

Press release – 03.10.2019

KEDGE Business School & Ecole hôtelière de Lausanne make their partnership official and launch their new programme “Master of Science Wine & Hospitality Management”

José Milano, Director General of KEDGE Business School, and Inès Blal, Managing Director and Executive Dean of Ecole hôtelière de Lausanne, made their partnership official this morning at the new KEDGE Paris campus and announced the launch of a joint “Master of Science Wine & Hospitality Management” programme for the 2020-2021 academic year.

The KEDGE Wine & Spirits Academy, a benchmark in wine and spirits management in higher education, and the EHL, the best hospitality school in the world, are joining forces to offer an unprecedented programme which responds to the issues of the viti-vinicultural, hotel and restaurant sectors and to market demand.

The Master of Science Wine & Hospitality Management will welcome its first students in October 2020. The programme will run for three semesters, including six months’ in-company work experience. It will enable students to acquire sound technical, managerial, marketing and economic skills, and understand and analyse key trends in the wine, hotel and restaurant sectors, market opportunities and potential synergies, in order to develop an optimal strategic vision.

“The wine, hotel and restaurant industries must work hand in hand. In these fragmented, competitive sectors, tomorrow’s managers must control the upstream and downstream processes, understand the markets, current issues and the importance of synergies and vertical integration. Our Master of Science Wine & Hospitality Management programme above all meets the need for training expert, adaptable managers who are strategists, who understand the challenges and who are able to come up with solutions. The world of wine is changing fast. It is becoming international and more complex and takes into account climate facts. Now more than ever, it needs ambassadors, while hotels and restaurants must continue to reinvent themselves. These two worlds must build the future together. We are delighted to help overcome this major challenge, through this programme, with a partner of choice,” says Jérémy Cukierman, Master of Wine and Director of KEDGE Wine & Spirits Academy.

“Thanks to this program, young graduates and professionals currently in work will be able to acquire unique strategic knowledge at the best hospitality school in the world and at an internationally renowned wine and spirits management institute. It is an absolute pleasure to form this partnership with the KEDGE Business School, which reflects our commitment to constantly offering the best training in the world through innovative learning solutions. The EHL and KEDGE are both global benchmarks in their respective fields and share excellence as a principal value and a common vision regarding training future leaders.” - Achim Schmitt, Professor and Associate Dean at Ecole hôtelière de Lausanne.

Following the announcement of this partnership, Philippe Faure-Brac, President of the French Sommelier Association and Best Sommelier in the World 1992, Jean-François Piège, double Michelin-starred chef, and Mauro Governato, Managing Director of The Peninsula Paris Hotel participated in a roundtable discussion led by Achim Schmitt and Jérémy Cukierman MW on the topic **“The rapidly changing wine market: the hotel and restaurant industries at the heart of the equation. Synergies and strategies for success”**. This provided an opportunity to discuss the profound changes in the wine market and the increasing importance of differentiation in the hotel and restaurant industries. Discussions which confirmed the need to strengthen reciprocity between two coexisting worlds and the added value of a Wine & Hospitality Management programme which trains the sector’s future decision-makers accordingly.

Contact for programme admissions : Claire Lamoureux +33 (0)5 56 84 63 48 - claire.lamoureux@kedgebs.com

About EHL :

EHL Ecole hôtelière de Lausanne Lausanne is an ambassador for traditional Swiss hospitality and has been a pioneer in hospitality education since 1893 with over 25,000 alumni worldwide and over 120 nationalities. EHL is the world’s first hospitality management school that provides undergraduate and graduate programs at its campuses in Lausanne and Chur-Passugg, as well as online learning solutions. The School is ranked n°1 by QS

World University Rankings by subject and CEOWorld Magazine, and its gastronomic restaurant is the world's only educational establishment to hold a Michelin Star.

About KEDGE Wine & Spirits Academy:

The KEDGE Wine & Spirits Academy is based in Bordeaux, worldwide capital of wine. With a presence at the heart of the various bodies of the wine-producing industry, relaying information and influence, the Wine & Spirits Academy not only has the aim of training managers in the wine and spirits sector but also of supporting changes in the industry by offering help in decision-making, by developing local & international projects to provide economic support to stakeholders and by channelling momentum.

About KEDGE Business School

KEDGE Business School is a benchmark French business school with 4 campuses in France (Paris, Bordeaux, Marseilles, and Toulon), 3 overseas (2 in China, in Shanghai and Suzhou, and 1 in Africa in Dakar) and 3 partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 12,600 students (25% of whom are international students), 183 full-time lecturers (44% of whom are international), 275 international academic partners and 65,000 graduates worldwide. KEDGE offers a portfolio of 36 training programmes in management and design for students and industry professionals. It also provides customised educational programmes for businesses at national and international levels. KEDGE Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conférence des Grandes Ecoles. It is also recognised by the French government, with officially approved programmes, and is EESPIG-certified. KEDGE is ranked 35th by the Financial Times in the European Business School rankings and 36th globally for its Executive MBA.

kedge.edu - [@kedgebs](https://www.facebook.com/kedgebs) - [Facebook/kedgebs](https://www.facebook.com/kedgebs)

Press contacts :

EHL

Sherif Mamdouh – tel : +4121 785 10 53 / sherif.mamdouh@ehl.ch

KEDGE Business School

Julien Ravier / +33 (0) 671 535 161 / julien.ravier@kedgebs.com
Aurélié Heuga / +33 (0) 556 846 343 / aurelie.heuga@kedgebs.com