

CAPRICORN

You know. Tell them. Language training for experts

Specialist Language Training and Material

Wine English

2022

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A LITTLE ABOUT US

Our history

We've been providing business English language training for over a decade, with origins in the Banking and Finance sector of the City in London. Our learners are often very busy people who travel a lot and work in a fast-evolving industry.

In 2010 we decided to combine the experience of highly experienced specialised language trainers with professionals in each field, and an online platform to provide specialist training that's as relevant, adaptable and accessible as possible.

What we believe

Every individual is unique.

You can't expect someone to do the same things in the same way as others. This is why our training is bespoke

- we take account of your interests, expectations, history and projects for the future. We then create your training for you, and make it available to you **wherever you are, whenever you like.**

The most effective way of learning is by experiencing subject matter that is highly relevant to your priorities, in a variety of contexts of your every-day life.

After all, isn't that how you learn your first language?





THE WINE ENGLISH MATERIAL TEAM



Nils Bihari-Anderson

DipWSET
MA Wine Marketing and
Management

Wine specialist
consultant

Experienced specialist in areas of
profile analysis, pairing, service and wine
education



Miranda Burke

DipTESOL
BA English Language and
Literature

Material Writer

14 years of experience providing in-
company training and tailored training
material development

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Liz England-Barah

Cambridge DELTA
DipWSET
MA Linguistics

Wine specialist
consultant and writer

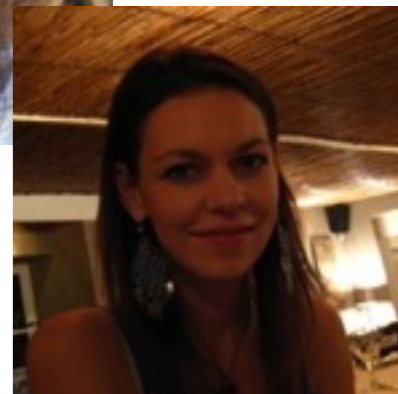
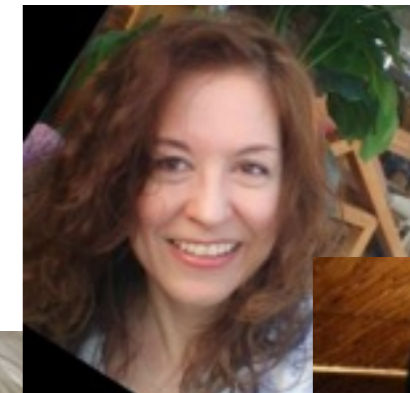
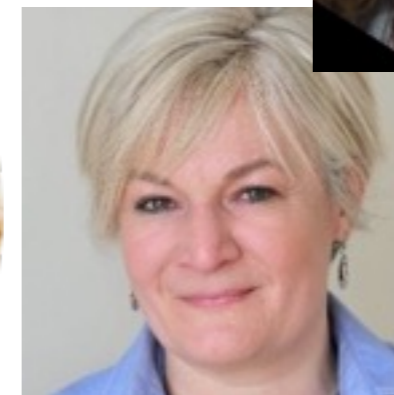
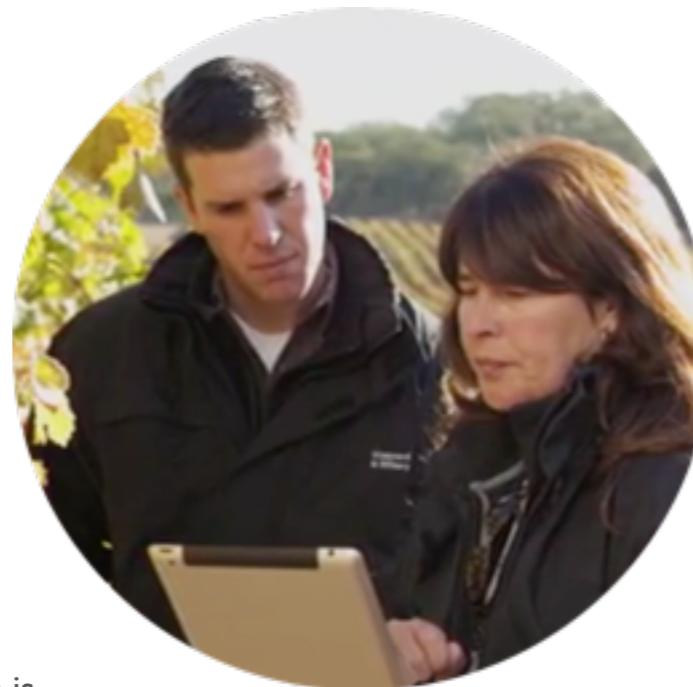
Thirty years of experience as international
marketing consultant for European wineries



HOW WE CAN HELP YOU

We're here to help people who:

- are busy and travel frequently
(internships or business trips)
- work in a specialist, international sector
(with its own special terminology)
- want efficient, relevant and enjoyable language training with **instant feedback** and a view on their **progress and success**



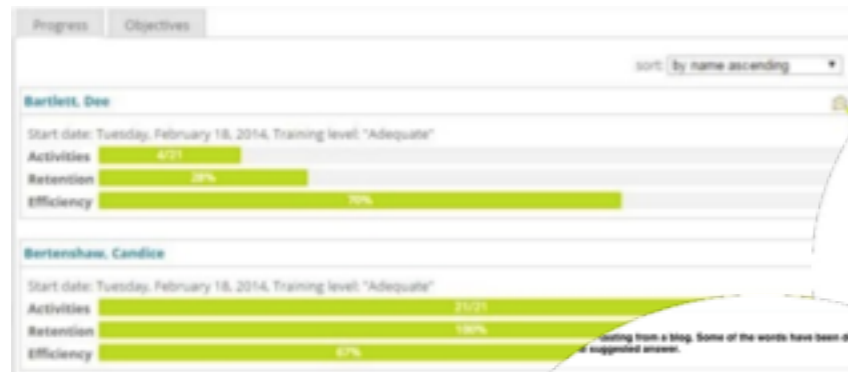
Our **online interactive multimedia platform** is unique in language training. We make your training material using media from your business context. It's **accessible wherever you are, whenever you like**, with your computer, tablet and smartphone.

Our **online** trainers are hand-picked for being very special: they are not only native English speakers, certified English language trainers with several years of teaching experience, but they are also experienced in the banking, finance and/or insurance sectors - so **they understand you and your business.**



CUTTING EDGE PLATFORM, MATERIAL AND REPORTING

Follow your progress with **detailed, printable progress reports that can be exported to Excel.**

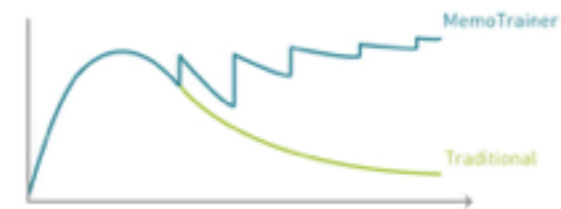


A detailed wiki-glossary, so you can discover the definitions and **listen to the pronunciation** of important words.



Material is tailor-made.
This means we can adapt and add to existing material using your professional documentation, and **we can create material exclusively for you.**

A state-of-the-art system **follows your progress and reminds you** at regular intervals of those areas you need to review.



The platform is **interactive**: you **receive feedback** from your trainer, and also have the possibility to **communicate with other learners** on the forum.



The 'permeable membrane': links to **authentic external media**, to blend the pedagogical and 'real' worlds.

A wide variety of exercise types, in **wiki format**, linking subjects and topics, so you can **follow paths that interest you**, and not just follow one line of progress.



Questions? Don't know how to do something? **Tech support** is there for you.



THE WINE ENGLISH SUITE OF MODULES

The international wine industry is becoming increasingly diversified with the growing success of new world wines.

If non-English speaking countries want to deliver confident representation of their wine to the world, they need to be able to participate in a challenging anglophone environment of international commerce.

We have combined our years of experience in business English language training with professionals in the wine industry to provide this exceptional opportunity which you will find nowhere else.

Capricorn
Wine English - General - Level 1

This module covers the vocabulary for the key areas of wine. It is designed to take about 20 hours to complete - this depends on your level of English and experience.

For this module, it is recommended that your English level is A2/B1 according to the CEFR (see CEFR levels).

This module includes:

- Grape varieties and vinification
- Preparing for and attending wine trade fairs
- Wine tasting and descriptions

WINE ENGLISH - GENERAL - LEVEL 1
The vocabulary for key areas of wine - English level A2+

For pricing options, or to order your wine English training course, please order by clicking here or through the website: www.capricornis.com/wine-english

General Wine English

This module, in **three levels** depending on your level of English, is designed for both **amateurs and professionals** in the world of wine.

It provides a tour of essential vocabulary from a variety of areas: from **viticulture to vinification, describing a wine, to attending wine trade fairs.**

Level 1 : for learners of level A2/B1
Level 2 : for learners of level B1/B2
Level 3 : for learners of level B2/C1
according to the Common European Framework of Reference for Languages

Capricorn
Wine English - Service

This course is designed for on-trade professionals - people who serve wine. It includes customer service (assessing your guests' wine preferences), food and cooking vocabulary, wine context vocabulary (region, climate and vinification methods) and food/wine pairing. Because on-trade professionals need to prioritise speaking and listening, half of this course is speaking exercises. We recommend you have speaking and listening training sessions at the same time as doing this module. The other modules in Wine English are: General Wine English (levels 1-3) and Commercial Wine English. You need to have a level of A2 or above to do this course (see CEFR levels).

My Wine Service English Course

For pricing options, or to order your wine English training course, please order by clicking here or through the website: www.capricornis.com/wine-english

Wine Service English

This module is designed for professionals in wine service: **sommeliers, restaurant waiters and bar staff.**

This module concentrates on the English required for hosting and serving customers, with the priority being speaking and listening skills, including holding a simple conversation, **recommending and describing wines based on customer preferences, explaining grape varieties, vinification methods and geographical influences.**

Designed for learners of level B1 and above
according to the Common European Framework of Reference for Languages

Capricorn
Wine English - Commercial

If you work in international trade - import, export, distribution of wine, then this course is for you. It covers everything from international wine markets, packaging and design, strategy & branding, legislation, logistics and negotiation. There is a lot of technical vocabulary in here, so it is only recommended for people with a level B2 and higher (see CEFR levels). It is designed to take 16-20 hours to complete. The other modules in the Wine English suite are: General Wine English (levels 1-3) and Wine Service English.

My Commercial Wine English Course

This course covers international wine markets, Packaging and Design.

For pricing options, or to order your wine English training course, please order by clicking here or through the website: www.capricornis.com/wine-english

Commercial Wine English

This module is designed for **people who buy and sell wine internationally.**

This is a dense module, focusing on commercial subjects such as **international legislation vocabulary, incoterms, marketing and customer service.**

The primary focus is vocabulary - the language of legislative and administrative procedures, as well as cultural and linguistic sensitivity: **adapting and organising your commercial projects.**

Designed for learners of level B1 and above
according to the Common European Framework of Reference for Languages



HOW IT WORKS



**YOU DECIDE
WHAT YOU WANT**



NEEDS ANALYSIS

(40 MINUTE
FINANCIAL VOCABULARY, GRAMMAR
AND WRITING ASSESSMENT ONLINE,
AND 20 MINUTE SPEAKING AND LISTENING ASSESSMENT
BY VIDEO CONFERENCE OR PHONE)



**BE A
STAR STUDENT**

(WITH A STAR TRAINER
AND TECH TEAM TO SUPPORT YOU)



**PROGRESS ANALYSIS
AND CERTIFICATE**

(TO CERTIFY YOUR LEVEL AT THE END,
AND PROVE YOU COMPLETED THE COURSE)



PRICES - BUNDLES

Included in bundles:

- Needs Analysis + report
- Progress Analysis + report
- Certificate if you complete the module(s)

THE WHITE

1 MODULE

1 MONTH

5 HOURS VIDEO CALL TRAINING

450€ + VAT

THE ROSE

2 MODULES

2 MONTHS

5 HOURS VIDEO CALL TRAINING

520€ +VAT

THE RED

3 MODULES

3 MONTHS

10 HOURS VIDEO CALL TRAINING

830€ + VAT

GO TO THE SITE AND CLICK ON

BOOK TRAINING

TO RESERVE YOUR COURSE



PRICES - PICK AND MIX

ONLINE MATERIAL



VIDEO CALL TRAINING



Platform Only Pricing			
With trainer support			
Modules / Time	1 month	2 months	3 months
1	€149	€164	€179
2	€249	€264	€279
3	€325	€340	€355

Platform Only Pricing			
No trainer support			
Modules / Time	1 month	2 months	3 months
1	€99	€115	€129
2	€149	€164	€179
3	€199	€215	€229

Video Call Only Pricing		
Price per person		
Hours	Individual	Group
1	€45	€18
5	€225	€88
10	€449	€170
15	€669	€245
20	€899	€312
25	€1119	€375
30	€1339	€449
40	€1680	€560

GO TO THE SITE AND CLICK ON

BOOK TRAINING

TO RESERVE YOUR COURSE

CAPRICORN

You know. Tell them. Language training for experts

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