

V I N E R O N S E T M A I S O N S



## CHAMPAGNE.CAMPUS.COM: THE COMITE CHAMPAGNE IS LAUNCHING ITS FIRST E-LEARNING PROGRAMME

The Comité Champagne is launching its first e-learning programme. Known as Champagne Campus, it complements the digital package developed by the Comité Champagne to educate people about Champagne.

Accessible on PC, Mac, smartphone and tablet, [www.champagnecampus.com](http://www.champagnecampus.com) offers three training pathways: novices, enthusiasts and lovers.

After a number of questions designed to assess the user's level and choose the appropriate pathway, the programme explores in turn the wine-growing region, the vines, the winemaking process, tasting and the history of the appellation using numerous diagrams, films, photos, activities and computer graphics (watch the tutorial video on <https://www.youtube.com/watch?v=K-74hql-pk8>).

Already available in French, English and Chinese, Champagne Campus is intended for the general public, enthusiasts and trainers.

The tool is complemented by a mobile app consisting of 150 questions on Champagne wines and the Champagne region, available in Apple Store and Google Play (Champagne Campus).

Finally, each programme ends with a quiz, allowing users to share their scores on social media.

By means of Champagne Campus, the Comité Champagne is making available to as wide an audience as possible, both in France and abroad, a Champagne training resource that is contemporary, fun and easy to access.

Epernay, May 21st 2015