

D.O. CAVA



PRESS RELEASE

Cava Academy, the first certified online Cava training school, is created

- **The ambitious initiative, promoted by the D.O. Cava, aims to make Cava training available to everyone, and to train the Cava experts of the future.**
- **Open to sector professionals from all over the world, Cava Academy has teaching professionals of the stature of Pedro Ballesteros MW and Ferran Centelles, as well as the innovative Basque Culinary Center and the Technical Committee of the D.O. Cava, one of the world's most demanding designations in terms of supervision.**
- **The first call for applications is now open and registrations will be accepted until 26 August 2021 via the link www.cavaacademy.com**



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Vilafranca del Penedès, 21 June 2021 - The Cava D.O. has launched the **Cava Academy** in digital format, a modern e-learning platform for high-level specialised training, imparted by renowned professionals in the sector to train other professionals - both national and international – so that they become Cava experts.

This exclusive educational project came about from the success of several in-person sessions given in the United States, United Kingdom and Belgium. The new academy is a more accessible training tool available in three languages (Spanish, Catalan and English) and is designed to train professionals in the sector, from sales teams, distribution, and wine tourism, among many others.

It is the first **specific training course exclusively for the D.O. Cava** during which participants will master everything related to the quality Spanish sparkling wine. The tool offers audio-visual content, videos and interactive tests that make the learning process enjoyable, intuitive and adaptable to the pace of each user. Tastings will be given by **renowned Cava ambassadors**, including Pedro Ballesteros MW and Ferran Centelles, in the form of didactic video tutorials throughout the course. Students will delve into aspects ranging from viticulture and the production of Cava to its classification and quality guarantees, as well as tasting and pairing harmonies, ending with an exam that endorses an official diploma as Certified Cava Trainers, and will give them access to the Cava Academy Alumni community. In addition, once the pandemic situation allows, they will be able to participate in a 2 or 3 day visit to the Cava region, which will include wine tourism visits to a selection of wineries, as well as masterclasses on Cava's gastronomic versatility.

As the passion for Cava is boundless, students who wish to go further will have the opportunity to present, throughout the year, a thesis on a choice of three subjects related to the sector. In addition to rewarding the top-rated work, the title of Cava Expert will be awarded to all those who present their thesis in compliance with the requirements.

The initiative has arisen in response to the high demand experienced by the Cava Regulatory Board, and aims to respond to enquiries made by wine lovers and enthusiasts interested in expanding their knowledge of Cava.

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The Cava Academy has a limited number of places: each edition is available to a maximum of 40 students. The first cohort for 2021 is open from now until 26 August: those interested can register and, if selected, take the course from September onwards. For those interested, future calls for applications will be announced on the website www.cavaacademy.com.

In this way, D.O. Cava offers all Cava-lovers and wine-lovers the opportunity to deepen their knowledge of Cava and its world from wherever they are. According to Javier Pagés, President of the Cava D.O.: "The **Cava Academy** was created with the aim of training true experts in Cava as ambassadors, improving their experience and understanding of Cava in their fields of work: restauration, training establishments, food and specialised shops. They will share the excellence of Cava and its region with those who are new to the subject, thereby inspiring confidence in speaking about Cava knowledgably among the community of Cava-lovers around the world."

CAVA ACADEMY

Registration through the website: www.cavaacademy.com

Price: 150 €. Includes a tasting kit made up of a representative sample of each category of Cava, apart from Cava de Paraje Calificado, which each student can purchase individually if they wish. This year, the selection has been made by Pedro Ballesteros MW.

D.O. Cava, commitment to origin, land and sustainability

With more than 70% of sales to the international market, Cava is the Spanish D.O. that exports the most wine: its 370 associated wineries are present in over 100 countries. The D.O. encompasses more than 38,000 hectares of vineyards and more than 6,800 winegrowers. Cava harmonises perfectly with every type of gastronomy, and is made using the traditional method, with a strict commitment to origin, land, and sustainability.

Web: www.Cava.wine

Facebook: <https://www.facebook.com/do.cava>

Instagram: <https://www.instagram.com/Cava.do/>

Twitter: https://twitter.com/DO_Cava

YouTube: <https://www.youtube.com/c/doCava>

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Para más información:

MAHALAWINE&

Blanca Gaig

T +34 93 412 78 78

M +34 671 587 303

blanca@mahala.es

www.mahalawine.es/