
ACADEMY OF WINE & SPIRITS



Elevating Hospitality Through World-Class Beverage Education

HOSPITALITY TRAINING & CONSULTING PORTFOLIO

2026 — 2027

ACCREDITED INTERNATIONAL TRAINING

WINE · SPIRITS · RUM · SAKE · SERVICE · MIXOLOGY

Founded by Christian Esser · www.academyofwineandspirits.org

From the Founder

Dear Hospitality Leader,

Throughout two decades immersed in the world of fine wine, spirits and luxury hospitality, I have come to believe one truth above all others: great beverages do not sell themselves — great people do.

The Academy of Wine & Spirits was founded with a single purpose: to develop confident, knowledgeable hospitality professionals who elevate every guest experience and become true ambassadors for the brands they represent.

From the great hotels of Europe to the private islands of the Caribbean, from Michelin-starred restaurants to flagship cruise lines, our certified educators have transformed service standards across more than ninety countries — and we would be honoured to do the same for you.

This portfolio is your window into our world. I invite you to read it slowly, to imagine what is possible for your team, and to begin a conversation.



With warm regards,

Christian Esser

Founder & Master Educator
Academy of Wine & Spirits

"Service is a craft. Education is its foundation."
Christian Esser · Master in Wine, Educator & Founder

"To elevate hospitality through world-class beverage education,"
"and to develop the professionals who define it."

OUR STORY

A legacy of education,
delivered with discretion.

Academy of Wine & Spirits (AWS) is the premier provider of accredited beverage education for the international hospitality industry.

Founded by Christian Esser and headquartered in the Cayman Islands, AWS combines classical European pedagogy with the warmth and professionalism of modern Caribbean hospitality.

Every programme is CPD-accredited, internationally recognised, and designed to deliver one outcome: measurable excellence in your beverage service.

20+

Years of international wine & spirits education

90+

Countries in which we have trained professionals

10K+

of certified students across the hospitality industry

CPD

Internationally accredited programmes & certifications

ACCREDITATIONS & PARTNERSHIPS

CCR. VSET	ACCR. BNIC	ACCR. CITA	ACCR. ISLAND RESP.	ACCR. ACADEMY OF CHEESE	ACCR. SAKE EDU.	ACCR. CIGAR AS
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Beverage service is no longer a side-line.

It is the single most powerful lever for guest loyalty and revenue.

93%

of business clients say AWS training improved staff retention.

Retained talent is exceptional service.

2×

higher premium-beverage attachment at properties with trained teams.

Confidence converts into recommendations.

+18%

average increase in beverage revenue within six months of training.

Measurable, audit-ready improvement.

4.8★

guest satisfaction lift across post-training mystery-shop audits.

Service you can feel — and measure.

Choose outcomes.

We do not sell courses. We deliver measurable improvement.

✓ Improve guest experience

✓ Increase staff confidence

✓ Reduce product waste

✓ Better wine service

✓ International recognition

✓ Stronger brand reputation

✓ Increase beverage sales

✓ Improve upselling

✓ Improve customer reviews

✓ Professional certifications

✓ Lower staff turnover

✓ Audit-ready compliance

OUR PROMISE

Every programme is designed around a measurable business outcome — never a syllabus.

Educating the world, *one service team at a time.*

**CARIBBEAN**

Nassau · Cayman ·
STT · SXM

UNITED STATES

NY · Miami · Las
Vegas · LA

EUROPE

London · Paris ·
Rome · Berlin

CANADA

Toronto ·
Vancouver ·
Montréal

ASIA & OCEANIA

Dubai · Singapore
· Sydney

ONLINE

Live · On-demand ·
Corporate

Wine Education

Develop confident beverage professionals capable of recommending, serving and selling the world's finest wines.

- Level 1 — Foundation
- Level 2 — Intermediate
- Food & Wine Pairing
- Blind Tasting Mastery
- Wine Service Excellence
- Luxury & Fine Wine



BUSINESS OUTCOMES

- ◆ Increase premium-bottle attachment
- ◆ Improve average check per guest
- ◆ Elevate on-premise guest experience
- ◆ Reduce lost pours & waste
- ◆ Build certified wine ambassadors on staff

Confidence in every glass.

From grain to glass — the world's great spirits, taught with authority.

SPIRITS & SHADOWS

Whisky

Scotland · Bourbon · Japan · Ireland

Gin

London Dry · Contemporary · Botanical

Vodka

Origin · Distillation · Flavour profiling

Tequila

Agave · Reposado · Añejo expressions

Rum

Caribbean · Agricole · Premium aged

Brandy

Cognac · Armagnac · Eau-de-vie

Liqueurs

Production · Service · Cocktail use

Service

Premium pours · Glassware · Storytelling

BUSINESS OUTCOMES

Premium upsell · Confident recommendations · Brand storytelling · Premium attach rate

RUM EDUCATION

The Caribbean's definitive beverage credential.

- ◆ **Certified Rum Ambassador™**

AWS's flagship 6-hour modular certification, recognised across the Caribbean and beyond.

- ◆ **Rum Explorer**

A tasting journey across terroir, distillation and heritage — for enthusiasts and staff.

- ◆ **Rum Educator**

For trainers, brand ambassadors and on-property educators.

WHY IT MATTERS

Commercial impact

+24%

Average uplift in rum category sales

98%

of graduates report higher guest confidence

6hrs

Modular certification — minimal time off the floor

AUTHENTIC CARIBBEAN FOCUS

From Nassau to Tortola, our rum curriculum is the standard for island hospitality.

Mixology

The art of the cocktail, the science of profitability.

- **Cocktail Skills**
Classic foundations, modern technique
- **Speed of Service**
Faster builds, fewer errors
- **Presentation**
Garnish, glassware, theatre
- **Profitability**
Cost-aware recipe engineering
- **Menu Design**
Cocktail lists that earn margin
- **Responsible Service**
Ethics, compliance, brand safety



OUTCOME

Higher cocktail attach · Lower pour cost

Hospitality with integrity.

Compliance is the foundation of every great service culture.

01

Island Responsibility

Cayman Islands alcohol service certification. Two-year validity. Recognised across the territory.

02

Smart Serve

International responsible-service credential — the global benchmark for hospitality teams.

03

Alcohol Awareness

Practical risk-awareness training for front-line staff: signs, refusal, escalation.

04

Legal Compliance

Local licensing, age verification, duty-of-care documentation and audit-readiness.

Service Excellence

Where every guest becomes a regular.

- **Guest Experience**
Service choreography that delights
- **Luxury Service**
Polished, intuitive, discreet
- **Upselling**
Natural, never forced
- **Fine Dining**
Sommelier-level table presence
- **Confidence**
Decisive, knowledgeable teams

OUTCOME

Higher repeat business · Stronger reviews · Reduced comp & waste

Sake



- **Japanese Traditions**
Junmai · Daiginjo · Nama brewing heritage
- **Food Pairing**
Umami-aware pairing for global cuisine
- **Service**
Temperature, glassware, etiquette
- **Certified Credential**
Internationally recognised AWS sake award

BUSINESS OUTCOMES

*Broaden the premium beverage list ·
introduce authentic Japanese pairings ·
increase sake attachment · elevate guest
experience*

Cheese



- **Academy of Cheese**
Industry-recognised foundation programmes
- **Cheese Ambassador**
Lead cheese service across the property
- **Wine & Cheese Pairing**
Classic & contemporary combinations
- **Service & Storage**
Cellaring, presentation, table-side service

BUSINESS OUTCOMES

Grow cheese-board revenue · deepen guest engagement · train certified ambassadors · improve pairing confidence

Tequila



- **Agave**
Terroir, cultivation, sustainability
- **Production**
Traditional & modern distillation
- **Premium Tequila**
From Blanco to Extra Añejo
- **Cocktail Applications**
Mixology with regional authenticity
- **Tequila Ambassador™**
AWS certified programme staff trust

BUSINESS OUTCOMES

*Elevated agave category revenue · stronger
brand storytelling · confident
recommendations · premium category growth*

Cognac



- **BNIC-Curated Curriculum**
Aligned with the Bureau National
- **History & Heritage**
The great houses, the great decades
- **Service Excellence**
Snifter etiquette, decanting, pours
- **Luxury Sales**
Conversion-led, profit-aware storytelling

BUSINESS OUTCOMES

Premium spirit attach · improved luxury guest experience · more confident front-of-house · brand storytelling your sommelier can own

A QUIET LUXURY

Cigars

From humidor to hand — the complete cigar ceremony.

- ◆ **AWS Level 1 in Cigars**

Certified Cigar Enthusiast™ — the foundation programme.

- ◆ **Curated Pairings**

Whisky · Cognac · Rum — sophisticated complements.

- ◆ **Luxury Experiences**

Cigar dinners, terrace service, VIP hospitality moments.

- ◆ **Storage & Humidor Care**

Operational excellence behind the moments.

We build programmes around your property.

Every hotel is different. Every team is unique. Every solution is bespoke.

Custom Training & Onboarding

- ◆ Custom training programmes
- ◆ New staff onboarding
- ◆ Management education
- ◆ Hotel opening support
- ◆ Restaurant launch support
- ◆ Wine list creation
- ◆ Menu consulting
- ◆ Beverage profitability

Quality & Compliance

- ◆ Mystery shopper programmes
- ◆ Staff assessments & audits
- ◆ Private corporate education
- ◆ Beverage cost control
- ◆ Supplier selection
- ◆ Operational compliance

Strategic Advisory

- ◆ Wine list design
- ◆ Bar design & layout
- ◆ Menu development
- ◆ Cocktail programmes
- ◆ Opening support
- ◆ Hotel beverage programmes
- ◆ Restaurant concepts
- ◆ Events & activations



Wine Tastings

*Curated flight evenings
& tastings*

Whisky Nights

*Single-malt journeys &
pairings*

Rum Dinners

*Caribbean-themed rum &
food events*

Team Building

*Educational events that
unify service teams*

VIP Experiences

*Private tastings,
celebrity hosts*

Guest Speakers

*Winemakers, distillers,
authors*

Luxury Experiences

*Cigar nights · Cognac
salon · Tequila sunset*

Education pays for itself.

A worked example — one trained server, one year.

Additional premium glasses sold per server, per day	2
Average premium-glass revenue	\$14
Days worked per year	365
Annual revenue uplift, per server	\$10,220
Annual revenue uplift (× 10 servers)	\$102,200
Indicative property-wide annual uplift	≈ \$100k–\$150k

EDUCATION IS NOT A COST—IT IS AN ASSET.

Hospitality leaders report full ROI on AWS programmes within one quarter.

In the words of our partners.

“

The AWS team transformed how our sommeliers talk about wine. Within two months we saw a measurable uplift in bottle-list revenue.

General Manager
Luxury Caribbean Resort

“

Christian's team built a complete beverage programme for a new property launch — from wine list to cocktail menu to staff onboarding. Flawless.

Director of Operations
International Hotel Group

“

Our rum attach rate grew 24% in the quarter following Rum Ambassador™. AWS is now part of every new opening we brief.

F&B Director
Leading Cruise Line

“

The Ritz-calibre delivery was the part I didn't expect. Education, yes — but the polish of the delivery made it feel like a brand lift.

Owner
Fine-Dining Restaurant Group

“

They trained our entire staff, audited our wine list, and rebuilt our cocktail programme. Revenue followed within weeks.

Beverage Manager
Luxury Resort, Indian Ocean

“

Our general managers now brief every new opening with AWS at the table. It is the first thing on the project plan.

VP Hospitality
Restaurant Group, Europe



C

Christian Esser

Founder & Master Educator

Two decades shaping beverage education on four continents; founder's vision defines the AWS standard.

S

Shalico

Senior Educator, Caribbean

Anchored in the islands; leads our Caribbean faculty and rum curriculum.

D

Damien

Wine & Spirits Educator

Old World wine specialist; trusted voice for luxury hotel launches.

N

Nicholas

Mixology & Service Lead

Designs our cocktail and service tracks; former luxury F&B director.

F

Faculty Network

Educators across 90+ countries

WSET, BNIC, Academy of Cheese faculty — deployed around the world.

I

Industry Mentors

Winery & distillery partners

Direct access to producer experts — built into every programme.

BEGIN THE CONVERSATION

We would be honoured to
elevate your service.

01

Complimentary consultation

*Tell us about your
team, your list, your
guests.*

02

Customised training proposal

*Bespoke programme,
clearly priced, ready
to deploy.*

03

On-site assessment

*Optional property visit
to align education with
operations.*

Hospitality Training Calendar 2026–2027 · Now open for booking

Custom programmes available on request — Caribbean, Americas, Europe, Online.

ACADEMY OF WINE & SPIRITS

Thank you
for reading.

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