

News from the schools, June 2007

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The business of bubbly

Life is sweet for Stephen Charters, the newly appointed “Chair of Champagne Management” at **Reims Management School** in France's Champagne region, north-east of Paris. In late May Reims began a new programme, “Champagne's Future Leaders” (taught in French, *naturellement*). CIVC, a champagne growers' industry association, backed Mr Charter's appointment. The course, consisting of ten one-and-a-half-day sessions (it concludes in June 2008), is aimed at growers and wine industry professionals.

Reims says a shift by many of the region's growers—from simply supplying major champagne houses to producing their own distinctive labels for export—inspired the course's creation. Topics to be covered include “Evolution of the Global Wine Market” and “Profit Factors in the Champagne Sector”, as well as more conventional subjects.