



The Diageo Wine Academy Introduces Three New eLearning Modules

When was the last time you brushed up on the facts of DC&E's hefty portfolio of wineries? With 31 eLearning modules and counting, now would be a good time to log on to view the latest offerings...after all, there is no better way to burn off that extra piece of holiday pie than with a challenging online brand quiz!

The Wine Academy team is pleased to announce the addition of three new modules: **Sterling Vineyards**, **Georges de Latour Winery** and **Edna Valley Vineyard**. Each module contains fresh, up-to-date information and interviews that bring these wineries to life.

The Sterling Vineyards module updates users with information about the new production facility focusing on reserve wines, and reinforces the benchmark status of Sterling's Cabernet Sauvignon, Merlot, Chardonnay and Sauvignon Blanc. Interviews include compelling discussions with vineyard manager Vince Bonotto and winemakers, Mike Westrick and Joe Kidd.

With the completion of the beautiful, new Georges de Latour winery, committed solely to the production of BV's flagship Private Reserve Cabernet Sauvignon - affectionately known as "George" - a module devoted to GDL was in order. Review the rich history of the winery and learn how winemaker Joel Aiken brings his 26 years of experience to craft this iconic wine using the latest technology balanced by hands-on techniques.

Finally, we uncover the central coast's best kept secret with our Edna Valley Vineyard module. Located near San Luis Obispo, the vineyards' proximity to the Pacific Ocean and east-west orientation provide one of the state's longest growing seasons. Winemakers Harry Hansen and Josh Baker explain how, with little intervention, they are able to express the unique flavors, made possible by this distinctive terroir, in their wines.

Log on today and rediscover all those great details that make our brands so compelling to wine buyers and wine lovers everywhere.

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