**Texto, Logotipo

Descripción generada automáticamenteFull name:**

**CSWS Online Course Date:**

**The importance of education for the sherry wine industry**

Distinguishing between education for professionals and education for consumers, how much do you need to change your game? Providing more technical versus “emotional” content? Is promoting trips to the region and winery visits still a key part of the educational process? Is one of the biggest challenges how to teach sherry in just a few minutes, perhaps using a new approach and/or classification? How should we fight the stigmas around sherry and the association of these wines with very specific demographics or even stereotypes?

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(Insert your text and/ or images here)

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