

Academy appoints new events and membership manager



Sarah Peters, new events and membership manager at AFWS

The Academy of Food & Wine Service has appointed Sarah Peters as its new Events and Membership Manager to run its extensive programme of events and competitions including Sommelier of the Year, Restaurant Manager of the Year and the Academy Annual Awards.

Sarah has a strong background in events management both in-house for hotels and establishments such as Simpsons-in-the-Strand, as well as for organisations such as the Energy Industries Council and the Theatregoers Club of Great Britain. She has also worked as a journalist, writing about and reviewing hotels and restaurants for various magazines.

?I'm very pleased to be working with the Academy. I was brought up in a hotel ? food and wine are a real passion of mine, so this position marries my events background with my interest in the hospitality industry. This is also an exciting time for the Academy with the on-going development of new training courses and initiatives, and a line-up of well established and respected competitions.?

The regional finals of the Moët UK Sommelier of the Year will be held on 30 April 2012, with the grand final on the 23 May at the London International Wine Fair at ExCel London.

You can contact Sarah about attending or entering any of the Academy's events or about joining the organisation by emailing her at Sarah@afws.co.uk or calling 0208 661 4641.

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For further information, please contact:

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Editor's notes

The Academy of Food & Wine Service (AFWS) established in 1988, is the professional body for front-of-house service. It is dedicated to improving the status and awareness of food and beverage service as a viable career choice, raising standards across the industry, and encouraging teamwork to foster good relations with other industry sectors. The Academy can offer advice and training to anyone following, or considering, a career as a sommelier, wine waiter, waiter, bar manager or restaurant manager.

www.afws.co.uk.