



THE HEBREW  
UNIVERSITY  
OF JERUSALEM

**Years of Wine & Knowledge**

**For more information and registration**

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**Master in Viticulture  
and Enology**

The Robert H. Smith Faculty of Agriculture,  
Food and Environment

**At the heart of every exhilarating wine are years of knowledge, experience and hard work. The key to creating your next bottle of wine will be your true passion for knowing and understanding soil, climate and local conditions, and your readiness to spend many long days in cultivating it.**

**Our new academic program is designed to impart this knowledge comprehensively and in depth, from the vineyard to the bottle. The first of its kind in Israel, this program is intended for wine connoisseurs, newcomers and those already working in the industry; for a new generation of skilled wine professionals who desire to take their place among the world's experts.**

## Program Structure

The 672-hour program spans four consecutive semesters and is comprised of theoretical studies on campus and practical hands-on learning in the vineyard and winery. Students will be able to participate in a professional workshop abroad and at the end of the program they will be given the opportunity to intern at a commercial winery in Israel or abroad.

The program will focus on thorough training in the fundamental sciences and comprehension of all the different processes related to grape production and winemaking. Classes and labs will be held on Thursdays and Fridays at the Robert H Smith Faculty of Agriculture, Food and Environment of The Hebrew University of Jerusalem in Rehovot, and the Sorek Winery facility and vineyards.

## Academic Staff

Heading the program is Prof. Zohar Kerem, academic faculty member at the Robert H. Smith Faculty of Agriculture, Food and Environment of The Hebrew University of Jerusalem and world-renowned researcher in the fields of food chemistry, wine and olive oil research. Prof. Kerem's team studies the influence of novel agronomic and production traits on wine composition and the influence of grapevine diseases on the quality of wine; and develops innovative analytical tools for determining composition, tastes and aromas in wine.

Mr. Yotam Sharon, the program's professional coordinator, holds a DNO (National Diploma of Oenology) from the University of Montpellier in France, and a Master in Biochemistry from the Faculty of Agriculture, Food and Environment, The Hebrew University in Rehovot, Israel. Mr. Sharon has vast experience in the Israel wine industry and provides professional consultation to numerous leading wineries in the country.

The teaching staff includes Faculty staff: Prof. Oded Shosayov, Prof. Ben Ami Bravado, Dr. Roni Shapira, Prof. Masha Niv, Prof. Alon Samach, Prof. Amnon Schwartz and Prof. Ido Braslavsky, to name a few, and expert lecturers from specialized fields.



## Certificates and Internship

Students who successfully fulfill the program requirements will earn a Master of Science (MSc) degree in Viticulture and Enology from the Hebrew University of Jerusalem. Graduates may participate in a practical internship in a commercial winery in Israel or abroad for a span of 140 hours, at the end of which they will submit a summary report. The internship grants a specialization diploma in enology.

## Glimpse of the Program Curriculum

### Topics in Grapevines and Vineyards

Soil, water, fertilization and meteorology, grapevine anatomy and physiology, principles of grapevine growing with an emphasis on semi-arid zones and global warming, pests, weeds and grapevine diseases.

### Topics in Wine Production

Principles and application in the production of various wines, equipment for production and packing of wine and operation of a winery, microvinification, chemistry and stability of wine, and last but certainly not least, wine microbiology.

### Topics in Wine Analysis

Analysis of wine and must, biosynthesis of artificial flavors and smell in fruit and wine, sensory evaluation of different kinds of wine and flaw identification.

### General Topics

Economics, management and marketing in the wine industry, environmental influences of viticulture and wine production, professional workshop in Italy or France, innovation in wine and vineyards with international experts.

## Acceptance Requirements

To be accepted to the program, you will need a completed Bachelor degree from a recognized academic institution in the field of life sciences, agricultural sciences or similar fields. Graduates of other fields will be required to complete supplementary studies.

Candidates who meet all of the requirements will be invited for an interview.

## Dates and Cost

### Program Curriculum

- Program start date: March 14, 2019.
- Program cost: 96,000 NIS (US\$27,500). Includes a workshop in Italy or France and a practical internship.
- Registration fee: 1,000 NIS (US\$ 300). Non-refundable and will be applied to the remaining balance of the tuition.

### Preparatory Studies

- Preparatory studies cost: 5,000 NIS (US\$1,400).
- Registration deadline for the preparatory studies: August 31, 2018.
- Start date: November 1, 2018.

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