

"It Will be Enriching in Every Way"

At Doemens, Water Sommelier training now offered in Spanish

Rosa Elena Pita Coelho and Dr. Peter Schropp.



Images: Doemens

The national and international Water Sommelier training programme is an established part of Doemens Academy. The international courses, held in English, are particularly popular. However, there are also many people from Spanish-speaking countries interested in these courses. And, of course, the question often arises whether Doemens could also offer a Water Sommelier course in Spanish. "After all, Spanish is one of the most widely spoken languages in the world. And there are many bottling companies in Spain as well as in Central and South America that market natural mineral waters", emphasizes Rosa Elena Pita Coelho, who will be leading the "Sommelier de Agua" course at Doemens in September 2024.

BREWING AND BEVERAGE INDUSTRY INTERNATIONAL: Mrs. Pita Coelho, why does the two-week Doemens training program take place from September 9th to September 20th in Graefelfing, near Munich, and not in a Spanish-speaking country?

Rosa Elena Pita Coelho: There are several reasons for this. Firstly, the target group for this Spanish course is spread across different continents, i.e. Europe as well as South and Central America. This means that most potential participants would need to catch a flight anyway, regardless of the selected location. And besides, Munich is a major air traffic hub.

Then there are the ideal training conditions here at Doemens Academy. All the tasting samples are on site, there are plenty of tasting glasses available and the new Doemens Academy facility is a modern training center with well-equipped seminar rooms, a canteen, etc. Plus there is a new hotel right next to Doemens where seminar participants can be conveniently lodged.

BBII: What arguments would you use, for example, to convince employees of a South American mineral water company to travel to Europe to complete the two-week "Sommelier de Agua" training program?

Pita Coelho: I want to emphasize that, in Latin America, people understand the importance of technical training and exploration of new markets. As a matter of fact, the search for personal and professional growth through high level studies is quite common there.

Personally, I believe that there is no need to "convince" anyone in Latin America; the desire for continuing professional development allows them to make the right decisions when they see training courses that have the professional support of established institutions such as Doemens – which brings more than 125 years of history and is known worldwide for its international training courses.

The challenge ahead of us at Doemens right now is to let the Spanish-speaking world know that, starting this year, this prestigious German academy is offering its Water Sommelier courses for the first time in the Spanish language.

With proper organization and planning, all interested parties across the globe can organize their trip and lodgings nearly a year in advance, which has many advantages in terms of cost and logistics. Companies can now include these trainings in their employee investment plans well in advance.

BBII: What is the target group for the "Sommelier de Agua" course?

Pita Coelho: The training content is of value to individuals, professionals, and companies:

- People, professionals and companies dedicated to water in its great diversity.
- HoReCA sector
- Beverage sector: beer, juices, flavored waters, etc.
- Professionals, private persons and companies dedicated to health, natural medicine and quality of life.
- Entrepreneurs in the health area.
- Athletes, sports health centers, etc.
- As well as to anyone who is passionate and sensitive to the topic of water.

BBII: You completed your water sommelier training at Doemens last year. What content has been particularly valuable for you?

Pita Coelho: The content is quite broad and of high value, so much so that in my home we made important changes in the type of water we consume, looking for those waters that favor the healthy growth of our children, intellectual per-

formance and improvements in performance during physical activities such as sports. The knowledge I acquired regarding the valuable contribution that water can provide in our quality of life is very important to me.

Personally and professionally, I believe that we are "bombarded" with beverages and foods that slowly threaten our health. High sugar content, additives, etc. have gained ground in our palates, making many of us forget how valuable it is to consume the right amount of water in order to maintain a healthy metabolism and body.

Another important aspect is the enriching discussions we had on water

footprint, the global water situation and imminent health risks. Other important points include:

- Learning more about the issue of water bottled in different types of packaging.
- Recognizing "flavors in water" that bring benefits to our body.
- Crystal formation in water – in all its diversity – is a marvelous thing!
- The pairing of water with different foods and beverages is an amazing science!
- Visits to the springs and the water bottling companies that maintain high quality standards and high technology equipment.

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Interview

BBII: Is the content based on the German training programme?

Pita Coelho: 100 percent. Topics included in the Water Sommelier seminars in Spanish follow the German language curriculum exactly. Together with Dr. Peter Schropp, we have included current realities of the water world that are of global interest and that will further enhance the content of this training.

During the 80 units of practical and theoretical training that we will provide, participants will deepen their knowledge of water diversity. The training is theoretical as well as practical and focuses on in-depth tastings to practice sensory assessment and formulate clear descriptions of various waters using all the senses (sight, smell, taste, touch).

Of course, international brands will be tasted, including water brands from Spanish-speaking countries. In addition, we are always happy when participants bring water from their home country, which we can then incorporate into the tastings.

BBII: Which new content will you include in the Water Sommelier training programme?

Pita Coelho: A world as globalized as the one we live in today allows us to include new topics such as: Microplastics in water, the new trend toward "alkaline water" and new startups in

the world of mineral water.

BBII: How will you integrate Doemens water expert Dr. Peter Schropp into the training programme?

Pita Coelho: I will conduct the seminars in Spanish and Dr. Peter Schropp will be available at all times to support the programme so that we can all benefit from his extensive experience, accumulated over so many years.

We will have an excellent opportunity to work side-by-side with the creator and Director of this professional Water Sommelier training programme throughout the two weeks; eg. during field trips, during the theoretical training and especially during the practical training, that is, during all the tastings. Simultaneous translation of Dr. Peter Schropp's comments will be available to participants as needed.

BBII: What do you expect from the "Sommelier de Agua" course in September 2024? What can participants expect from the seminar?

Pita Coelho: Personally and professionally, it will be enriching in every way, both for me and for each participant. Being able to share experiences with people from different countries, various backgrounds, cultures and experiences, united by a common passion, is invaluable. Water gives us an opportunity to establish a positive synergy and to apply the principle: "the whole is



In the water sommelier training course, the many facets of mineral water are shown

more than just the sum of its parts". From my own personal experience, I am convinced that participants will never see water in the same way again after the training, having at their disposal a proven theoretical and practical competency gained through deep and careful exploration of the world of water.

BBII: What benefits will participants in this seminar obtain?

Pita Coelho: First of all, they will be certified as Water Sommeliers by a prestigious German academy such as Doemens.

Secondly, graduates of the Water Sommelier training programme will be able to join the "Union of Water Sommeliers E.V." This worldwide association of Certified Water Sommeliers is known as "WSU". The association promotes the idealistic and economic interests of water sommeliers as well as mineral and spring water merchandisers.

The Wassersommelier Union advocates for its members, especially in the field of professional development. The activities of this "Union of Water Sommeliers" are multi-focused: Professional development of its members, sensory evaluation of water, annual events and meetings, to be able to advise as a Water Sommelier, conduct sensory trainings at home, contribute to periodicals.

BBII: Mrs Pita Coelho, thank you kindly for this interview. (mon) ←

Further information:
<https://doemens.org/en/savour-sensory/water-sommelier/sommelier-de-agua/>



Extensive, varied tastings are a major part of the water sommelier training program.