



THE GREAT COURSES PRESENTS

The Everyday Guide to Wine

The Most Complete and Authoritative Wine Course Available. Anywhere.

Whether it's a bold Pinot Noir, a crisp Riesling, or a sweet Sauternes, to enjoy a glass of wine is to indulge in one of life's greatest pleasures.

Designed for both novices and connoisseurs, *The Everyday Guide to Wine* is a dynamic, interactive, and authoritative wine education course that contains everything you need to understand and enjoy wine—in all its delicious complexities. Delivered by acclaimed Master of Wine Jennifer Simonetti-Bryan, one of the world's most popular wine educators and one of only four women in the United States to hold this prestigious title, these 24 lectures are a tasting tour of great wine from around the world that can be enjoyed from the comfort of your favorite chair.

Imagine if the skills and knowledge of wine came to you effortlessly. Imagine if you could take a sip of wine and pinpoint its specific aromas and flavors, determine where and how its grapes were grown, and pair it with a particular food or occasion. In *The Everyday Guide to Wine*, you'll discover how to do all this—and so much more.

Taken together, the 24 lectures of *The Everyday Guide to Wine* are a veritable tool kit for any wine taster. They'll help you make better choices the next time you find yourself in any situation involving wine, whether you're tasting the offerings of a particular vineyard, shopping at the wine aisle in your local supermarket, or searching for the perfect bottle to complement a meal at home or in a five-star restaurant.

WITH *THE EVERYDAY GUIDE TO WINE*, YOU WILL:

- Master the vocabulary that industry experts use to describe the wine experience
- Get an insider's look at the wine-making process, from the vine to the barrel to the glass
- Sample the aromas and flavors of white, red, sparkling, fortified, and dessert wines
- Visit great wine regions from around the world, including Napa Valley and Bordeaux
- Learn invaluable tips and techniques on pairing, tasting, shopping for, and storing wine

THE EVERYDAY GUIDE TO WINE FEATURES:

- 24 richly illustrated half-hour lectures on 6 DVDs
- A detailed 168-page Course Guidebook featuring suggested wines
- Dozens of interactive wine tastings led by Jennifer Simonetti-Bryan
- A no-risk, lifetime satisfaction guarantee



Master of Wine Jennifer Simonetti-Bryan is the definitive authority on wine in the United States and one of the world's most popular wine educators. She is the fourth woman in the United States to obtain the title of Master of Wine—the most rigorous and difficult title to obtain in the wine industry.



Among the few individuals to have achieved the highest credentials from both The Society of Wine Educators and Wine & Spirit Education Trust, Jennifer is one of the top wine educators in the world, having trained thousands in the wine and spirits trade. A judge for international wine and spirits competitions, she was honored with the international Wiesbaden Tasting Trophy by The Institute of Masters of Wine in 2008.

Jennifer is a contributing editor to the 2007 *Professional Wine Reference* and instructor of The Great Courses' *The Everyday Guide to Wine*. Renowned for her expertise, she has been featured in prominent media outlets including Fox News, NBC, CBS, Martha Stewart Radio, *The New York Times*, *Wine Enthusiast*, and *Gotham Magazine*. Jennifer also has held celebrated wine seminars for international firms including UBS, Morgan Stanley, and U.S. Trust, and has worked alongside Food Network stars such as Bobby Flay, Mario Batali, and Jacques Pépin.



Designed to meet the powerful consumer demand for lifelong learning, The Great Courses is an intellectually robust series of video and audio courses led by the world's top professors and experts in fields such as philosophy, history, literature, science, and the arts.

"These lectures are incredible . . . You want to watch a great one? Watch 'Big History'. There's one on the history of language. They have biology. There are two geology courses that are mind-blowingly good." **BILL GATES, MICROSOFT FOUNDER**

Published by The Teaching Company, a rapidly growing media company with a 20%+ CAGR in revenues since 2006, The Great Courses pioneered the concept of direct-to-consumer delivery of comprehensive and engaging academic courses. The Company maintains a catalog of more than 300 courses and has sold more than 8 million copies to customers around the world.

Through a unique consumer-driven model, The Great Course creates only the content that customers want, in formats that are readily available and convenient to use. From its original solid base of baby-boomers, the Company is capturing the interest of new generations of consumers by diversifying into areas such as lifestyle, leisure, and business topics, expanding internationally and pursuing new distribution channels. Prominent and loyal customers include Bill Gates, Charles Schwab, Bruce Hornsby, and Jim Collins, to name a few.

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POWERFUL FORCES DRIVING GROWTH

- The Great Courses fulfills two top motivations for individuals seeking further education: intellectual stimulation and skills enhancement.
- The boomer population is defining the concept of active aging—devoting time to enrich their lives through lifelong learning.
- Tech-savvy Gen X and Gen Y/Millennials are responding to The Great Courses' immediately accessible digital format.

SUBSTANTIAL EXPANSION OPPORTUNITIES

- **Product Diversity** – Half of the courses launched each year are expansions of new categories or topics designed for new markets.
- **International Presence** – Launches are planned for Australia, Germany, and mainland Europe within the next two years.
- **New Distribution/Marketing** – Channels such as social media and retail partnerships will extend the reach to a larger audience.

CREATING THE NEW PUBLISHING MODEL

- **Built From the Ground Up** – Unlike the traditional publishing model, courses are created to customers' exact preferences.
- **Loyal and Engaged Customers** – The customer-centric model and strong reliance on direct feedback creates an extremely loyal and engaged customer base.
- **High Customer Satisfaction** – More than 400 customer polls and surveys are conducted annually to determine the exact factors that will drive high customer satisfaction.
- **Most Engaging Professors/Experts** – The Great Courses auditions professors/experts from the world's leading educational institutions, including Harvard, Georgetown, Oxford, and Yale.
- **100% Success Rate** – Purchase intent is measured for every new course, ensuring success. Of the last 100 courses released, all were profitable.



“Passionate, erudite, living legend lecturers. Academia’s best lecturers are being captured on tape.”

LOS ANGELES TIMES

“Whether they're commuting to work or hammering out miles on the treadmill, people have made these digital professors part of the fabric of their lives.”

THE CHRISTIAN SCIENCE MONITOR

“A serious force in American education.”

THE WALL STREET JOURNAL

“I’ve never made a secret of the fact that I consider the products from [The Great Courses] to be the best value in college-level education today.”

MIDWEST BOOK REVIEW

“...courses that are mind-blowingly good.”

BILL GATES, MICROSOFT FOUNDER

“Pure intellectual stimulation that can be popped into the [audio or video player] anytime.”

HARVARD MAGAZINE

“It’s breathtaking the change these lectures can make in your life.”

BOB SCHIEFFER, CBS

“If you always wanted to attend Harvard, Yale, or Princeton... The Teaching Company... offers Ivy League entry without the tedious application process, the astronomical fees, the undesired required courses, or the pressure of final exams.”

INTERNATIONAL HERALD TRIBUNE

The Everyday Guide to Wine

The essential wine education course, now available on DVD from The Great Courses.

Designed and led by acclaimed Master of Wine Jennifer Simonetti-Bryan, this new course lets consumers raise their wine I.Q. at home.

New York, NY – June 15, 2010 – Wine lovers – both connoisseurs and novices – can now enrich their knowledge and enjoyment of wine through *The Everyday Guide to Wine*, a new DVD-based course taught by acclaimed Master of Wine Jennifer Simonetti-Bryan. This comprehensive and engaging wine education course was launched today by The Great Courses, the leader in consumer-driven, lifelong learning programs.

Dynamic and interactive, *The Everyday Guide to Wine* is an authoritative wine “seminar” that brings the expertise of one of the world’s pre-eminent wine authorities directly to consumers – all in the comfort and convenience of their own homes. Through 24 engaging half-hour DVD lectures, consumers will learn about the great wine regions of the world, how to savor a wide variety of wines, the terminology used by wine experts, and valuable tips for selecting, tasting and storing wine. The course is delivered by Jennifer Simonetti-Bryan, a designated Master of Wine and one of only four women in the United States ever to achieve this prestigious title – the most rigorous and difficult to obtain in the wine industry.

“*The Everyday Guide to Wine* is a rich educational experience for the brain, as well as the palate,” said Brandon C. Hidalgo, CEO of The Teaching Company, which produces The Great Courses. “We listened closely to consumers and designed the course to their exact preferences – with the dedication to quality, educational depth, and compelling content that distinguishes The Great Courses. And we have partnered with Jennifer Simonetti-Bryan, whose unique expertise has enabled us to create a wine education experience never before available to the public.”

“It was important to me to create a course both for connoisseurs wishing to deepen their appreciation of wine, and novices who want to take the mystery out of enjoying a great bottle,” said Ms. Simonetti-Bryan. “*The Everyday Guide to Wine* gives both novices and budding sommeliers an opportunity to learn about 130 different wines, every major grape variety and region, and my own trade secrets for identifying tasting notes and making food pairings – while learning at their own pace. The Great Courses is known for its rich content, superior quality, and academic integrity. I am proud to be part of their respected faculty.”

To learn more about The Everyday Guide to Wine or to purchase the course, visit www.everydaywineguide.com.

ABOUT THE GREAT COURSES

Designed to meet the powerful consumer demand for lifelong learning, The Great Courses is an intellectually engaging series of video and audio courses led by the world’s top professors and experts in diverse fields such as philosophy, history, literature, science, and the arts. Published by The Teaching Company, a rapidly growing media company with a 20%+ CAGR in revenues since 2006, The Great Courses pioneered the concept of producing comprehensive, noncredit, university-level courses for the enjoyment of lifelong learners. The Great Courses’ catalog features more than 300 Great Courses and has sold more than 8 million copies to customers around the world. For more information on The Great Courses, please visit www.thegreatcourses.com.

ABOUT JENNIFER SIMONETTI-BRYAN

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