



* MINDFUL Winemaking

In recent years there has been a shift towards **more ethical drinking habits**, with the UK market seeing a **significant increase in sustainable, organic, and biodynamic wine sales**. Organic wine consumption alone has seen a 70% surge in the past decade!

We think it's about time we really get under the skin of these philosophies and fully get to know them. That's why we've designed a course solely dedicated to these practices.

Mindful Winemaking is designed to help staff navigate these approaches, giving an in-depth understanding of each area, and how to best convey these concepts to guests.

The course is divided into bitesize sections allowing learners to dip in and out and learn at their own pace.



Topics covered include:



Defining mindful winemaking and **how it differs** from conventional approaches.



Sustainable, Organic and Biodynamic practices and principles.



Labelling terms and **certificates** associated with these philosophies.



Selling mindful wines: **understanding** and **influencing** guest perceptions.

BIBENDUM

e-Learning



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Interested in finding out more?

Get in touch with your account
manager or the training team at
trainingadmin@bibendum-wine.co.uk