



# Introducing the Future of Global 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 22 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.

brought to you by



**The Global Leader in Tea Education**

## 2 Levels of WTA Tea Certifications



## 5 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 five separate higher-level designations: **WTA Certified Tea Professional™**, **WTA Certified Tea Sommelier™**, **WTA Certified Tea Health Expert™**, **WTA Certified Tea Blender™** and our newest track **WTA Certified Tea Aroma Expert™**. 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

**WTA Certified Tea Aroma Expert™** | Designed for tea professionals looking to become better at tasting, purchasing, and blending.

## WorldTeaAcademy.com

We have students from all over the world.

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)

Students need to order their class kits from our exclusive vendor when they register for the class. See details on website for ordering information.



**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
CORE.02	Tea Enhancements and Grading Systems
CORE.03	Tea Terroir I – China, Japan, Taiwan, Korea
CORE.04	Tea Terroir II – India, Sri Lanka, Kenya
CORE.05	The Infusion
CORE.06	Beyond Camellia Sinensis

\*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™**, **WTA Certified Tea Blender™** and **Certified Tea Aroma Expert**. 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	SPHA
ADV.02	Understanding the Organoleptic Experience	SPHBA
ADV.03	The Culture of Tea Around the World	SPH
ADV.04	Biochemistry of Tea Processing	HA
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	SA
ADV.09*	Advance Botanicals	PHB
ADV.10	Tea and Health	H
ADV.11	Blending, Flavoring, Scenting	SPB
ADV.12*	Formulating Delicious Blends	BA
ADV.13*	Art of Flavoring, Blending, Scenting Tea Part 1	B
ADV.14*	Art of Flavoring, Blending, Scenting Tea Part 2	B
ADV.15*	Aromas of Tea Part 1: The Basic	A
ADV.16*	Aromas of Tea Part 2: Oxidation, Firing, Fermentation	A

\* = Classes with pre-requisites. See website for details.

H = Health Track

A = Aroma

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 Director



### Lisa Boalt Richardson

#### Online Education Director

Lisa started with World Tea Academy in 2018 as the Online Assistant Education Manager and is now the Online Education Director. She has traveled the globe researching and learning from masters about tea. 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).

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## 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. Contact us to make arrangements to register for this option. **Please note:** WTA Test-Only courses do not provide any learning materials.

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## 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.

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### STRATEGIC TECHNICAL ADVISORS

Babette Donaldson, Tea Author  
Kevin Gascoyne, Camellia Sinensis  
Suzette Hammond, Being Tea  
Eliot Jordan, Mighty Leaf  
Lydia Kung, Verileaf Fine Teas

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