



PURELOGICA®

ACADEMY

极尚学院





PURELOGICA
A LOYALTY
BRAND

THIS IS TO CERTIFY THAT
SUN YAN TONG
HAVING SATISFIED THE EXAMINERS
IS HEREBY AWARDED THE

PRACTISING WATER SOMMELIER
IN WITNESS WHEREOF
THE OFFICIAL SIGNATURE AND SEAL
ARE HEREBY AFFIXED
PARELOGICA PWS-1-2012-000000

[Signature]
JAN Q. LAM (PWS)
CHIEF EXAMINER
PRACTISING WATER SOMMELIER ASSOCIATION

[Signature]
JASON NG
CHIEF EXAMINER
PRACTISING WATER SOMMELIER ASSOCIATION

12 JAN 2012 08:06:19
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PRACTISING WATER SOMMELIER
PARELOGICA PWS-1-2012-000000

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ARE HEREBY AFFIXED

[Signature]
JAN Q. LAM (PWS)
CHIEF EXAMINER
PRACTISING WATER SOMMELIER ASSOCIATION

APPROVED BY
JASON NG
CHIEF EXAMINER
PRACTISING WATER SOMMELIER ASSOCIATION

John Zhu Founder & Master Water Sommelier

Certified Master Water Sommelier of Korean International Sommelier Association (KISA), Vice President of KISA, President of Certified Water Sommelier Association - (KISA China Division) , CEO of Purelogica China, Associate Fellow of Australian Marketing Institute (AMI), Member of Chief Marketing Officer Council Worldwide, Certified Chinese Tea Grader & Examiner, Certified water sommelier course writer.



No. 2016-83002

Korea International Sommelier Association



Certificate of Water Master Sommelier
워터 마스터 소믈리에 자격증

Zhu, Jiang-Liang
朱 姜 良

This is to certify that the above-mentioned person has successfully passed the test supervised by Korea International Sommelier Association and acquired the qualification of Water Master Sommelier.
위 사람은 사단법인 한국국제소믈리에협회의 워터 마스터 소믈리에 자격시험에 합격하여 자격증을 수여함.



Jaeyoungko
President, Korea International Sommelier Association
사단법인 한국국제소믈리에협회 회장

January 1, 2017
Issue Date

January 1, 2022
Expiration Date



Korea International Sommelier Association
Member of the Association
de la Sommellerie Internationale

Water Sommelier



Water + Wine + Tea + Coffee



Key Facts - hospitality industry China

15,000,000 hospitality industry workforce

857 registered 5 star hotels

470 billion USD industry

0 accredited water sommelier





Purelogica Academy Course Offerings

Water Sommelier (Internal & External Training & Certification)

In partnership with Kyung Hee University College of Hotel & Tourism Management & Korean International Sommelier Association (KISA)

Key Personnel & Board of International Advisors:

- Prof. Dr. Ko, Jae Youn (Honorable Professor)
- John Zhu (Founder & CEO of Purelogica Academy)
- Martin Riese (Celebrity International Water Sommelier)
- Grace Ri (Lecturer & Course Advisor)



Purelogica Academy Course Offerings

Tea Sommelier (Internal & External Training & Certification)

In partnership with Kyung Hee University College of Hotel & Tourism Management & Korean International Sommelier Association (KISA) & Zhejiang University Faculty of Ariculture & Biotechnology, College of Tea Science & Tea Research Institute of Zhejiang University & Chinese Academy of Agricultural Sciences Tea Research Centre

Key Personnel & Board of International Advisors:

- Prof. Dr. Ko, Jae Youn (Honorable Professor)
- Prof. Shu - Ying Gong (Honorable Professor)
- Prof. Yue - Fei Wang (Honorable Professor)
- Prof. You - Ying Tu (Honorable Professor)
- Associate Prof. Dr. Ping Chen (PhD. Associate Professor)
- John Zhu (Founder & CEO of Purelogica Academy)



Purelogica Academy Course Offerings

Wine Sommelier [External Training & Certification]

In partnership with Kyung Hee University College of Hotel & Tourism Management & Korean International Sommelier Association (KISA) & Wine & spirit Education Trust (WSET) & The Court of Master Sommeliers Worldwide & Wines of Chile Academy

Key Personnel & Board of International Advisors:

- Prof. Dr. Ko, Jae Youn [Honorable Professor]
- FongYee Walker [Master of Wine]
- Tommy Lam [Chairman of the China Sommelier Association & China Sommelier Competition]
- Julio Alonso Ducci [Managing Director of Wine of Chile]
- Tansy Zhao [Celebrity China Wine Sommelier]
- John Zhu [Founder & CEO of Purelogica Academy]





Purelogica Academy Course Offerings

Coffee Diploma (External Training & Certification)

In partnership with The Speciality Coffee Association of Europe (SCAE) & Australian Speciality Coffee Association (ASCA)

Key Personnel & Board of International Advisors:

- Charlotte Wang (China Chief Representative of SCAE)
- Shawn Zhou (Authorised SCAE Trainer - AST)
- John Zhu (Founder & CEO of Purelogica Academy)





PURELOGICA[®]
ACADEMY

[Water Sommelier Course Design, Accreditation & Certification]



PRACTICING WATER SOMMELIER - LEVEL 1

COURSE NAME: PURELOGICA® PRACTICING WATER SOMMELIER - LEVEL 1

COURSE NUMBER: PURELOGICA - PWS - 1

QUALIFICATION: PURELOGICA® ACADEMY STATEMENT

DESCRIPTION: The PURELOGICA® WATER SOMMELIER - LEVEL 1 This course prepares students for an entry-level job in hospitality or retail. The program delivers the basic product knowledge and skills required in the service and retail of natural bottled water. The program is an excellent introduction for HORECA professionals, wine sommeliers, tea sommeliers, coffee barista and water enthusiasts. You will learn about fundamentals of water, water source, natural and processed water, sensory evaluation of water, water tasting process and methods, essentials of natural minerals, water service and etiquette, and unlock the secret to matching the perfect water with food & wine.

Note: PURELOGICA® PRACTICING WATER SOMMELIER - LEVEL 1 is the pre-requisite for studying for the PURELOGICA® CERTIFIED WATER SOMMELIER - LEVEL 2 Award in Water.

DURATION: 3 HOURS LECTURE + 72 HOURS SELF STUDY + 1 HOUR EXAMINATION

ENTRY REQUIREMENTS: Participants need to be 18 years or older to comply with the liquor service requirements of the Chinese Law. Proof of Age may be required.





CERTIFIED WATER SOMMELIER - LEVEL 2

COURSE NAME: PURELOGICA® CERTIFIED WATER SOMMELIER - LEVEL 2

COURSE NUMBER: PURELOGICA - CWS - 2

QUALIFICATION: PURELOGICA® ACADEMY STATEMENT & KISA CERTIFIED WATER SOMMELIER

DESCRIPTION: The PURELOGICA® WATER SOMMELIER - LEVEL 2 This course explores the world of natural bottled water extensively with essential knowledge and methods of water tasting, water pairing with other beverages such as wine, Chinese tea and coffee.

The program has been designed in conjunction with Korea International Sommelier Association (KISA) to provide vocational training in fundamental knowledge of natural bottled water and product knowledge for those employed in the food and beverage industry. The course material is tailor - made for the Chinese market incorporating some of the historical and contemporary cultural consumption trends and behaviours such as water with Chinese tea, coffee & wine.

It is ideal for those seeking a good level of product knowledge, job skills and competencies in natural water. The program is also appropriate for those not employed in the food & beverage industry but who wish to expand their knowledge of natural water.

Note: PURELOGICA® CERTIFIED WATER SOMMELIER - LEVEL 2 in Water is the pre-requisite for studying for the PURELOGICA® ADVANCED WATER SOMMELIER - LEVEL 3 Award in Water.

DURATION: 3 DAY INTENSIVE PROGRAM + 120 HOURS SELF STUDY + 2 HOURS WRITTEN EXAMINATION + 2 HOURS PRACTICAL EXAMINATION



ADVANCED WATER SOMMELIER - LEVEL 3

COURSE NAME: PURELOGICA® ADVANCED WATER SOMMELIER - LEVEL 3

COURSE NUMBER: PURELOGICA - AWS - 1

QUALIFICATION: PURELOGICA® ACADEMY STATEMENT & KISA CERTIFIED WATER SOMMELIER - ADVANCED

DESCRIPTION: The PURELOGICA® ADVANCED WATER SOMMELIER - LEVEL 3 This course provides in-depth knowledge of a wide range of bottled water sourced around the world. The course is designed to give a thorough understanding of water and its commercial importance in the world's market. The course is open to students who hold the PURELOGICA® CERTIFIED WATER SOMMELIER - LEVEL 2 can demonstrate essential knowledge of water and pairing methods with wine, Chinese tea and coffee.

This course will assist those who are required to make professional evaluations of water with regards to their quality and commercial value. The course provides in-depth product knowledge required to underpin job skills and competencies, for example in product selection in the retail and hospitality sectors. It is also a course suitable to keen amateurs wishing to explore the world of water.

Successful candidates will be able to describe the characteristics of the principal water categories and give information on the key factors influencing style, quality and value. They will consequently be in a position to advise management, to answer customer queries authoritatively, and to make informed selections of water in a variety of situations. Candidates should also have thorough knowledge & understanding of wine, Chinese tea and coffee.

DURATION: 1 DAY PER WEEK OVER 8 WEEKS + 120 HOURS SELF STUDY + 3 HOUR WRITTEN EXAMINATION + 3 HOURS PRACTICAL EXAMINATION.

ENTRY REQUIREMENTS: - PURELOGICA® CERTIFIED WATER SOMMELIER - LEVEL 2 + Level 2 in Wines & Spirits by WSET - Wine & Spirit Education Trust + Intermediate Level in 1 OF 3 Modules (Brewing, Barista skills or Sensory Skills) by SCAE - Speciality Coffee Association of Europe + Intermediate Level (Chinese National Certification Grade 4) in Sensory Skills by Tea Research Institute of Zhejiang University.





PROFESSIONAL WATER SOMMELIER - LEVEL 4

COURSE NAME: PURELOGICA® PROFESSIONAL WATER SOMMELIER - LEVEL 4

COURSE NUMBER: PURELOGICA - PWS - 1

QUALIFICATION: PURELOGICA® ACADEMY STATEMENT & KISA CERTIFIED WATER SOMMELIER - PROFESSIONAL

DESCRIPTION: PURELOGICA® PROFESSIONAL WATER SOMMELIER - LEVEL 4 This course provides a specialist knowledge of the principal fine natural water of the world. It applies the systematic approach to the professional evaluation of water. Learn to interpret information, develop a thorough understanding of market trends and make management decisions in a variety of trade and industry sectors within global and domestic markets.

The course is suitable for people within the industry either working in or wishing to progress into management roles and for the serious water enthusiast wishing to build on knowledge gained at advanced level and acquire expertise in water tasting. The PURELOGICA® PROFESSIONAL WATER SOMMELIER - LEVEL 4 is the stepping-stone to the Master Water Sommelier qualification.

DURATION: 1 DAY PER WEEK OVER 16 WEEKS + 240 HOURS SELF STUDY + 3 HOUR WRITTEN EXAMINATION + 3 HOURS PRACTICAL EXAMINATION.

ENTRY REQUIREMENTS: - PURELOGICA® ADVANCED WATER SOMMELIER - LEVEL 3 + Level 3 in Wines & Spirits by WSET - Wine & Spirit Education Trust + Professional Level in 1 OF 3 Modules (Brewing, Barista skills or Sensory Skills) by SCAE - Speciality Coffee Association of Europe + Advanced Level (Chinese National Certification Grade 3) in Sensory Skills by Tea Research Institute of Zhejiang University + Min 10 Years Industry Experience.





MASTER WATER SOMMELIER - LEVEL 5

COURSE NAME: PURELOGICA® MASTER WATER SOMMELIER - LEVEL 5

COURSE NUMBER: PURELOGICA - MWS - 1

QUALIFICATION: PURELOGICA® ACADEMY STATEMENT & KISA MASTER WATER SOMMELIER

DESCRIPTION: Course to be designed

DURATION: To be Confirmed

ENTRY REQUIREMENTS: - PURELOGICA® PROFESSIONAL WATER SOMMELIER - LEVEL 4 + WSET Diploma Level + Professional Level in 1 OF 3 Modules (Brewing, Barista skills or Sensory Skills) by SCAE - Specialty Coffee Association of Europe + Professional Level (Chinese National Certification Grade 2) in Sensory Skills by Tea Research Institute of Zhejiang University + Min 10 Years Industry Experience + letter of reference to support their application from Purelogica Academy, KISA or another reputable senior industry professional.





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