

Seminar Schedule for “Doemens Water Sommelier”



Dates: July 9th through July 19th 2018 // **Course Director:** Dr. Peter Schropp / Nicola Buchner

Monday, July 9th 2018

9:00 a.m. - 9:45 a.m.	Greetings, icebreaker and seminar overview
9:45 a.m. - 11:45 a.m.	Water – A global perspective: Current situation and future trends <ul style="list-style-type: none">• Availability and functions of water• Global water supply consumption• Virtual water and water footprint• Challenges of future handling of water
11:45 a.m. - 12:15 p.m.	Hydration break
12:15 p.m. - 1:00 p.m.	The basic prerequisites of sensory analysis <ul style="list-style-type: none">• Areas of application of sensory analysis• Requirements for the members of a sensory panel• Psychological aspects of sensory analysis (Sensory training)• Requirements for glasses and samples• Approach and order of the samples
1:00 p.m. - 1:45 p.m.	Lunch break
1:45 p.m. - 2:45 p.m.	Sensory training: “taste” <ul style="list-style-type: none">• The physiology of the sense of taste• Recognition of four basic tastes in an aqueous solution (Sensory Training)
2:45 p.m. - 3:00 p.m.	Hydration break
3:00 p.m. - 4:15 p.m.	The significance of fluid intake <ul style="list-style-type: none">• What is water?• Why is good water so important for humans?• The physiological significance of fluid intake• Water balance in the human body• The proper amount of fluid intake• Fluid intake in special situations
4:15 p.m. - 4:45 p.m.	Sensory training: “taste” <ul style="list-style-type: none">• Recognition of the relative intensity of the four basic tastes (Sensory Training)
4:45 p.m. - 5:15 p.m.	Small group work assignment: “mineral water marketing in gastronomy” <ul style="list-style-type: none">• Creating a mineral water menu
From 6:00 p.m.	Evening reception hosted by Doemens for getting to know one another

Tuesday, July 10th 2018

8:00 a.m. - 8:15 a.m.	Introducing the water of the day
8:15 a.m. - 10:00 a.m.	Sensory training: “taste” <ul style="list-style-type: none">• Sensorial relevant minerals in water• Description of different minerals in water (Sensory Training)• The different taste of minerals in mineral water, spring water and healing water (Sensory Training)
10:00 a.m. - 10:30 a.m.	Hydration break
10:30 a.m. - 1:00 p.m.	Legal basis and labeling requirements (part 1) <ul style="list-style-type: none">• The culture history of water from ancient balneology to modern times• Laws governing water• Regulations pertaining to food, used to define and classify the various types of water: “natural mineral water”, “natural therapeutic water”, “spring water”, “table water”, “drinking water”• The various perspectives on understanding mineral water in Germany and in Romanic countries
1:00 p.m. - 1:45 p.m.	Lunch break
1:45 p.m. - 3:30 p.m.	Legal basis and labeling regulations (part 2) <ul style="list-style-type: none">• Labeling provisions for the various types of water with a focus on mineral water, spring water and therapeutic water• Presentation and evaluation of sample labels• Health-oriented recommendations concerning water
3:30 p.m. - 3:45 p.m.	Hydration break
3:45 p.m. - 5:30 p.m.	Sensory training: “taste” <ul style="list-style-type: none">• Ranking of mineral water, spring water and healing water according to the saltiness (Sensory Training)• Sensory of water low in minerals (Sensory Training)

Wednesday, July 11th 2018

- 8:00 a.m. - 8:15 a.m.** **Introducing the water of the day**
- 8:15 a.m. - 10:00 a.m.** **Sensory training: "haptic sensations"**
- The physiology of haptic sensations
 - Recognizing haptic sensations in water (Sensory Training)
 - Influence of CO₂ on sensory perception (Sensory Training)
 - Classification of different types of water according to their carbon dioxide content (Sensory Training)
- 10:00 a.m. - 10:30 a.m.** Hydration break
- 10:30 a.m. - 1:00 p.m.** **Hydrogeology, water well construction, water and terroir**
- A short lesson on mineralogy
 - General hydrogeological relationships
 - Looking for and finding a water source
 - The sources of our mineral and spring water
 - Definition and types of springs
 - Tapping, constructing and testing a well
 - The term "terroir" in the context of mineral water
 - Geological description of a selected mineral water spring
 - A sensory comparison of water (Sensory Training)
- 1:00 p.m. - 1:45 p.m.** Lunch break
- 1:45 p.m. - 3:30 p.m.** **Minerals and nutritional physiology (part 1)**
- Bioavailability of minerals
 - The benefits and uptake of minerals and trace elements
- 3:30 p.m. - 3:45 p.m.** Hydration break
- 3:45 p.m. - 5:30 p.m.** **Minerals and nutritional physiology (part 2)**
- Water for preparation of foods for infants
 - The value of water low in minerals for health
 - Fasting and types of alkaline water
 - Water for athletes

Thursday, July 12th 2018

- 8:00 a.m. - 10:00 a.m.** **Trip to Chiemgau by bus**
- 10:00 a.m. - 12:30 p.m.** **Tour of Siegsdorfer Petrusquelle or Adelholzener Alpenquelle**
- 12:30 p.m. - 1:45 p.m.** Lunch at monastery restaurant Maria Eck with panoramic view of Chiemgau mountains and Chiemsee lake
- 1:45 p.m. - 2:30 p.m.** **Trip to Stephanskirchen by bus**
- 2:30 p.m. - 4:00 p.m.** **Tour of St. Leonhardsquelle in Stephanskirchen**
- 4:00 p.m. - 5:30 p.m.** Return to Gräfelfing

Friday, July 13th 2018

- 8:00 a.m. - 8:15 a.m.** **Introducing the water of the day**
- 8:15 a.m. - 11:30 a.m.** **Sensory training: "smell"**
- The physiology of the sense of smell
 - Skramlik-Test for the differentiation between taste and smell (Sensory Training)
 - Evaluation of aroma quality using citrus aromas as an example (Sensory Training)
 - Recognizing off-flavors, which may arise in water
 - Describing potential off-flavors (Sensory Training)
- 11:30 a.m. - 12:00 p.m.** Bavarian veal sausage breakfast
- 12:00 p.m. - 1:00 p.m.** **Carbon dioxide**
- Carbon dioxide – significance, origin and differences
 - Carbon dioxide content and requirements for its declaration
 - The different ways carbon dioxide is bound in water
- 1:00 p.m. - 1:45 p.m.** **Water treatment and supplements to water**
- Water treatment methods permitted for mineral water
 - Beneficial supplements added to water (O₂, iodine, flavour, caffeine, etc.)
- 1:45 p.m. - 3:00 p.m.** **Packaging for water**
- Evaluation of various packaging materials (glass, PET, PEF, PLA, cans, cardboard) regarding their effects on the environment, quality and health
 - Filling technology for PET

Monday, July 16th 2018

8:00 a.m. -
8:45 a.m.

Exam, part 1: "theory"

8:45 a.m. -
9:00 a.m.

Introducing the water of the day

9:00 a.m. -
11:00 a.m.

Sensory training: "the great diversity inherent in mineral and spring water"

- Tasting a spectrum of certain types of mineral and spring water
- Describing the various characteristics of water, possible descriptors for sensory evaluation
- Profile analysis of different mineral waters – spiderweb diagram (Sensory Training)
- Description of mineral water according to the "Water Codex" (Sensory Training)

11:00 a.m. -
11:30 a.m.

Hydration break

11:30 a.m. -
1:00 p.m.

New perceptions of water

- Physical attributes of water
- New methods for evaluating mineral water quality
- Water memory, water revitalization
- Comprehensive description of water quality

1:00 p.m. -
1:45 p.m.

Lunch break

1:45 p.m. -
3:30 p.m.

Problems with water

- The hazards of microbiological contamination in springs, filled bottles and filling plants
- The chemistry of water: undesirable substances in water
- Future threats to drinking water, spring water and mineral water

3:30 p.m. -
3:45 p.m.

Hydration break

3:45 p.m. -
5:15 p.m.

Mineral water quality and testing

- A summary of what mineral water quality entails, what it can be and how it can be comprehensively conveyed.
- An inside look at the tests and accolades, which are particularly meaningful for marketing (e.g. DLG-award, Monde Selection, Superior Taste Award iTQi, water characterization according to the Water sommelier union standard, etc.)

Tuesday, July 17th 2018

8:00 a.m. -
8:15 a.m.

Introducing the water of the day

8:15 a.m. -
10:00 a.m.

Sensory training: "the great diversity inherent in mineral water"

- Description of mineral water according to the Doemens scheme (Sensory Training)
- Assignment of different mineralisations in water (Sensory Training)

10:00 a.m. -
10:30 a.m.

Hydration break

10:30 a.m. -
12:00 p.m.

Sensory training: "the great diversity inherent in mineral water"

- Positive sensory descriptions of mineral water from a marketing perspective (Sensory Training)

12:00 p.m. -
1:00 p.m.

Water positioning

- Possibilities of positioning mineral and spring water
- Portrayal of hydrogeological, nutritional, health, qualitative, sensorial, regional and social claims

1:00 p.m. -
1:45 p.m.

Lunch break

1:45 p.m. -
3:00 p.m.

Mineral water in the retail beverage store

- Presentation of examples of successful PoS-marketing in the retail beverage store
- Examples, ideas and suggestions for promotion and product presentation
- Opportunities for communication in the retail beverage store

3:00 p.m. -
3:15 p.m.

Hydration break

3:15 p.m. -
5:00 p.m.

Mineral water marketing in the retail beverage store: small group work followed by presentation of results and discussion

- Create a sales promotion for the brand

Wednesday, July 18th 2018

8:00 a.m. -
8:15 a.m.

Introducing the water of the day

8:15 a.m. -
10:15 a.m.

Mineral water and gastronomy (part I)

- Opportunities for creating a distinctive image with mineral water in gastronomy
- Regulations concerning water in gastronomy
- Opportunities for positioning various types of mineral water in distinct gastronomic settings
- Combination of water with various beverages (tea, coffee, whiskey)
- Influence of water on the preparation of mix-drinks
- Mineral water at the bar (Sensory Training)
- Influence of water on cooking, baking and roasting (Sensory Training)

10:15 a.m. -
10:45 a.m.

Hydration break

10:45 a.m. -
12:00 p.m.

Mineral water and gastronomy (part II)

- Influence of water on the preparation of hot beverages (tea and coffee)
- Comparative sensory of tea, prepared with different kinds of water (Sensory Training)
- Mineral water service for restaurants patrons

12:00 p.m. -
1:00 p.m.

Mineral water marketing in gastronomy: presentation of small group work and discussion

- Creating a mineral water menu

1:00 p.m. -
1:45 p.m.

Lunch break

1:45 p.m. -
3:15 p.m.

Glassware and its care and maintenance

- Glassware for water in gastronomy
- The influence of glassware on the sensory perception of water (Sensory Training)
- Caring for and maintaining the glass quality

3:15 p.m. -
5:30 p.m.

Water and wine

- Mineral water and its sensory effect on wine
- The effect of carbon dioxide in water on various types of wine
- Water as the perfect accompaniment to wine: What types of water are best suited to accompany which kinds of wine?
- Tasting conducted with various kinds of water and red and white wine (Sensory Training)

Dates: July 9th through July 19th 2018

Organizer: Doemens Academy GmbH / Stefanusstrasse 8 / 82166 Gräfelfing
Tel.: +49 89/ 858 05-0 / Fax: +49 89/ 858 05-26
seminar@doemens.org / www.doemens.org

Seminar fee: € 2,145.00 plus VAT.

This fee includes the following: all course units including all course documents and materials, all samples for tasting and sensory analysis, expenses for field trips, all exam fees, provisions for lunches and coffee breaks, beverages offered during the seminar, evening reception for participants to become acquainted, evening awards ceremony, where participants to receive their certificates, diploma and "water sommelier" stickpin.

Cost for travel and accommodation are not included. Registrants, whose cancellation is received less than four weeks prior to the beginning of the course, must pay the seminar fee in full. Substitutions for registered participants are welcome.

Thursday, July 19th 2018

8:00 a.m. -
9:30 a.m.

Exam, part 2: "sensory analysis"

9:30 a.m. -
10:00 a.m.

Hydration break

10:00 a.m. -
1:00 p.m.

Exam, part 3 (retail beverage store) and part 4 (gastronomy)

1:00 p.m. -
1:45 p.m.

Lunch break

1:45 p.m. -
3:00 p.m.

Sensory training: "mineral water darts"

- Playful discovery of different sensory impression of mineral water, spring water and therapeutic water (Sensory Training)

3:00 p.m. -
4:30 p.m.

The water sommelier in practice

- Experiences of those with the title "water sommelier"
- Possible professional channels for working as a water sommelier
- Presentation of the "Water Sommelier Union"

From
6:00 p.m.

Evening awards ceremony, where participants will receive their certificates

For all seminar participants

