

# Mamma Jumbo Shrimp



Contact: Mamma Jumbo Shrimp Media Dept.  
+39 045 8101447

[info@justdothework.it](mailto:info@justdothework.it)

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## Italian Wine Podcast launches fully immersive “Italian Grape Geek” course

A completely new set of learning resources is to be launched on 12 November by the production team behind the influential *Italian Wine Podcast* and the award-winning *Italian Wine Unplugged 2.0* textbook. The innovative resources offer wine enthusiasts a free and completely immersive learning experience, as well as the opportunity to become a certified Italian Grape Geek, while learning from some of the most accomplished wine experts in the world. The three-stage course includes an informative learning journal, an exclusive podcast series, an online exam and, for successful candidates, a personalized Italian Grape Geek Certificate. While the resources are designed to be engaging and inspiring, they are also an important stepping-stone for students serious about deepening their knowledge and understanding of Italian wine and taking their learning to the next level.



The convenient new Italian Grape Geek course allows learners to study at their own pace and has three distinct elements.

First, *My Italian Grape Geek Journal*, realized with the generous support of Colangelo & Partners, provides learners with the opportunity to take a more personalized approach to their studies. It

identifies 140 of the most important Italian grape varieties and gives learners the space to add their own tasting notes, pairing suggestions and wine evaluations.

Second, *The Italian Grape Geek Podcast*, a new podcast series to accompany the journal, is hosted by a team of certified Italian Wine Ambassadors, with each episode focusing on a “Must know” grape, offering insight and opinion from the Italian wine experts who know them best.

Third, an online exam gives learners the opportunity to put their knowledge to the test. Successful candidates will receive a personalized *Italian Grape Geek Certificate*. The exam and certification process is completely free.

**Stevie Kim**, founder of Mamma Jumbo Shrimp, said: *“This new three-step approach to learning about Italian grapes is designed to provide a fun but stimulating access point to the incredibly complex world of Italian wine. Focusing on the most important Italian grape varieties, it provides a fully immersive learning experience with the learner at the center. While the journal represents the first step on the journey to becoming a certified Italian Wine Geek, the podcast series deepens that knowledge with insight and expertise from those with first-hand experience in the field. The final step in the process is an online exam, which gives students the opportunity to test themselves and consolidate what they have learned.”*

Full details of the learning resources are available on the Italian Wine Podcast website at [www.italianwinepodcast.com](http://www.italianwinepodcast.com). *My Italian Grape Geek Journal* is available on Amazon from 12 November 2023.

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About: Mamma Jumbo Shrimp is the umbrella brand of the [Just Do The Work agency](#), founded by Stevie Kim, Managing Director of Vinitaly International. The goal of Mamma Jumbo Shrimp is to bring together a global community of wine enthusiasts by harnessing emerging social media platforms and creating high quality content in its products, such as podcasts, books, videos and maps. Mamma Jumbo Shrimp promotes engaging communication, information, and education in entertaining, inclusive formats.