International

Eleven percent of the world’s vineyard area is found in France, where the best-known international grape varieties originated: Cabernet Sauvignon, Merlot, Chardonnay, Sauvignon Blanc, Syrah, and Pinot Noir. Wine and culinary tours give visitors a chance to pair local wines and dishes. The Alsace Wine Route, for example, winds through 170 kilometers of sloping vineyards and villages. Along the route, more than a thousand producers invite visitors to taste the region’s wide variety of wines. The wines of Champagne also enjoy worldwide recognition. This region earned protected status in 1927; in 1936, the AOC label (controlled designation of origin) was granted to 15,000 Champagne wine growers.

More than two million hectoliters of Bordeaux wine are exported each year. Wines from the Loire region, including Touraine wines, are sold in 75 countries. Wines from the South of France carrying the AOP label (protected appellation of origin) are also exported in large volumes. Beaujolais is a particular favorite in Japan and is widely distributed in Asia. Each year, on the third Thursday of November, millions of people worldwide excitedly await the arrival of the new Beaujolais, making this day the only global wine celebration. From New York to Tokyo, Beaujolais is a particular favorite in Japan and is widely distributed in Asia.

Measured in value, France is the world’s leading producer of wine, accounting for 17% of the global total; the country ranks second in terms of volume. It owes its position to a long tradition, dating back to the expansion of the Roman Empire into Gaul. The Romans brought the culture and cultivation of wine with them. Wine quality improved in the Middle Ages. In 800, Charlemagne proclaimed that wine must be stored “in the right vessel” and cautioned against “any manner of spoilage.” Monks continued the wine and viticulture tradition by creating exceptional vineyards that still exist today.

The first attempts at wine classification were made in the 13th century in order to establish a hierarchy of white wines. Later, in 1855, the standard of reference became the official classification of Bordeaux wines drawn up at the request of Emperor Napoleon III.

After the vineyards of the Champagne region were devastated by phylloxera and World War I, they were replanted with the awareness that they constituted a collective heritage deserving of protection. The region earned protected status in 1927; in 1936, the AOC label (controlled designation of origin) was granted to 15,000 Champagne wine growers.

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Enology and viticulture cover a vast array of fields, ranging from grape cultivation, winemaking and packaging to tasting, conservation, and retail consumption. Education in the wine sector is divided into three distinct branches: wine production, viticulture, and viniculture; enology with scientific and technical applications; and marketing and distribution in France and abroad.

Useful links

- Fédération des exportateurs de vins et spiritueux (FEVS): www.fevs.com
- FranceAgriMer: www.franceagrimer.fr/filieres-Vin-et-cidre/Vin
- Institut national de l’origine et de la qualité: www.inao.gouv.fr
- Institut supérieur du vin (ISV): www.issv.fr
- Kedge Wine School: https://wine.kedge.edu
- Observatoire de la viticulture française: www.franceagrimer.fr/Outils/Observatoires/Observatoire-de-la-viticulture-francaise
- Organisation internationale de la vigne et du vin: www.oiv.int
- School of Wine and Spirits Business - Burgundy School of Business: www.swsb.eu
- UNESCO Chair “Culture and Traditions of Wine” http://chaireunesco-vinetculture.u-bourgogne.fr
- Union des Maisons de Bordeaux (union of wine traders): www.vins-bordeaux-negocios.com
- Union of French enologists: www.oenologuesdefrance.fr
- Union of French sommeliers: www.sommelier-france.org
- Université du Vin, Suze-la-Rousse: www.universite-du-vin.com
- Vitisphere: www.vitisphere.com
- Wines of France (VDF): www.vindefrance.com/cepages-de-France
LEVEL Master

MASTER
NATIONAL DIPLOMA – 5 YEARS OF HIGHER EDUCATION – M2
120 ECTS credits

University Master’s programs offered in the broad areas of law, economics, and management; science, technology, and health; and arts and literature offer various concentrations related to wine and enology:

> Applied Foreign Languages, track in Tillingugal dealing in international trade
> Economics of wine, wine-related tourism, and intercultural relations
> Enology and processes
> Fermentation processes in the agri-food sector: wine, beer
> International trade in wine and wine-related tourism
> Laws applying to wines and vineyards
> Legal aspects of the trade in wine and spirits
> Management of vineyard and winery operations
> Marketing and international trade in wine
> Sales and marketing of wines and spirits
> Vineyards and the viticultural environment
> Vine, wine, terroir
> Viticulture and environment
> Wines and champagne

Bordeaux Sciences Agro offers two specializations: management of viticultural enterprises; vines and vines; Montpellier SupAgro: wine trade; vine and wine

www.campusfrance.org > Students > Studying in France > Find your program

Programs Taught in English:
Business and Science in Vineyard & Winery Management; Microbiology and Physicochemistry for Food and Wine Processes; Wine Tourism Innovation; Microbiology and Physico-chemistry for Food and Wine Processes

https://taughtie.campusfrance.org

EUROPEAN MASTER
NATIONAL DIPLOMA – 5 YEARS OF HIGHER EDUCATION – M2
120 ECTS credits

> International Master of Science in Viticulture and Enology:
http://vinifera-euromaster.eu
> International Vintage Master: www.vintagemaster.com

Programs Taught in English at Master level:
> MBA Wine & Spirit Business
> MSc Wine Management
www.bsb-education.com/school-of-wine-spirits-business
> MSc Wine and Spirit Management
> MSc Wine and Hospitality Management
https://kedge.edu

LEVEL Licence

BREVET DE TECHNICIEN SUPÉRIEUR AGRICOLE (BTSA)
NATIONAL DIPLOMA – 2 YEARS OF HIGHER EDUCATION – L2
120 ECTS credits

30 schools (public or private high schools, and CFAs, or apprentice training centers) offer the BTSA in Viticulture-Enology. Students receive technical education about grapevines and the chemistry of vinification.

https://catalogueum.campusfrance.org/licence

LICENSE
NATIONAL DIPLOMA – 3 YEARS OF HIGHER EDUCATION – L3
180 ECTS credits

Three university disciplines offer undergraduate tracks in viticulture and enology:
> Biology, track in Vineyard science: https://www.uvq.univ-bordeaux.fr/life-sciences
> Life Sciences, track in enology: www.univ-reims.fr

LICENSE PROFESSIONNELLE
NATIONAL DIPLOMA – 3 YEARS OF HIGHER EDUCATION – L3
180 ECTS credits

Several concentrations in the vocational Bachelor’s degree (Licence Professionnelle) curriculum include tracks related to wine and enology: the wine trade and wine-related tourism; Wine marketing; Wine-related services; Legal aspects of employment in wines and spirits; Wine-related tourism; Management and marketing in the vine and wine sector; Occupations in the vine and wine sector; Products from the vine and wine sectors and agrodistribution; wine trade; Wines and spirits; Viticulture and enology; Innovation and globalization.

https://catalogueum.campusfrance.org/licence

Two specialized vocational Licence programs are offered by the Institut Agro-Montpellier SupAgro; Integrated Viticultural Production and Environmental Challenges; Wine Sales Representative and Distribution Networks.

www.montpellier-supagro.fr/formations/catalogue-des-formations/licences-professionnelles

Programs Taught in English at Licence Level:
> Bachelor’s degree in Viticulture and Enology: www.agro-bordeaux.fr/fiche-pedagogique/bachelors-degree-in-viticulture-and-enology
> Wine and Sustainability: https://kedge.edu/en/programmes/kedge-bachelor-wine-specialisations

UNIVERSITY DIPLOMA (DIPLOME UNIVERSITAIRE - DU)
1 YEAR OF HIGHER EDUCATION

> Georges Chappaz Institute at the Université de Reims: Champagne, Culture, and Heritage; Advanced Study in Gastronomy; Wine Journalism;
> Management of Wine Tourism: www.univ-reims.fr/igc-en/diplomes/diplomes-science-de-la-vigne
> Management of Wine Tourism: www.groupe-esa.com/formations/licences-professionnelles/liste-formation-ms
> University of Strasbourg: Understanding Wine and Sustainable Development: https://www.geographie.unistra.fr/scolarite/diplomes/du-territoire-et-environnement/
> University of Strasbourg: Understanding Wine and Sustainable Development: https://kedge.edu/bachelors-degree-in-viticulture-and-enology

BEYOND THE MASTER LEVEL
MASTÈRE SPÉCIALISÉ® (MS)
INSTITUTION DIPLOMA – 1 YEAR OF HIGHER EDUCATION

Labeled by the Conférence des Grandes Écoles, the MS degree enables students to earn an institutional credential attaining to dual competence in the engineering sciences.

> International Wine and Spirit Business
School of Wine and Spirit Business - Burgundy School of Business: www.bsb-education.com/school-of-wine-spirits-business
> Wine and Spirits Management (MVS)
Kedge Wine School: https://kedge.edu

List of MS programs:
www.cge.asso.fr/formations-labelisees/liste-formation-ms

ECTS: European Credit Transfer System
December 2022