

ITALIAN WINE CENTRAL

Your first stop for information about the wines of Italy

Media Kit



ITALIANWINECENTRAL.COM

IWC Users

31,665

8,500 from 200+
countries monthly

IWC Community

6,000

Students Educated

2,000+



facebook.com/intoitalianwine



linkedin.com/company/italian-wine-central



instagram.com/intoitalianwine

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About IWC

Italian Wine Central (IWC) is the leading English-language source of accurate, up-to-date information about Italian wine, recognized as a key spokesmedium for Italian wine in the United States. IWC's resources include the website ItalianWineCentral.com and the educational offerings described below.

Online since 2013, the website features a wealth of information on every Italian wine denomination, including clear, concise summaries of the primary rules and regulations; details about more than 200 of the grape varieties used in Italian wines; statistics about the global and Italian wine trade; and topical articles and educational features. IWC is organized in a powerful, searchable database that is optimized for mobile devices.

IWC's resources and programs are geared to anyone from the casual enthusiast to the seasoned professional.

Educational Offerings



DISCOVERING ITALIAN WINE, ONLINE COURSE

Introductory course for learning key Italian red and white grape varieties and red, white, pink, sparkling, and dessert wines. Getting to know Italian wine denominations. Includes tasting resources for beginners.



EXPLORING ITALIAN WINE, ONLINE COURSE

Advanced-intermediate course focused on mastering all the classic, commercially significant, and up-and-coming Italian wines with a presence outside Italy today. Preparatory course for pursuing the IWP certification.



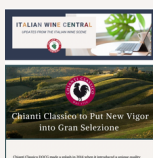
ITALIAN WINE PROFESSIONAL, EXAM & CERTIFICATION

Wine industry credential for individuals with an advanced level of knowledge about Italian wine. Includes designation as an IWP, printed certificate, listing in IWC's Directory of IWPs, authorization to use the IWP logo on wine-related materials.



INTO ITALIAN WINE, SELF-STUDY BOOK

A printed, softcover complement to the online to the online Exploring Italian Wine course or for self-study for anyone pursuing the IWP certification. The book is not required for the courses or IWP exam, but students often like having a book available for taking notes or to consult after their course.



NEWSLETTER

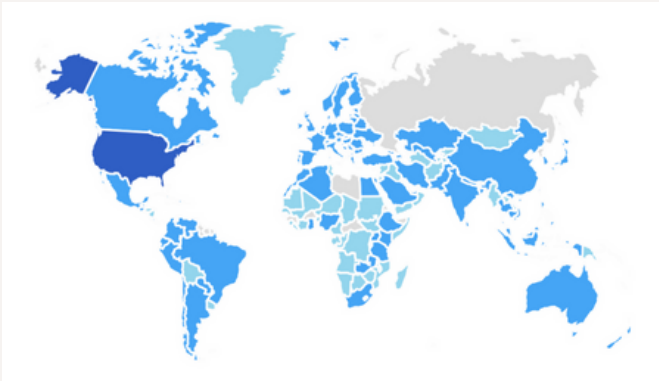
Email newsletter sent to subscribers that features Italian wine news updates, travel and Italian culture articles, career resources and more.



Our Audience

Since its inception in 2013, Italian Wine Central has gained a robust following of Italian wine lovers and students from all over the world—200+ countries and territories.

- IWC users: 31,665. 8,500 from 200+ countries monthly
- Visitors to the IWC website come from 200+ countries, primarily the United States, followed by the UK, China, Canada and Australia
- 500+ certified Italian Wine Professionals by end of 2022
- Over 2,000 students in all courses from 22 countries and 38 US states
- Most-read articles and topics include: Piemonte, Toscana and Veneto profiles; Chianti Classico, Barolo, Amarone della Valpolicella and Brunello di Montalcino updates and profiles; Top Fifteen Wine-Producing Countries, Top Ten Most Planted Grape Varieties in Italy
- Readership profile: A healthy mix of trade members and wine enthusiasts accessing news and lifestyle stories along with data
- Certified Italian Wine Professionals hold a wide variety of positions in the trade including sales & distribution, retail, restaurant and online sales and promotion roles. A small portion of IWP certificate holders are avid consumers, connoisseurs and Italian wine collectors. Discovering Italian Wine students are intellectually curious about Italian wine and all that comes with *La Dolce Vita*.



75% of our readers are located in these 10 countries:

	United States		Italy
	United Kingdom		Netherlands
	Canada		Sweden
	China		Mexico
	Australia		France





Collaborations

IWC is proud to collaborate with importers, distributors, Italian wine promotion organizations and wine education schools around the world and in the digital sphere to bring our robust Italian wine courses and programs to serve more wine enthusiasts and members of the trade.

EDUCATIONAL DEVELOPMENT & MARKETING PROJECTS



Consorzio of Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. (CVPS) and Charles Communications Associates (CCA)

For three years, IWC partnered with the Consorzio of CVPS and CCA to develop and offer exclusive masterclasses to the trade showcasing the elegant sparkling wines from this UNESCO world heritage site located in Italy's northeastern region of Veneto. Attendees were all highly qualified members of the trade and sessions focused on sales strategies for both on- and off-premise channels.



Ste Michelle Wine Estates (SMWE)

IWC created a curated Italian wine course for SMWE sales teams, and their distributors tied specifically to the SMWE Italian import portfolio. The entire course was developed and deployed online into the SMWE proprietary education platform based on mutually agreed upon learning outcomes. The highlights of the course include interactive modules along with rich imagery.



Dalla Terra Wine Direct (DT)

As part of a website redevelopment project, IWC contributed content and liaised with DT's portfolio of suppliers in Italy to research content and write original entries for all producers, regions and close to 200 wines. (www.dallaterra.com)



Southern Glazers Wine & Spirits (SGWS)

The Italian Wine Professional credential has been the Italian study program of choice for SGWS sales reps since 2016, with annual enrollments from key markets around the country.

EDUCATION PARTNERS



The Napa Valley Wine Academy has been offering IWC courses through a collaboration with IWC since 2015 to their worldwide student base.



IWC courses have been offered to students in Texas through IWC's partnership with Texas Wine School

WORK WITH US

We are happy to discuss group rates for existing IWC education programs as well as custom education projects. We are also skilled at developing market positioning and analysis strategies. Learn more about opportunities for partnership and collaboration. Contact our Managing Director GERALYN BROSTROM at geralyn@italianwinecentral.com for more info.

ENDORSED BY



Forbes

The New York Times

On the Wine Trail in Italy



THE **SOMM** JOURNAL



Our Philosophy & Our Founders

OUR PHILOSOPHY: Curation Equals Long-term Learning

These are common refrains, “Italian wine is so complicated.” ... “I love Italian wine but learning about it is so daunting.” ... At Italian Wine Central we don’t believe either of these to be the case. Sure, Italy with her 500+ grape varieties and 400+ designated wines can seem challenging, but it is this complexity that makes Italian wine so endlessly interesting—and so delicious.

At IWC we chose a curated approach to studying Italian wine. As lifelong educators we understand what it means to manage “cognitive load” for students. Very simply, cognitive load refers to the amount of information that working memory can hold at one time. Education experts suggest that since working memory has a limited capacity, we should avoid overloading courses with additional information that doesn’t directly contribute to learning. That’s why we curate our content—so you can learn more. Read more about this and another educational strategy, called “[spacing](#)” [here on our website](#).



GERALYN BROSTROM, DBA, MANAGING DIRECTOR

Geralyn has been an educator in one form or another throughout her life. The development of the Italian Wine Professional program represents the synergy between two of her passions: helping others learn, and the allure of Italy—its language, culture, food, wine, and people.

As a compulsive list-maker with an insatiable curiosity, Italian wine studies was a natural fit for Geralyn. Lists of regions, lists of never-heard-of grape varieties, lists of DOCs and DOCGs, rules and more rules—Italy has it all. And as an Italian citizen, explaining to others the sheer diversity that Italy has to offer is a continuing mission.

When not focusing on things Italian, she lectures on wine business topics in the Wine MBA program at Sonoma State University and recently obtained her Doctor of Business Administration (DBA) at Bocconi University in Milan, Italy. She holds a BS in Management and an MBA in Marketing, which she put to good use in coediting *The Business of Wine*. Her professional wine credentials include the Certified Wine Educator from SWE, the Level III Award in Wines and Spirits with distinction from the WSET and the Italian Wine Expert from VIA.



JACK BROSTROM, TECHNICAL DIRECTOR

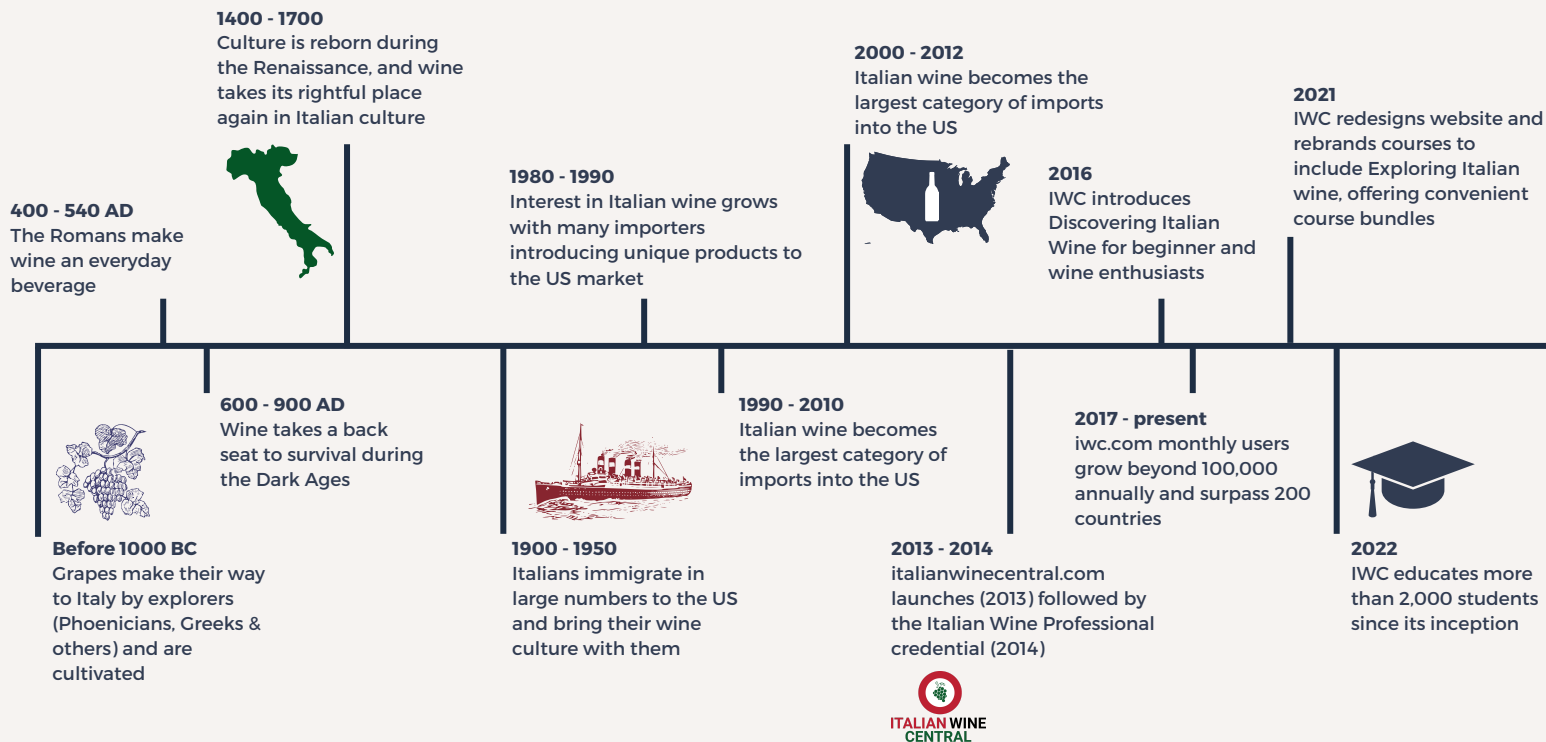
Jack is a former naval flight officer and intelligence officer with a master’s degree in National Security Studies from Georgetown University. During his career in the Navy and as an intelligence and security analyst, his responsibilities often involved training and instructional systems design. His introduction to wine came on duty tours in such locations as New Zealand, Spain, and South America while he was serving.

After transitioning from government service, Jack became a book editor with more than 300 titles in his repertoire, editing everything from travel books to medical texts. His personal interest in wine led to much crossover between his editing and wine education. Among other things, Jack wrote the seminal 2009 edition of the Society of Wine Educators’ *Certified Specialist of Wine Study Guide* and introduced the SWE Workbook. He also coedited the Greenwood Press book *The Business of Wine: An Encyclopedia*. He holds the Level III Award in Wines and Spirits with distinction from the WSET.



The (Brief) Story of How it All Began

Italian Wine Central was founded in 2013 and the website launched later that year. While she spent most of the early 2000s crisscrossing the country, educating distributor sales reps, retailers, restaurateurs and anyone who was in her path, she became acutely aware that the Italian wine world needed its own platform. Typically tucked away into a wines of the world course, with sometimes as little as 4 or 5 pages of coverage, she decided it was time to create a course on Italian wines. Enter Jack's sharp analytical skills and eye for detail and his idea to develop a standalone website that would be the best English language resource about Italian wine. Together they solicited ideas from the trade they wanted to serve and launched the website followed shortly in 2014 by the first Italian wine course. The goal was to create a curated set of accessible, easy to understand yet rigorous courses for different levels of enthusiasts and professionals. The rest is (sort of) history...





What Our Readers & Students Are Saying

"I appreciate the way IWP distills the information down to its most important features, which is always something I have struggled with when studying Italy. I've gone back and revisited some of the exercises just to cement those details in a little more which I have found to be extremely helpful."

EMILY EDEEN, CO-OWNER, RISING TIDE TAVERN AND FORMER
SOMMELIER, CANLIS RESTAURANT, SEATTLE, WA

"I have always felt that drinking wine without context is like visiting a country without having any idea of where you have landed. The Italian Wine Professional course provides an excellent and complete road map with which to navigate the world of Italian wines, from its very useful explanations of the terminology through the intricacies of the Italian and EU wine laws..."

LEONARDO LOCASCIO, FOUNDER, WINEBOW INC., NEW YORK

"I would recommend the Italian Wine Professional course because it is the most effective course for aspiring Italian wine connoisseurs. . . . As a sommelier, educator, and restaurateur, it refreshed and added additional in-depth notions about the ever-changing world of wines."

LUCIANO NESI, CHEF, SOMMELIER AND OWNER AT L'OPERA
RESTAURANT GROUP, ITALIAN NATIVE, PHILIPPINES AND
THAILAND

"Do you need to know about the grapes, the appellations, upcoming changes, the real grit of Italian wine laws? Look here first. When I'm looking for more information in the English language, Italian Wine Central is my first stop."

ALFONSO CEVOLA, WRITER, ON THE WINE TRAIL IN ITALY
ONLINE

"The course [is] extremely comprehensive and the information is presented so clearly. I've studied Italian wine with other organizations, and I lived in Florence for ten years, and this program is SO useful and straightforward."

CLAIRE HENNESSY, ITALIAN WINE CONSULTANT, FORMER
ITALIAN PORTFOLIO DIRECTOR, VINTUS WINES, NEW YORK

"As a wine educator for college students, members of the beverage trade, and consumers, I need a source of up-to-date, accurate, and unbiased information about the Italian wine industry. Italian Wine Central is that source."

BILL NESTO, MW, AUTHOR OF *THE WORLD OF SICILIAN WINE*
AND *CHIANTI CLASSICO*, *THE SEARCH FOR TUSCANY'S NOBLEST WINE*,
SENIOR LECTURER, BOSTON UNIVERSITY, BOSTON,
MASSACHUSETTS

"This site is incredible, and something that has been in dire need for a long time! I use this kind of information all the time. . . . Finally—a website that is one source that has correct information! Well done."

NICK POLETTI, VICE PRESIDENT, DIRECTOR OF EDUCATION,
KOBRAND WINE & SPIRITS, NEW YORK

**"THE IWP SHOULD BE
CONSIDERED AN
ESSENTIAL
CREDENTIAL FOR
ANYONE THAT BUYS
OR SELLS ITALIAN
WINE."**

- JAY YOUMANS, MW, IWP
OWNER, CAPITAL WINE SCHOOL
WASHINGTON, DC



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