For Immediate Release

Cabrillo College Culinary Arts Program Welcomes Frederick Dame, Master Sommelier
Lecture and Tasting on Blind Varietal Identification for Cabrillo Culinary Arts Students, March 19th
at Sesnon House

APTOS, CA — Cabrillo College today announces that Frederick Dame, Master Sommelier and President of the Court of Master Sommeliers Worldwide who was featured in ‘Somm,’ the recent documentary by Jason Wise about preparing for the master sommelier exam, will deliver a presentation and tasting seminar to Cabrillo Culinary Arts and Hospitality Management students on Wednesday, March 19th from 2:00 – 5:00 p.m. in the Sesnon House. The event is limited to Culinary Arts students and is not open to the public.

Dame, the first American to have served as president of the Court of Master Sommeliers and currently the Vice President of Prestige Accounts at Southern Wine and Spirits of California, will be describing and demonstrating to students his method of blind varietal identification. Southern Wine and Spirits is donating the wine for the tasting lecture and demonstration. The Master Sommelier certification is a high honor held by a select few in the world, that includes proven mastery of wine, spirits, cigars and table service, as well as mastery of wine and food pairings.

“We are honored to bring Frederick Dame to share his talent with students in Cabrillo’s Culinary Arts and Hospitality Management program,” said Sue Slater, Catering and Wine Instructor. “Fred is known for his incredible palette and a photographic memory – he passed the wine portion of the master sommelier program by identifying five of six wines by smell only – our students are very much looking forward to this lecture and demonstration, and we are grateful to Southern Wine and Spirits for the wine donation that will make this special event possible."

Influenced by an overwhelming student demand, the wine program at Cabrillo College has recently been restarted. This spring semester, two wine classes are being offered, including Wine and Wine Service (CAHM 172A), Sensory Evaluation of Wine Varietals (CAHM 172B), and Wines of California (CAHM 179). Slater is in the process of working on creating two skills certificates and an associate’s degree for the wine program at Cabrillo College.

Several students who have taken Slater’s wine courses at Cabrillo College have left their current fields to pursue careers in the local wine industry.

“I started taking Cabrillo’s wine classes in 2006, ‘just for fun’ with good friends - that first day, we quickly decided it was more than that - we were in it to win it, and studied daily – at the time, I owned a coffee shop,” said Cathy Bentley, former Cabrillo student. “Three years and 10 wine classes later I sold my coffee shop and went into the wine industry full time. After working at Silver Mountain and MJA Vineyards, I created Wineaux Times, a marketing and events consulting business for the wine industry, and currently I’m the Sales Manager for Guurgle, a social media wine application. I’m also studying for the Certified Specialist of Wine (CSW) exam, and I make wine with a wine co-op of people from the
Cabrillo Wine Program. Our label is called Back Door Cellars and we produce 400 cases each year. Next year, I’ll be teaching the Tasting Room Management course at Cabrillo College.”

For Cabrillo’s Summer Session, Slater will offer a course on French Sparkling Wine & Champagne Tuesday evenings from 6-9 p.m., and in Fall Semester 2014 Slater will expand the program to include a Viticulture class. For additional information, visit the Cabrillo College website at www.cabrillo.edu/home/programs and click on Culinary Arts and Hospitality Management.

About Frederick Dame
Frederick Dame is the first American to have served as president of the Court of Master Sommeliers Worldwide, and he assists restaurateurs and hoteliers in developing their wine programs in his role as director of prestige accounts for Beam Wine Estates. He is currently also the president of the Guild of Sommeliers Education Foundation.

Dame was the first American to pass all three parts of the Master Sommelier Diploma Exam in a single year. He also scored the top in his class, earning him the Krug Cup of the British Guild of Sommeliers in 1984. Dame founded the American Branch of The Court of Master Sommeliers in 1986 and has played an active role in the expansion of the master sommelier program throughout America since then.

He is also active in the culinary arts, serving as an Honorary Trustee of The American Academy of Chefs, the honor society of The American Culinary Federation. He was awarded the Antonin Carême Medal, which honors chefs who have made extraordinary contributions to the culinary profession, to education, to the advancement of gastronomy and the culinary arts, by the Chefs Association of the Pacific Coast. He also was made a supreme knight of the Knights of the Vine in 2000. He was elected to the National Restaurant Association College of Diplomates in 2004.

A sixth generation Californian, Dame graduated from Washington and Lee University in Lexington, Va., with a degree in journalism and communications.

About Cabrillo College
Cabrillo College is a leading California community college serving Santa Cruz County with locations in Aptos, Scotts Valley and Watsonville. It is ranked #1 in transfers to UC Santa Cruz. Founded in 1959, the college offers over 100 academic and career technical education programs that serve multiple educational goals such as A.A. and A.S. degrees, certificates of achievement, skills certificates, transfer to 4-year institutions or for lifelong learning and personal enrichment. Cabrillo College is a dynamic, diverse and responsive educational community that is dedicated to helping all students achieve their academic, career, and personal development goals.

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