERNATIONAL BUSINESS SCHOOL **EXPERT IN THE WINE & SPIRITS INDUSTRIES**



The sun never sets on Vatel!



55
campuses



9 000
students



39,000
alumni



Present in
31
countries



Tracey DOBBIN,
« Master of Wine » – Founder of « Autour du Vin »
- Lecturer for Vatel Bordeaux and Advisor for
companies such as brokers and suppliers
Bordeaux, France (Alumni 2020)

Tracey is the head WSET Instructor at VATEL Bordeaux. Her love of wine led her to leave her native Canada to pursue her studies and expand her career in Bordeaux. Tracey brings a range of experiences from the wine industry. This includes instructing WSET® courses to Qatar Airways crew in the Middle East, market research for a Grand Cru property in Bordeaux, marketing with Canadian distribution agencies, retailers, and services in Tourism and Hospitality.

About Vatel's MBA program: *"I am particularly amazed by the qualitative lectures at Vatel led by highly experienced professionals coming either from the catering or the wine and spirits industries. Supported by beautifully equipped wine tasting rooms, it is a real pleasure to bring my knowledge to future professionals who will reach senior management positions. On top of that, Vatel students are gifted with workshops and tours in the vineyards in order to expand their professional network".*

BORDEAUX: THE WINE CAPITAL OF THE WORLD

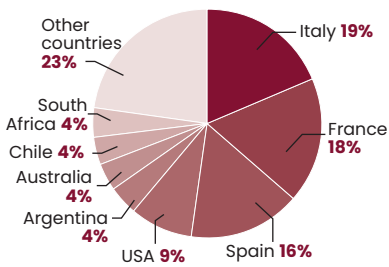


For over two thousand years, the greatest and finest vineyards in the world have forged the history and geography of Bordeaux, playing an essential role in its public image and local prosperity.

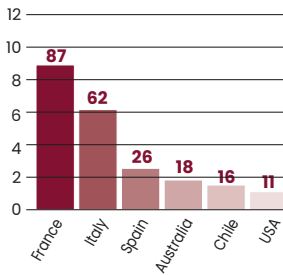
Today, the Bordeaux wine industry combines tradition at its best and a cutting-edge expertise. Winemaking and learning about wine in Bordeaux have become models of excellence.

KEY FIGURES OF THE INDUSTRY

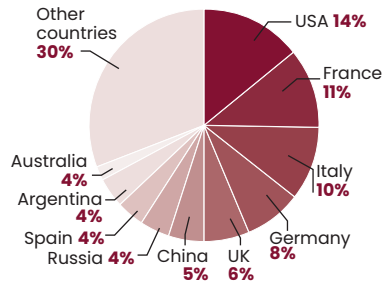
WINE PRODUCTION 2020 France 2nd position



WINE EXPORTERS 2020 France 1st position

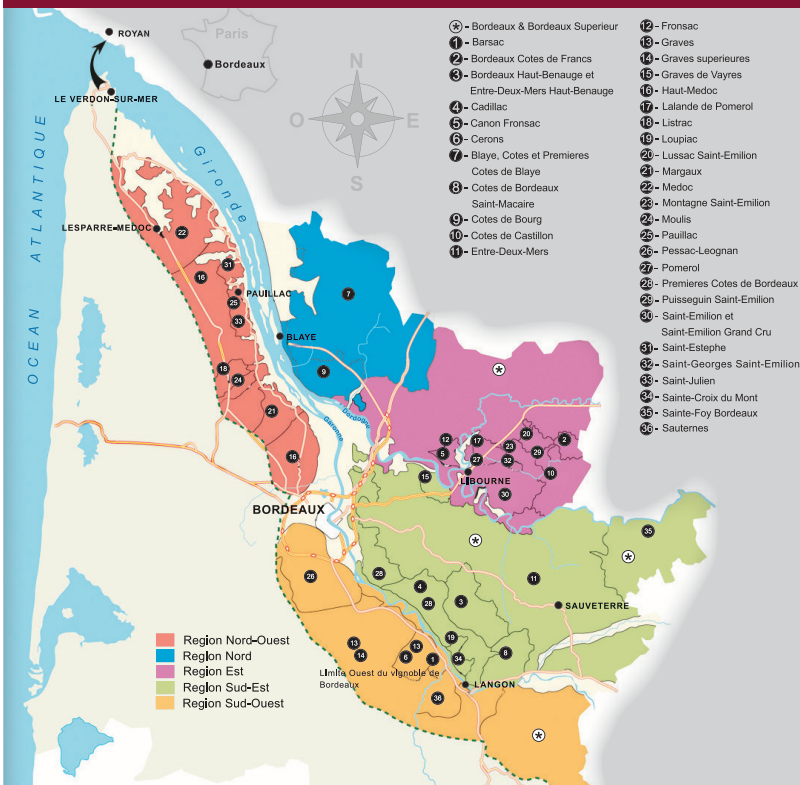


WINE CONSUMPTION 2020



Source: International Organisation of Vine and Wine

BORDEAUX WINE REGION MAP



IDEAL WINE WORKING ENVIRONMENT



7,000
wine estates



20 minutes
from the world's best vineyards and wineries



10 minutes
from the city center by tram and of the famous la "Cit  de Vin" museum

VATEL BORDEAUX: IDEALLY LOCATED CAMPUS IN THE HEART OF THE WINE MERCHANT'S DISTRICT

"LES CHARTRONS" CAMPUS IN THE TOURISTIC HEART OF BORDEAUX

Programs

- MBA in International Hotel Management
- MBA Specialisation: International Wine & Spirits Management

General facilities

- 19 classrooms including 12 customisable ones • 2 IT rooms
- 2 tasting rooms (wine & spirits) • 2 multimedia libraries

Practical Application Facilities

- 4* European Eco-labelled certified hotel
- The "Tables Vatel" & "The Caméléon" restaurants
- A lounge bar and a wine corner
- 1 banquet room overlooking the Garonne River

6 classrooms with interactive screen
& collaborative video conferencing equipment



OUR PARTNERSHIPS

Terre de Vins



La Cité du Vin
un monde de cultures

PROGRAM HIGHLIGHTS

MBA SUCCESS
RATE IN 2020

99,19%

Stand out as an expert with strategic business skills to reach managerial positions within the Wine & Spirits Industries.

Educational goals

Develop your passion and boost your entrepreneurial spirit by gaining real knowledge of Wine and Spirits through a professional certification and a variety of hands-on events.



LANGUAGES

English or French



DURATION

2 years



INTERNSHIPS

(4 & 6 months)



CREDITS

120 ECTS



Title and Degrees awarded

- **MBA in International Hotel Management** (French State Certified Degree level 7 RNCP)
- **European MBA Degree in International Wine & Spirits Management** awarded by Eurhodip
- **Wine & Spirits Education Trust Professional Certificate** Level 2 & 3 in Wines



Gain managerial, business and technical skills in the Wine & Spirits industry

Sales & Marketing of Wine & Spirits, Marketing Strategy, Economy of Tourism & Hospitality, Brand Management, Market Trends, Wine & Spirits Law, Strategy of International trade in the Wine & Spirits industry



Finish your studies with a highly strategic 6-month professional training, which often turns into your first job



Real knowledge of Wine & Spirits

through tasting sessions, conferences, vineyards and cellar visits, workshops...



Solve real case studies submitted by our partners (improve user experience, organise Festivals and Events, develop the Wine Tourism Strategy...)



Develop in-dept knowledge with the most recognized Wine & Spirits training institute at the international level



WSET

APPROVED
PROGRAMME PROVIDER



PROGRAM CONTENT

➤ 1ST YEAR OF THE MBA

During the 1st year of the MBA at Vatel Bordeaux, students follow a common curriculum in strategic Hospitality Management. Students passionate about Wine and Spirits Management will benefit from specific advanced courses & workshops.

PROGRAM

Management

Operational Auditing
Corporate Strategy
Marketing Strategy
Financial Analysis
Human Resources Strategy

Law and Taxation

Economic Law
Taxation

Professional Environment

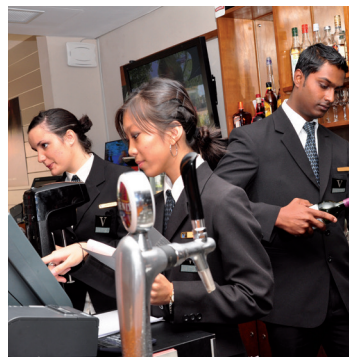
Computer Sciences
Hospitality Sales
Economy of Tourism
& Travelling

Foreign Languages

English/French
Spanish/German

Innovation and Wine & Spirits

Entrepreneurship
Hospitality Innovation Lab
Communication & Promotion
World of Wine
Wine Tourism
Visits & Workshops



➤ 2ND YEAR - SPECIALISATION

IN WINE AND SPIRITS MANAGEMENT

In the 2nd year, students will gain an entrepreneurial mindset and an expert knowledge of the Wine and Spirits industry.

PROGRAM

Beverage management in BHR

Learn to create and manage an outlet in Bars-Hotels-Restaurants.

Strategy of international trade in the Wine & Spirits Industry

Gain deeper knowledge of the Wine business around the world.

Sales & Distribution of Wines & Spirits

Understand the specificities and constraints of each distribution channel

Brand Marketing

Master the main Marketing tools and gain strategic insights of the promotion and sale of alcoholic beverages.

Wine & Spirits Tourism

In this course, students focus on the creation and the development of a Wine and/or Spirits tourism activity.

Language of Wine & Spirits

Prepare for the WSET Level II and Level III through tastings and mock exams.

Vines & the Wine Law

Cross disciplinary course going through almost all the subjects of the specialisation, in particular Beverage Management in BHR, Promotion and Communication, Sales and Distribution of Wines and Spirits, Strategy of Internationalisation, WSET.

TESTIMONIALS OF LECTURERS



Frederic DUVERGER,

Beverage Management in BHR*

“After a career of 15 years as restaurant director and operational director in hotels abroad (NYC, Montreal) then in France (Corsica, Paris, Monaco, Cannes) in 5 Hotels and Michelin-starred restaurants, I decided to create my own company about wine in 2013,*

CANNESYOUTASTE. I passed the Sommelier diploma, then the WSET Level 4 Diploma, in order to confirm my skills in the sector.”

“A topic involving creativity, knowledge of international Wine and Spirits both on the product as well as financial and marketing levels.

In BHR, you will learn to manage different outlets by acquiring knowledge in sales, logistics, finance, marketing, purchasing and optimisation of flaws.”

* Bars Hotels & Restaurants



Renaud RUER,

Strategy of International Trade in the Wine Industry

“Talking about internationalisation and strategies to be successful is very complex. Though there isn't only one truth, but many. My wish is to make the students embrace as much as possible all the aspects requested by those 2 words: international and strategy.”

“I started my professional life in the packaging for the perfumery industry before switching to the wine business 21 years ago. I started with Baron Philippe de Rothschild, then with Bernard Magrez's estates and finally at Château d'Yquem where I created the position of Sales and Marketing Director. I then decided to work on my own as a wine merchant “from” Bordeaux.”

Lucie POUHAER-BIGUET,

Event Promotion Strategy



“Sharing and conviviality are some of the Wine & Spirits sector core values. If one wants to transmit these values, she or he needs to know how to entertain guests properly. The main goal of the «Event and Promotion Strategy» lecture is to learn project management's major tools and to know how to use them. By the end of the course, students should be able to create and effectively run an event promoting a Wine & Spirits product or brand.”

PROGRAM ADVANTAGES

WSET LEVEL 2 & 3: THE INTERNATIONAL STANDARD FOR GLOBAL WINE KNOWLEDGE



WSET 2 – AWARD IN WINES

WSET Level 2 Award in Wines is a beginner- to intermediate-level qualification exploring wines, suitable for industry professionals and wine enthusiasts.

You'll gain knowledge of the main regions and 8 most important grape varieties of the world (Chardonnay, Pinot, Riesling, Merlot, Cabernet Sauvignon etc.), the areas in which they are grown (22 regions and over 70 geographical indications), the styles of wine they produce (sparkling, fortified wines). Through a combination of tasting and theory, you'll explore the factors that impact style and quality and learn how to describe these wines with confidence.

> WSET 2 success rate in 2020: **100%**

WSET 3 – AWARD IN WINES

An advanced level qualification for professionals working in the wine industry and for wine enthusiasts.

For individuals seeking to delve deeper into the world of wines, this qualification provides a detailed understanding of grape growing and wine making. You will learn the key factors that influence the production of wine (location, grape growing, winemaking, maturation and bottling), how these factors provide the characteristics of the wine (still, sparkling and fortified wines), how to apply your knowledge in professional situations and finally how to taste wines and describe their characteristics. Upon completion you will be able to assess wines accurately, and use your understanding to confidently explain wine style and quality.

> WSET 3 success rate in 2020: **59,52%** (vs International Success Rate in 2020: 40%)



BORDEAUX INTERNATIONAL WINE & SPIRITS ACADEMY



The BIWSA brings its expertise and knowledge to Vatel Bordeaux' students, professionals and wine lovers. Created towards academic and technical courses (WSET), the BIWSA is at the same time a Wine & Spirits teaching school related to Vatel Bordeaux, a wine

business club, an event organizer (South West Gastronomic Fair) and an actor committed to wine & spirits tourism.

Jean-Pascal Paubert and Vatel Bordeaux alumnus Lucia Song (respectively Director and General Secretary of the BIWSA) organise themed workshops on Beverages like tea, coffee, beer and wine & spirits along with tasting sessions on the School's premises or directly at the Châteaux.



Veronica WELLS,
WSET Instructor

“In this day and age in an extremely competitive and increasingly international market, WSET qualifications are the international standard for global wine knowledge. Vatel Bordeaux' decision and investment in enabling a direct passage to Level 3 Award in Wines includes offering 70% more classroom hours than standard requirements. As a result Vatel Bordeaux is proud to boast a higher than average global pass rate for this challenging qualification.”

A UNIQUE EXPERIENTIAL LEARNING IN BORDEAUX, **THE WINE CAPITAL OF THE WORLD**

Discover some of our professional lecturers :



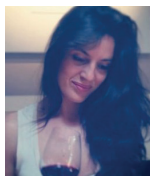
Claire BALLARIN

Wine tourism

More than 10 years of experience in the field of wine tourism, events, and the world of luxury, discover wine tourism

through a case study:

- › What is Wine tourism?
- › How to implement a business plan
- › Creation of an event



Annabelle Mispelblom

(FR) Terroirs and wines

Veronica Wells (EN)

World of wine

WSET Instructors who share their passion and experience to help you discover the terroirs and grape varieties:

- › Styles of wines, viticulture, oenology
- › Tasting workshop, wine vocabulary
- › White and red grape varieties
- › Food and wine pairing, service, storage



VINEYARDS/CELLAR VISITS & WORKSHOPS

All the activities, visits and workshops are organized and animated by the expert



Jean-Pascal Paubert

Director of BIWSA,
Chairman of the Best
Sommeliers Juries in
France & Asia

Examples of visits and workshops:

- › Vignoble K and Villemaurine vineyard
- › Nadalié cooperage
- › Cognac Martell
- › Malartic la Gravières or Domaine de Chevalier and Château Brown
- › Comté or Châteauneuf du Pape
- › Dilmah / Nespresso tea
- › Cabernet Sauvignon from around the world



5 REASONS TO CHOOSE VATEL BORDEAUX

1

A faculty composed only of professionals from the wine sector

2

A family atmosphere :
Staff attentive to their students

3

WSET certifications level 2 and 3

4

Level 1: Visits and workshops
organized by Jean-Pascal Paubert

5

Lessons focused on practice
and innovation

BUILD YOUR CAREER IN A BLOOMING INDUSTRY

Main jobs & positions in the Wine & Spirits Industries

- > Wine Trader
- > Export Manager
- > Brand Ambassador
- > Sales Director
- > General Manager
- > Wine & Spirits Key Account Manager
- > Purchasing Manager
- > Technical Sales Engineer
- > Corporate Social Responsibility Officer
- > Wine & Spirits Mass Distribution Manager



- > E-Commerce Project Manager
- > Community Manager
- > Marketing Manager
- > Communication Officer
- > Wine Tourism Manager
- > Events Manager



- > Food & Beverage Manager
- > Sommelier
- > Oenologist
- > Wine & Spirits Cellar Manager



Hugo LUCAS,
Alumni 2015

**Grand Cru Wine Broker at
Bureau Lévêque & Associés**
Bordeaux, France

"I was always a wine lover and particularly a Bordeaux Grand Cru enthusiast. I left my hometown in Brittany in 2012 to follow the International Hotel Management MBA at Vatel Bordeaux and I chose the Wine & Spirits major in the last year. I managed to carry out my end-of-year internship in wine valuation at Crus et Domaines de France where I worked with wine merchants and wine brokers. At the end of my internship, I started looking for a job as a wine broker.

What does your job consist of?

The wine broker is the middle man between the Château that produces wine and the negotiant who purchases it and

distributes it in France or abroad. We provide advice to both parties while having the chance to taste exquisite wines :

- For the domains: establishing price estimates, setting appropriate timings for market releases, giving advice regarding finding efficient merchants.
- For the buyers: determining the right timings for purchasing and the transaction prices of their counterparts, but also negotiating with them the costs, the payment timelines and the free offerings.

According to you, what are the skills required to succeed in this profession?

I think the most essential skills are having interpersonal skills, and being a wine lover.

- being a wine lover because passion for the wine is essential to be able to taste, assess its quality of it and negotiate its price.
- having interpersonal skills because we need to gain our clients' confidence in order to keep their business running successfully. "

OUR NETWORK

150 & 70 partners
worldwide local



VINS DE BORDEAUX



Château du Prada



ALUMNI SUCCESS STORIES

EMPLOYMENT
RATE IN 2020

90%



**Aditya
LAMBA**
Alumni 2016

«The courses had everything that might be needed for aspiring sommeliers, hospitality professionals and students with an inclination to work with wine brands. I realised the real value of having such a specialised degree once I started working for wine companies and progressed through my career in Asia.»

**BUSINESS MANAGER - SOUTH ASIA,
PACIFIC & SINGAPORE AT TREASURY
WINE ESTATES**
Singapore



«Thanks to Vatel Bordeaux and the different guest speakers, we've learned about the reality on the field, with tours of châteaux, meetings with the winemakers, management of wine tourism projects and more.»

**PROJECT & SOCIAL MEDIA MANAGER
AT BERNARD MAGREZ**
Bordeaux, France



**Morgane
JAY**
Alumni 2020



**Adrien
CASCIO**
Alumni 2016

«Thanks to Vatel Bordeaux' internship opportunities, I had the chance to work in some of the leading institutions in the international hospitality industry such as Royal Monceau Raffles Paris and learn from famous Parisian Sommeliers.»

**HEAD SOMMELIER AT CHÂTEAU
LAFURIE PEYRAGUEY**
Bordeaux, France



«Being able to compare the different production techniques applied in vineyards around the world, enriches the exchanges that a brand ambassador could have with his foreign interlocutor. Thanks to the systematic approach to wine tasting learned during the WSET, I can now accompany them in their initiation.»

**WINE TOURISM MANAGER &
NATIONAL / INTERNATIONAL MARKET
ACTIVIST AT CHATEAU BOUSCAUT**
Cadaujac, France



**Alexia
BECQ**
Alumni 2019

HOW TO APPLY & CONTACT

STEP 1: APPLICATION

Candidates are requested to submit their application online:

vatelbor.myapply.online

Should you wish further information or have any inquiries, you can contact the Admissions Team at **admissions.bordeaux@votel.fr**

STEP 2: ENTRY EXAM

After receiving their application and checking their eligibility, the Admissions Team will invite the candidates to take a 2-step entry exam:

- ▶ Online test: English, Analytics and General Knowledge, Personality Test for Bachelor & MBA candidates
- ▶ An online interview by Zoom in English or French depending on the language (30 minutes for Bachelor candidates / 45 minutes for MBA candidates)

The Admissions Team will inform the candidates of their decision within 48h to 72h after completing the Entry Exam and send the enrollment process documents in case of acceptance.

You will find all the selection process details at:

votel-bordeaux.com/admissions/admissions-requirement

STEP 3: REGISTRATION

Candidates are encouraged to apply early and the selection will end on **May 31, 2022**.



Confirm your accommodation and pay the full amount of the tuition fees before **June 30, 2022**.

ADMISSION, REQUIREMENTS & FEES

- ▶ **Direct entry:** Bachelor's degree in Hotel & Tourism Management or Bachelor's degree in Business, Management or Sales.
- ▶ **Preparatory Course / Foundation Year:** According to your profile, you will need to register for one of these programs, in order to be admitted to the MBA
- ▶ **Fees:** All the details on our website **votel-bordeaux.com**



If you have a disability, please contact us so that we can help and guide you in your application and procedures.

VATEL BORDEAUX ADMISSIONS OFFICE

Vatel Bordeaux Admissions Office
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