



# Introducing the Future of Global Tea Education

brought to you by



The Global Leader in Tea Education

## World Tea Academy is Your Solution to Professional Tea Education

**World Tea Academy focuses your financial investment in education – not travel.** We're here to help you meet your specific career goals through 20 classes and unrivaled advanced certifications. Our classes and certification programs were developed by an unprecedented group of tea industry experts and luminaries.

**All of our classes are delivered online to meet the demands of your busy schedule.** Our proven platform creates a classroom-like environment for dynamic student-to-student interaction from all over the world.

## 2 Levels of WTA Tea Certifications



## 4 Advanced Certification Paths

Our **Core Curriculum** consists of six CORE classes and one ADV class, which earns the student the **WTA Certified Tea Specialist™** title.

Our **Advanced Curriculum** is divided into four separate higher-level designations: **WTA Certified Tea Professional™**, **WTA Certified Tea Sommelier™**, **WTA Certified Tea Health Expert™**, and our newest track **WTA Certified Tea Blender™**. Like a college experience, students will need to complete 7 classes in their desired designation to earn their certification.

## World Tea Academy Certification Programs

**WTA Certified Tea Specialist™** | A fast track to accreditation to build core knowledge base or for front line staff training to improve sales.

**WTA Certified Tea Professional™** | Designed for business owners and individuals directly involved in the tea trade.

**WTA Certified Tea Sommelier™** | Created for tea room owners, their staff, and foodservice professionals.

**WTA Certified Tea Health Expert™** | Geared for spas, nutritionist, dietitians, and holistic healing and wellness professionals.

**WTA Certified Tea Blender™** | Provides the technical skills and deep understanding of the art and science of every aspect of creating blends and enhanced tea products

## WorldTeaAcademy.com

**We ship internationally to most countries!**

Students register online in the month prior to the course being held. Then on the first Monday of the month, students can log in online to start learning.

### Sessions Include:

- instructional videos
- individual assignments
- group assignments
- sensory evaluations
- key vocabulary definitions
- additional learning materials
- a test (for most classes)

### Starter Cupping Lab Kits include:

(for CORE 1 class only)

- cupping sets
- digital scale
- thermometer
- timer

The teas being cupped in each class will be shipped to you.



**CORE CLASSES** In these classes, **weeks one and two** of each session will focus on the key material content for the topic and **week three** involves taking the final exam and a series of cuppings – a skill you will hone throughout your certification. **Week four** allows time to finish all the assignments and tests. **Once you complete the first two courses**, you can jump around and achieve your **WTA Certified Tea Specialist™** accreditation in as little as 3 months.

## Core Curriculum

CORE.01*	Essentials of Camellia Sinensis	None
CORE.02*	Tea Enhancements and Grading Systems	CORE 01
CORE.03*	Tea Terroir I – China, Japan, Taiwan, Korea	CORE 01 & CORE 02
CORE.04*	Tea Terroir II – India, Sri Lanka, Kenya	CORE 01 & CORE 02
CORE.05*	The Infusion	CORE 01 & CORE 02
CORE.06*	Beyond Camellia Sinensis	CORE 01 & CORE 02
+	Any Advanced class of choice	CORE 01 & CORE 02

\*Ability to Test Out of class (see Jump Ahead by Testing Out on page 4)

**ADVANCED (ADV) CLASSES** In these classes, the schedule varies within the three-week period to accommodate the unique class materials. **Week four** allows time to finish all the assignments and tests. Our Advanced level certification programs offer unparalleled curriculums designed to allow flexibility and customization in the desired path of interest. Materials were put together by specialists from across the industry whose valuable expertise and knowledge has been incorporated into each class. Our certification tracks are: **WTA Certified Tea Professional™**, **WTA Certified Tea Sommelier™**, **WTA Certified Tea Health Expert™**, and **WTA Certified Tea Blender™**. All ADV Certifications require 7 classes to be taken within each track. You can earn one or all certifications by taking the designated number of classes listed for each certification.

## Advanced Curriculum

ADV.01	Advanced Cupping	HSP
ADV.02	Understanding the Organoleptic Experience	HSPB
ADV.03	The Culture of Tea Around the World	HSP
ADV.04	Biochemistry of Tea Processing	H
ADV.05	Presentation and Advanced Brewing Techniques	SP
ADV.06	Tea Lifestyle	H
ADV.07	Quality Systems for Product Management	SPB
ADV.08	Tea Sommelier Essentials	S
ADV.09*	Advanced Botanicals	PHB
ADV.10	Tea and Health	H
ADV.11	Blending, Flavoring, Scenting	SPB
ADV.12*	Formulating Delicious Blends	B
ADV.13*	Art of Flavoring, Blending, Scenting Tea Part 1	B
ADV.14*	Art of Flavoring, Blending, Scenting Tea Part 2	B

\* = Classes with pre-requisites. See website for details.    H = Health Track  
 S = Sommelier Track    P = Professional Track    B = Tea Blender Track

**Please note:** Anyone with a basic knowledge of the six types of tea can take these classes But, you must have earned a WTA Certified Tea Specialist certification to receive any Advanced Level Certifications.



## Meet Your Instructors



**Donna Fellman** Donna has been the Online Education Director and lead instructor of World Tea Academy since its inception in 2013. Donna's experience managing tea houses, training staff, and talking to customers convinced her that the future of the specialty tea industry needed a strong foundation in tea education. Since then, she has focused her work on serving the tea industry's needs by creating educational programs and classes, especially for the tea professional through several organizations and company training programs.



**Lisa Boalt Richardson** Lisa is the Online Assistant Education Manager for World Tea Academy. She has studied and traveled the globe researching and learning from masters about tea. Since forming Lisa Knows Tea in 2000, she has consulted with companies in product line development, worked with several Fortune 500s to help launch new tea lines, and trained employees in tea knowledge and service. Lisa is a sought-out speaker, teaching to the industry and to the public. She has authored three tea books with her latest being *Modern Tea: A Fresh Look at an Ancient Beverage* (Chronicle Books, 2014).

## Jump Ahead by Testing Out!

If you started in another certification program or have significant industry knowledge, World Tea Academy offers the opportunity to test into our Core program. Students can test through as many as six classes for less than an investment of a single class. The WTA Test-Only option offers students the chance to demonstrate their existing tea knowledge in order to earn WTA certifications more quickly. The Test-Only courses permit the exam to be taken twice. If a student doesn't pass the test, the investment will be applied to the full online course. **Please note:** WTA Test-Only courses do not provide any learning materials.

## What are students saying about World Tea Academy?

**"Enjoyed the professional classes...information was thorough and the assignments helped solidify all of the lessons. You have inspired me to continue to learn about tea."**

– Alex A.

**"...informative and educational. I've learned a lot and it has helped me on the pursuit of running a tea business. I'll continue checking out more courses for sure."**

– Phoebe L.

### STRATEGIC TECHNICAL ADVISORS

Babette Donaldson, *Tea Author*  
Kevin Gascoyne, *Camellia Sinensis*  
Suzette Hammond, *Being Tea*  
Eliot Jordan, *Mighty Leaf*  
Brian Keating, *Sage Group*

Lydia Kung, *Verileaf Fine Teas*  
Nigel Melican, *TeaCraft*  
Dan Robertson, *The Tea House*  
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