

PRESS RELEASE

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CERTIFIED SOMMELIER PROGRAM AT THE PROFESSIONAL CULINARY INSTITUTE OFFERS TRAINING FOR ASPIRING WINE PROFESSIONALS

Bay Area's Premier Culinary Institute Provides Wine Certification for Students Beginning in January

CAMPBELL, Calif. – November 26, 2007 – Lovers of wine have a passion and desire to learn more about the wines they enjoy and the choices they can make to quench their interest. To meet this interest, the Professional Culinary Institute (PCI), located at the center of several renowned wine regions in Campbell, California, will offer a Certified Sommelier program this January. With both full and half time programs, this comprehensive curriculum offers students the opportunity to go from very basic or no wine knowledge to a certified wine professional in as little as 11 weeks. PCI's Certified Sommelier Program is the only program of its kind to have achieved the approval of the Court of Master Sommeliers, the foremost authoritative body for wine service professionals recognized throughout the world.

"The Certified Sommelier program at PCI provides students with individual instruction in all aspects of the wine industry from sensory analysis and understanding the great wine regions around the world, to the dynamics of wine and food pairing, the basics of winemaking, terroir and advanced blind tasting methodology," says David Glancy, master sommelier and wine department chair. "Additionally, students learn about beers, spirits and cigars, offering them a truly comprehensive educational experience in both the wine and service industries."

PCI's state-of-the-art wine cellar offers amphitheater seating for up to 22 students, and is equipped with both plasma screens and an automated projection screen to assist with audio-visual lessons. Each seat contains an individual sink; a counter for twelve glasses of wine; and up-lit tabletops featuring specially designed spotlights to reveal the hue, clarity and brilliance of the wine. Students will taste more than \$12,000 worth of wine during the course of their study, and field trips to local wineries help to reinforce what is learned in the classroom.

Students who participate in PCI's Certified Sommelier Program are offered the Certified Sommelier exam as a part of the program. If students do not pass the exam the first time around, they may retake any class and repeat the exam until they pass free of charge. PCI's full-time Certified Sommelier 11 week program begins January 4, 2008. The half-time program begins January 29, 2008 and takes 19 weeks to complete.

For more information about PCI or their Certified Sommelier Program, visit www.pcichef.com or call 1-888-PCI-CHEF.

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About The Professional Culinary Institute

Founded by Chef Richard Battista in 2005, The Professional Culinary Institute (PCI) is a premier chef-owned culinary school located in the heart of the Silicon Valley in Campbell, California. Offering full and part time programs in culinary arts, baking and pastry arts, a certified sommelier program, and a hospitality management program, PCI offers small class sizes, renowned instructors, state-of-the-art equipment and facility, a required paid externship and an Artisense method of teaching that is unique to PCI. Degrees and diplomas offered at PCI include: Diploma of Essential Professional Culinary Skills, Diploma of Essential Professional Baking and Pastry Skills, Certified Sommelier, and Associates of Occupational Science in Hospitality Management. To learn more about PCI, visit www.pcichef.com or call toll free, 1-888-PCI-LEARN.