

Press release
Lyon, 10 February 2025

INSTITUT LYFE AFFIRMS ITS LEADERSHIP IN WINE EDUCATION WITH THE LAUNCH OF AN MSC IN SUSTAINABLE INTERNATIONAL WINE TOURISM AND AN EXCLUSIVE SERIES OF CONFERENCES

Institut Lyfe, an international point of reference in education in the culinary arts, pâtisserie, hospitality and restaurant management, is set to launch a brand new MSc in Wine Tourism. This programme of excellence, designed to train future leaders in the sector, will be accompanied by a unique series of conferences bringing together professionals, students and enlightened wine lovers.

A new Master of Science in Wine Tourism, certified by the Conférence des Grands Ecoles Formation to expand the portfolio of Masters courses

Institut Lyfe is proud to announce the launch of its MSc - Master of Science in Sustainable International Wine Tourism, an international programme of excellence taught over 2 years, accessible in the 1st or 2nd year. Certified by the Conférence des Grandes Écoles, the course is designed to train a new generation of managers capable of crafting unique wine tourism experiences and developing the reputation of wineries, with a particular focus on sustainable practices, innovation and digitalisation.

Delivered entirely in English, this MSc offers a **comprehensive vision of wine tourism and hospitality**, supporting the transformation of the sector, and elevating estate wineries into truly **exceptional tourist destinations**. It highlights their heritage while integrating sustainable practices to minimise environmental impact. Through a blend of **academic excellence and immersive training in the field**, this course enables students to acquire **technical, managerial and strategic skills** within prestigious estates around the world.

V.I.N.S (Voyage of Initiation for the New Sommelier): a series of unique oenological explorations for enthusiasts and experts

Under the direction of Gaëtan Bouvier—Meilleur Sommelier de France, Meilleur Ouvrier de France (MOF), and Master of Port—Institut Lyfe introduces **V.I.N.S. (Voyage of Initiation for the New Sommelier)**, a series of **10 exclusive events** dedicated to the world of wine.

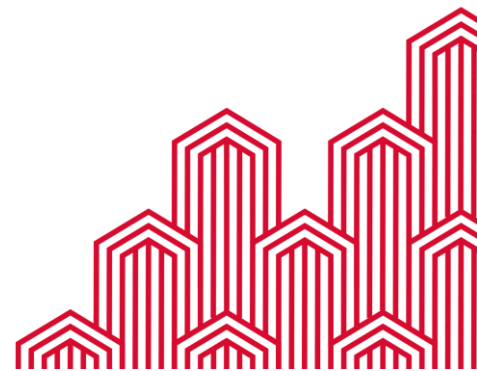
Open to professionals, students and wine enthusiasts, these monthly events offer a **deep-dive experience**, in an atmosphere combining expertise and conviviality. From the vine to the glass, **V.I.N.S.** is a space where producers, sommeliers and enthusiasts can come together to explore all the facets of wine. **A rich and varied programme: the 10 themes of "V.I.N.S."**

Calendar for 1st semester 2025

- **25 March 2025** : Wine Tourism in France - Past, Present and Future
Speakers: Hervé Novelli, Ludovic Walbaum, Vanguélis Panayotis, Michel Chapoutier, Pascal Savary
- **April 14, 2025** : Beaujolais - "Juste Le Blanc": Exclusive Tasting
Speakers: Marine Descombes, Julie Pitoiset and Claude Edouard Geoffray
- **19 May 2025** : Plant Secrets and Massal Selection - Creating Exceptional Wines
Speakers: Marc Ebinger, Sophie and Maxime Barmès-Buecher

Institut Lyfe

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About Institut Lyfe

Institut Lyfe trains committed and responsible decision-makers in the hospitality, restaurant, culinary arts and pastry professions. Over the past 30 years, it has built up a unique ecosystem of higher education, research and vocational training. It currently welcomes 1,200 students encompassing 75 nationalities. Its teaching is based on experiential learning, centred around project management, talent development, entrepreneurship and creativity. Its international strategy is built on an educational hub created with the world's leading schools and universities, along with its network of 5,000 alumni in 90 countries. It is the first private higher education establishment in the hospitality and restaurant sector to be recognised by the French Ministry of Higher Education and Research and offers state-approved Bachelor's degrees in international management. It is also the only school in France to have a Michelin-starred training restaurant, a 5-star hotel-school and a Research Centre whose scientific work contributes to the quality of its teaching and its forward-looking vision on careers in the hospitality industry. In 2025, its application restaurant l'Institut in Place Bellecour is set to become Pavillon, a training restaurant by Yannick Alléno and Institut Lyfe.

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