



THE INSTITUTE OF
MASTERS *of* WINE

INFORMATION PACK
FOR THE MW EDUCATION PROGRAMME
2009-2010

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Master of Wine Education Seminars and Examination in 2009-10

Australasian		Adelaide		20 -25 November 2009**
European theory-only		Cookham (UK)		7 – 10 January 2010
European practical-only		Cookham (UK)		7 – 10 January 2010
European first-year		Rust (Austria)		17 – 24 January 2010
North American		Napa (USA)		29 Jan – 3 February 2010
European second-year		Bordeaux (France)		15 – 20 February 2010**
MW examination		various*		8 -11 June 2010

* London, the Napa Valley and Sydney

** TBC

THE INSTITUTE OF MASTERS OF WINE

We owe our beginning to the Vintners' Company, one of the oldest UK livery companies, which received its Royal Charter in 1437, and to the Wine and Spirit Association. Soon after the Second World War the two organisations recognised that they needed to improve the standard of education in the wine trade and to certify its talented members. In 1953 the two bodies organised an examination process known as the Master of Wine examination. A couple of years after the inaugural exam, in 1955, the Institute of Masters of Wine was formed by the people who had passed the exam.

Since its foundation, the Institute has become a truly global professional membership body. All members of the Institute have passed the Master of Wine examination and agreed to abide by the Institute's Code of Conduct, thereby gaining the right to use the title Master of Wine or its abbreviated form, MW.

The Institute is a non-for-profit body, funded by annual subscriptions from its members and by the generous corporate support of a variety of companies in the industry. The widespread international support for the Institute is an endorsement of its aims, as well as being an expression by those organisations of the importance they attribute to high-level professional education for the wine industry.

The Institute is governed by a Council of Masters of Wine, made up of elected and ex-officio members, with specific activities delegated to various committees. The Executive Director is responsible for the implementation of general policy and the day-to-day running of the Institute and the Executive Office. The Education Manager is responsible for the implementation of the Institute's Education Programme which is designed to assist candidates in their preparation for the Master of Wine Examination.

Institute activities include official visits by members to wine-producing regions of the world, seminars, comparative wine tastings, and the organisation of high-level international symposia. The Institute also maintains a substantial library of contemporary and rare books which is housed at The Guildhall in London, and is open by appointment to members, students and the public at large.

In addition to the Institute's official activities, individual members contribute to the promotion of wine knowledge by lecturing at various international events including the Diploma courses organised by the Wine and Spirit Education Trust.

MILESTONES IN THE HISTORY OF THE INSTITUTE

1953

Six candidates out of 21 pass the exam and become Masters of Wine.

1955

Institute of Masters of Wine (IMW) is formed in London.

1970

First female Master of Wine, Sarah Morphew Stephen MW.

1984

The Institute opens the exam to people working outside the wine trade (such as winemakers and journalists). Jancis Robinson OBE MW becomes the first non-trade Master of Wine.

1988

First Master of Wine from outside the UK. Michael Hill Smith AM MW from Australia passes the exam.

1990

First Masters of Wine from the USA. Joel Butler MW and Tim Hanni MW pass the exam.

1992

The education programme and the exam are delivered on three continents; Australia, Europe and North America.

2006

The Endowment Fund is established to secure the Institute's financial stability and promote its strategic goals. Funds are raised through cash donations from members and by auctions of wine and winery visits provided by Masters of Wine and Institute supporters.

2008

First Masters of Wine from Asia, Jeannie Cho Lee MW and Debra Meiburg MW from Hong Kong, and Lisa Perrotti-Brown MW from Singapore.

THE FUTURE: OUR VISION AND GOALS

The Institute of Masters of Wine is the pre-eminent source of international market-orientated wine knowledge in the world. Thus, the Institute thrives to uphold the highest standards within the global wine industry by promoting knowledge, understanding and appreciation of wine, along with responsible consumption.

The Institute wishes to remain committed to enhancing the personal and professional, wine-related goals of its members. The international presence of MWs, who are regarded as experts in the art, science and business of wine, in all sectors of the wine trade ensures that the Institute remains relevant and dynamic.

The Institute aims to provide members of the global wine trade with an education programme assisting them in the preparations for the MW Examination. The education programme attempts to develop a set of problem solving skills specific to the wine industry and the ability to spot important trends. We concentrate on making our students committed and disciplined all through their studies, and inspiring them to gain insight into all aspects of the global wine business.

THE MASTER OF WINE QUALIFICATION

The Master of Wine is a professional trade qualification awarded to candidates who have successfully passed all three parts of the Master of Wine Examination and joined the Institute. It is regarded as the highest accolade in wine education in the world. Candidates who wish to obtain the qualification need to follow the two-year education programme leading up to the closed-book part of the exam, which includes two elements: theory and practical. After having achieved a pass in the first two parts of the exam candidates will be required to complete a dissertation project before becoming a member of the Institute.

THE MW EDUCATION PROGRAMME

The Institute organises an education programme for students who wish to become Masters of Wine. It is principally a self-study programme and is not full time. Students participate in a one-week residential seminar each academic year, attend course days and receive support from a mentor. The academic year begins in mid-September and finishes at the end of May.

HOW TO APPLY

Applications for the MW education programme can be submitted every year between mid-July and mid-September. The application includes details of the academic and professional background of the prospective student as well as the submission of two assignments: one essay and a set of tasting notes. Applicants will be notified about the result of their application by the end of October. Application forms can be downloaded from the Institute's website or requested from the Education Manager at peter@mastersofwine.org.

PRE-REQUISITES

The Master of Wine qualification is a professional one. For that reason, we strongly recommend that applicants hold the WSET Diploma, or another qualification of at least the same level – for example a bachelor or masters degree in oenology or wine marketing.

Applicants are required to have at least five years of professional experience in wine and to have a good standard of written and spoken English.

STUDY LOCATIONS

The Institute offers its education programme on three continents. The European residential seminars are organised in Rust (Austria), Bordeaux (France) and Cookham (UK). The European programme includes course days, which are usually held in London.

The North American residential seminar is held in the Napa Valley (USA) and there are fall course days offered on both West and East Coasts, typically in Napa and New York City.

The Australasian residential seminar is being re-located to Adelaide in 2009. The Institute organised its first Asian course day in Singapore in November 2008 and hopes to host further course days in Asia.

THE LANGUAGE OF EDUCATION AND EXAMINATION

The official working language of the Institute is English. The education programme is delivered in English. All examination papers are in English, but candidates may use their native language for the theory part of the examination. The Institute contributes to the translation costs, but candidates do bear most of the translation costs themselves.

FEES

	Europe (£)	North America (US\$)	Australasia (AU\$) Based on sharing double room	Australasia (AU\$) Based on single room	Australasia (AU\$) Seminar fee only
Application	80	140	140		
First-year	2150	2750	3450	3900	2700
Second-year	2150	2750	3450	3900	2700
Theory-only	1100	1550	2250	2700	1500
Practical- only	2150	2750	3450	3900	2700

The application fee will be charged only for those applying for the first-year education programme. The European prices are exclusive of VAT (current rate is 15%); if the Institute receives an EU tax code from the payer, VAT is not applicable. Australasian prices are exclusive of GST (current rate is 10%). The full terms and conditions are on the application form.

Prospective students should be aware that other personal expenses will be involved in their preparations for the examination. They will need to taste widely throughout the education programme and will also need to purchase books for reference, subscribe to various magazines and visit wine producing regions.

SCHOLARSHIPS

As a result of various generous donations, a number of scholarships and bursaries are available to MW students.

SCHOLARSHIPS FOR STUDENTS WORLD-WIDE

1. The **AXA Millésimes Scholarship** will be awarded annually to up to three MW students, worldwide, at any stage of their studies (including Dissertation). It will include: two to three days at AXA Millésimes' Bordeaux properties: with – according to the season – tours of the Chateaux estates, work in the vineyards and cellars, tastings and blending with the individual winemakers; two days at either Mas Belles Eaux in Languedoc or Domaine de l'Arlot in Burgundy; a visit to either Quinta do Noval in the Douro or Disznókő in Tokaj. The prize may be taken in October or November 2009 (dates to suit all parties). The prize will include accommodation, meals and transport between the properties within France. All winners will undertake the trip as a single group. Selection will be by essay, written in or translated into English, to a maximum of 1000 words.
2. The **Champagne Trinity Scholarship** will enable a **first year student** to gain a unique insight into the Champagne industry from the perspective of three leading, family-owned houses: Bollinger, Pol Roger and Louis Roederer. The winning student,

selected by essay, will travel to the Champagne region on successive visits, at vintage time and for the blending of the vins clairs in the spring. Application in the form of an essay and should be submitted with the application form for the 2010 Education Programme. The winner will be announced at the relevant First Year Seminar. Please note that travel will be paid within Europe only.

3. The **Alfredo Vidaurre Scholarship**, earlier known as the Montes Chilean Scholarship and renamed after Alfredo Vidaurre, who was a founder of Montes and died in February 2008, consisting of a US\$ 10,000 travel bursary; will enable the winner to travel to Chile, to visit Montes and other premium wine producers in the region, and to further their knowledge about this diverse and viticulturally exciting country. It will be awarded to a candidate from anywhere an essay on a selected topic on the subject of Chile and its wines.
4. The **Selection Schwander Scholarship** will be awarded to a Master of Wine student who performs exceptionally well in the First Year Assessment and whose first language is not English. This assessment takes place the year before the Master of Wine examination and is an interim test of students' ability to communicate their wine knowledge and tasting ability.
The Scholarship is open to Master of Wine students from around the globe and reflects the desire of the Institute of Masters of Wine to be accessible to students of all nationalities.
5. The **Yalumba Scholarship**, worth £3,000, is awarded annually to one Europe or Americas-based, second-year MW student enrolled on the full education programme. This generous scholarship consists of:
 - a return flight ticket on economy class to the MW seminar in Melbourne from a major city near the winner's hometown;
 - accommodation for the duration of the MW seminar in Melbourne; and
 - a one-week visit to the Yalumba's vineyard, nursery and winery in Adelaide (a return flight ticket on economy class from Melbourne to Adelaide, accommodation and visits)The winner will be expected to produce a short report about the visit to Yalumba, which will be published on the Institute's website for the benefit of other MW students.
6. The **Reh Kenderman Bursaries** valued at £750 each are available for a maximum of two students. The bursary consists of a trip to Germany as a guest of Reh Kendermann to be taken in the year of the award and the costs covered include the flight, hire car and accommodation for 3 nights with a value of up to £750 for each trip. Applicants will be invited to submit an essay by the end of November 2009 with announcements in April 2010.

SCHOLARSHIPS FOR STUDENTS WITH GEOGRAPHIC LIMITATION

1. The **Chairman's Scholarship**; this scholarship is awarded annually at the discretion of the Chairman of the Institute, and will provide the successful candidate with: three years Education Programme fees; two attempts at the exam; and two tasting cases of wine per annum, delivered to the winner's home.

SCHOLARSHIPS FOR US STUDENTS

1. The **André Crispin Commanderie de Bordeaux Scholarship aux Etats Unis Scholarship** is a scholarship of substantial value given to an outstanding student enrolled on the 2nd year North American Education Programme, to fund travel to enhance his/her knowledge of Bordeaux. The successful candidate will be notified of the award in February at the North American Seminar.
2. As a result of a number of individual donations, scholarships of \$500 each will be awarded to outstanding performance by students enrolled on the **1st or 2nd year North American Education Programme**. The awards will be announced in February at the North American Seminar. One of these scholarships is the Gibson Smith Scholarship, worth \$500 for a North American student on the North American course, and available to students coming from a retail or restaurant background. The decision will be announced at the end of the Napa Seminar.
3. The **Gibson Smith Scholarship**, worth \$500 annually, will be awarded to an outstanding North American Student who is involved in a consumer-facing role in the wine trade. The person selected will be required to write a letter to the Gibson Family explaining why s/he is pursuing the MW title.

STUDENT TRIPS

The annual **Bordeaux trip** is generously supported by the Conseil des Grands Crus Classés. The four-day trip includes visits to, and extensive tastings at, more than a dozen châteaux in the Medoc classification, an educational tasting of three vintages across five communes, a full day in the Sauternes and Barsac classification and lectures by Prof. Denis Dubourdiou on viticulture, Dewey Markham Jr. on the history of the 1855 classification, and a leading Bordeaux negociant. The trip culminates in a gala dinner at one of the Premier Grand Cru châteaux.

The **VDP – DWI – Reh Kendermann** trip was organised in 2009 for the first time. A group of MWs and MW students visited producers in the Rheingau and Rheinhessen. Lectures at the Geisenheim Research Institute and an extensive tasting opportunity at the Mainzer Weinbörse were part of the programme.

The annual **Geisenheim trip** is part of the strategic co-operation between the Geisenheim Research Institute and the Institute of Masters of Wine. It features lectures, workshops and field visits with the professors and students of the renowned German establishment.

THE STRUCTURE OF THE EDUCATION PROGRAMME

The education programme takes a minimum of three years, although it may take longer dependent on the progress of the individual student. Applicants are notified by the end of October every year whether they have been accepted on to the education programme.

The first year programme introduces students to the breadth of the syllabus and encourages them to identify at the outset the potential areas of weakness in their knowledge, understanding and experience. Working with MWs, they develop the skills and techniques required in the practical part of the examination and also build their own self-study programme. A course day typically begins with a blind tasting in the morning, led by MWs, and is followed by afternoon lectures from MWs and specialist guest speakers in senior positions across the industry. During the year, students will have several assignments. Many students find it useful to form study groups where they can meet and practise blind tasting.

The **First-Year Assessment (FYA)** is in the last week of May and it includes two essays from any four theory papers and a written practical tasting paper. These are marked by a panel of MWs under the supervision of the Education and Examination Board (EEB) to assess if students are ready to advance to the second-year programme. The theory part of the assessment may be written in another language than English. In this case the Institute arranges for the translation and students bear the cost. The practical part must be written in English.

The **second year** is designed to help with the intensive build up to the examination. The seminar follows a similar format to the first year, but it has greater emphasis on examination technique, question interpretation and tasting workshops, with feedback on students' progress.

Mentor support: each student is assigned an MW who will act as his or her mentor over the course of the education programme. All mentors give their time voluntarily and receive no remuneration. The mentor will advise students about structuring and monitoring their revision programme and will comment on the assignments – essays and tasting questions – centrally set to all students.

There is an **essay writing scheme** for those students who wish to write more than the assignments require. This scheme is for an extra charge, currently £145+VAT. The extra essays are marked by MWs. This is an additional provision and is entirely voluntary.

The **MW Examination** is divided into three parts: theory, practical and dissertation. Candidates are required to undertake the closed-book parts of the exam, theory and tasting, until they achieve a pass in at least one with three attempts within four years. Candidates have a maximum of five attempts within six years to achieve a pass in both theory and practical. Once a pass is achieved in both, candidates may progress to dissertation, which can be completed within a minimum of one year. It consists of the candidate's own original research written up in a maximum of 10,000 words in English.

Those who have achieved a pass in all three parts of the exam and signed the Code of Conduct will become Masters of Wine and be formally admitted to the Institute at the Annual Awards Ceremony and Reception in November every year.

THE MW EXAMINATION

A candidate may only apply to take the Examination if he/she has followed the second year education programme in the same year that he/she sits the examination.

Application forms will be sent to all second year students in the second half of March and must arrive at the Institute in London by the closing date, normally during the middle week of April.

Candidates must be sponsored both by their employer (if applicable) and by a Master of Wine, usually their mentor, who confirm that they have interviewed the candidate in relation to the examination syllabus, and consider the candidate adequately prepared to sit the examination.

The "Conditions of Entry to the Master of Wine Examination" should be read by all those applying for admission onto the Education Programme.

Candidates are only admitted to the professional body of the Institute once they have passed the Theory, Practical and Dissertation parts of the examination and, in addition, have signed the declaration on admission which binds them to the Code of Conduct of the Institute.

Once candidates have become MWs, they will be expected to mentor other students and to assist in the Education Programme, as they themselves have been helped.

The Examination is held on the same dates and at the same local times in London, California and Sydney. In 2010 the examination will take place from 8 - 11 June 2010, with the Practical papers scheduled on the first three mornings. The dates may be subject to change.

Candidates whose first language is not English have the option to answer any or all of the four Theory Papers in their first language. Regardless of proficiency in English, it is recommended that Paper 4, Contemporary Issues, should be written in the candidate's first language and translated, so as to demonstrate the candidate's true personal command of expression.

Candidates will be invoiced by the Institute for the costs of translation by an officially qualified translator. The Institute normally bears part of this cost.

The three Practical Papers will require answers in English.

THE FORM OF THE EXAMINATION AND HOW IT IS MARKED

The full Syllabus document is available online included in following section. The Examination is divided into three parts: **Theory, Practical** and **Dissertation**.

Candidates are required to undertake both parts and are not deemed to have passed the Examination until they have satisfied the EEB in the Theory and Practical parts of the Examination, and have completed a successful Dissertation.

Candidates may only sit the Theory and Practical parts of the Examination five times within a six-year period, that period to commence from the first attempt. Candidates must pass at least one of the Theory and Practical parts within a maximum of three attempts in four years. (See Conditions of Entry to the Master of Wine Examination for full details.)

The Examination Board reserves the right to change these terms without notice. No candidates already in the programme will be disadvantaged as a result.

THEORY PART OF THE EXAMINATION

This consists of **four** papers, each of **3 hours duration**. Each of the four papers carries equal marks.

Papers 1 and 2 - The Production of Wine

Three questions to be answered on each paper. Questions on both papers may be set on any aspect of the Production of Wine unit of the syllabus.

Paper 3 - The Business of Wine

Three questions to be answered.

Paper 4 – Contemporary Issues

Two questions to be answered.

The Theory examination will be structured in such a way that candidates will be required to answer questions across the spectrum of topics included in the Syllabus. This may be achieved by a compulsory question, by dividing the papers into parts or in the structure of the questions themselves.

PRACTICAL PART OF THE EXAMINATION

Three morning papers each of **2 hours 15 minutes**, 12 wines to be tasted blind in each paper.

Each of the three Practical papers carries equal marks.

Pre-printed sheets for answers, which indicate the marks available for each section, will be provided.

While "**Practical I**" has historically been devoted to **white** wines, "**Practical II**" to **red**, and "**Practical III**" to include **still, dessert, fortified** (liqueur), and **sparkling** wines, the Practical Examination Panel reserves the right to vary that mix without notice.

PASS MARKS

A candidate only becomes a Master of Wine by passing the Theory and Practical parts of the Examination and then successfully completing a dissertation. It is not possible to sit a single part of the Examination on its own, unless one part of the Examination has already been passed. Currently the pass mark is set at 65% in each individual paper.

It is possible to pass either the Theory or the Practical part of the Examination, from which date a candidate is entitled to retain that pass for the subsequent years up until the six year period has lapsed. The candidate may sit the other part of the Examination in each of the remaining years.

The Examination Board reserves the right to change these terms without notice. No candidates already in the programme will be disadvantaged as a result.

Candidates failing one Theory paper may, at the discretion of the examiners, be required to sit only the failed paper itself (as well as the Practical part of the Examination, if this has not been passed) in the following year. If unsuccessful in that attempt candidates will be required to re-take the entire Theory part of the Examination.

Candidates will be advised of their results by late September. Those candidates who were not successful will also be informed of their grades in all Theory papers, so that they can use this information to assist in planning their preparation towards their next attempt at the Examination.

PURPOSE AND OBJECTIVES OF THE EXAMINATION

The purpose of the Examination is to provide the opportunity for candidates to demonstrate a professional, international and general knowledge and understanding of the wine industry as defined in the following terms:-

- i) the wine industry includes “the production of wine, commercialisation of wine (to include storage, distribution, sales and marketing, investment and management) and education concerning wine (to include dissemination of information about wine).”
- ii) wine is defined as “the alcoholic beverage obtained from the fermentation of freshly gathered grapes.”

The objectives of the Examination are to ensure that candidates can demonstrate their competence in:-

- i) sensory evaluation and understanding of the world’s wines;
- ii) gathering, understanding, interpreting and communicating knowledge of and insights about the world’s wines and the wine industry.

THEORY PAPERS 1 AND 2: THE PRODUCTION OF WINE

Unit Purpose

Paper 1 will examine candidates' knowledge and understanding of 'Characteristics of the vine and wine' up to and including 'alcoholic and malolactic fermentation'.

Paper 2 will examine candidates' knowledge and understanding of 'Wine maturation, blending and bottling' up to and including 'quality assurance and quality control'.

The purpose of this unit is to assess candidates' knowledge and understanding of wine production. An understanding of the processes of grape growing and wine making should be complemented by knowledge of the science which underlies the practical issues. Candidates should be aware of the implications for wine style, quality and costs of decisions taken at each stage of wine production. An awareness of areas of active research in topics relevant to wine production will be necessary. Whilst region specific questions are unlikely, candidates will require a broad background knowledge of the world's wine regions and wine styles. The examples given in answers should demonstrate a familiarity with a variety of wine regions. Candidates should know how issues such as finance, economics, law, general management, quality assurance/quality control and the environment bear on wine production.

Learning Outcomes

Candidates will be expected to demonstrate knowledge and understanding of the following:-

- **Characteristics of the vine.**
Vine species. Vine varieties. Clones. Development of new vine varieties. Vine propagation. Rootstocks and grafting. Growth cycle of the vine. Life cycle of the vine.
- **Establishment, re-planting and acquisition of vineyards.**
Practical and economic issues of planting, or re-planting, vineyards. Issues concerning the acquisition of vineyards through purchase or inheritance.
- **Factors affecting grape growing.**
Climate. Weather. Soil. Aspect. Effect of these factors on wine style, quality, yield and cost. The concept of "terroir".
- **Cultivation of the vine.**
Types and methods of pruning and training. Underlying principles and practical applications of canopy management. Irrigation. Application of fertilisers. Use of herbicides. Green harvesting. Implications for yield of all of the above. Bio-dynamic, organic, and other alternative cultivation methods.
- **Maladies of the vine and their control.**
Vine pests. Vine diseases. Physiological disorders. Prevention and control of the above.

- **Structure and composition of grapes.**
Grape structure. Chemical composition of grapes, e.g. sugars, acids, anthocyanins, tannins etc.. Analytical techniques. Fruit ripeness. Noble rot.
- **Harvesting of grapes.**
Timing of the harvest. Picking options. Grape transportation. Quality and cost implications.
- **Processing of grapes.**
Grape reception. Grape handling strategies eg. de-stalking, crushing, pressing and skin contact. Must treatments. Temperature control.
- **Fermentation.**
Alcoholic fermentation. Role of yeast, enzymes, temperature and fermentation vessels. Strategies for the extraction of colour, aroma, flavour and tannin. Carbonic maceration, whole bunch fermentation and thermovinification. Theory and practice of malolactic fermentation.
- **Maturation and blending.**
Maturation options for the wine maker. Types of maturation vessel. Inert storage. Blending options. Timing of bottling.
- **Stabilisation, clarification, packing and labelling.**
Movement of wine in bulk. Methods of stabilisation and clarification eg. fining, filtration, centrifugation, cold stabilisation etc. Use of chemicals in wine making and wine handling – their function, action and application. International regulations governing the use of chemicals. Packing into bottles and other containers. Ingredient labelling. Closures.
- **Production of sparkling wines.**
Production techniques for sparkling wines. Grape selection and pressing. Temperature control. Selection and blending of base wines. The second fermentation. Maturation. Finishing.
- **Production of fortified wines.**
Production techniques for fortified wines. Selection of base wines. Timing of fortification. Practice and significance of blending and maturation. Finishing.
- **Quality assurance and quality control.**
Composition of wine and its faults. Analysis of wine, its purpose, use and limitations. QA and QC systems and structures for wine and dry goods. Practical issues of QA and QC. Compliance with statutory regulations. Effects of storage and transport on wine after packing.

Method of assessment

Two written examination papers, each of three hours duration. Both papers will require a maximum of three answers and will be structured in such a way that candidates will have to answer questions across the spectrum of topics included in wine production. This may be achieved by having a compulsory question, dividing the papers into parts or in the structure of the questions themselves.

THEORY PAPER 3: THE BUSINESS OF WINE

Unit Purpose

The purpose of this unit is to assess candidates' current knowledge and understanding of financial, commercial and marketing aspects of the international wine industry. Candidates should demonstrate the ability to apply their knowledge to a range of business situations including marketing and investment strategies, financial decision making, supplier – customer relationships and strategies for identifying and meeting consumer demand. Candidates will require a broad background knowledge of wine industry structures around the world and how these relate to one another.

Learning Outcomes

Candidates will be expected to demonstrate knowledge and understanding of the following:

- ***Theory and practice of marketing wine.***

Marketing strategy applied to growers, producers, exporters/importers, buyers and sellers.

Market research, applied to existing and potential wine purchasers with clear understanding of techniques of information gathering and analysis as well as awareness of consumption trends nationally and internationally.

Product marketing applied to different sectors of the market for wine. Factors influencing market segmentation. Theory and practical application of product positioning and branding in relation to the market and product range.

Promotional and sales techniques relevant to the wine industry. Understanding of the role of advertising and public relations and use of communications media.

Pricing trends nationally and internationally eg. producer, *en primeur*, wholesale, retail and at auction.

- ***Financial and commercial awareness.***

Candidates will be expected to have a broad understanding of the financial and commercial structures affecting all sectors of the wine industry eg *negociants*, agents, brand owners, brokers, grape growers and co-operatives, wineries, large multinational producers, marketing co-operatives, merchants, consultants, specialists, supermarkets, wine chains and mail order operators. Factors to be considered when appraising investment decisions in different industry sectors. Influences on business decisions including strategic planning, national and international laws, taxation and currency fluctuations. Whilst candidates are not assumed to be specialists in finance they may be expected to demonstrate a broad understanding of balance sheets, profit and loss accounts and how costing and pricing decisions are made in the wine industry.

- ***Trends and challenges facing wine producing countries and regions.***
Candidates will be expected to demonstrate knowledge of export shares and trends for significant producing countries and regions and should use specific examples to support their answers. Broad knowledge of industry structures world-wide is essential and this may be supplemented by specific examples from regions with which candidates are most familiar.

Method of Assessment

One written examination paper of three hours duration. This paper will require three answers and will be structured in such a way that candidates will have to answer questions across the spectrum of topics included in the business of wine. This may be achieved by having a compulsory question, dividing the paper into parts, or in the structure of the questions themselves.

THEORY PAPER 4: CONTEMPORARY ISSUES

Unit Purpose

The purpose of this unit is to assess candidates' ability to demonstrate communication skills, individual insights and knowledge by writing in depth on subjects which are of relevance to today's wine industry.

Learning Outcomes

Successful candidates will demonstrate:

- Ability to write persuasively, authoritatively, imaginatively and fluently, showing a breadth of understanding of contemporary wine issues.
- Knowledge and analysis of social, historical, cultural, health, ethical, educational, communication and media issues relevant to the wine industry.

Method of Assessment

One written examination paper of three hours duration. The paper will require two answers and will be constructed in such a way that candidates will have to answer questions across a spectrum of contemporary issues. This may be achieved by having a compulsory question, dividing the paper into parts, or in the structure of the questions themselves.

PRACTICAL (TASTING)

Unit Purpose

The purpose of the Practical units are to assess candidates' organoleptic competencies and knowledge of wine through tasting. Candidates should be able to demonstrate wide knowledge of the world's wines using analysis and evaluation.

CONDITIONS TO THE ENTRY TO THE MASTER OF WINE EXAMINATION

1. Wine Industry Experience

Candidates must have been working in the wine industry for a period of not less than five years prior to the date of the examination. Candidates who have not been working in the wine industry but who, in the Institute's opinion, have contributed significantly, or are contributing actively, to the pursuit of excellence in the field of wine may exceptionally also be allowed to enter.

2. Prior qualification

It is a condition that all students who can reasonably take the Wine and Spirit Education Trust Diploma Examination in both parts do so before enrolling for the mandatory two year Master of Wine Educational Programme. Exception will be granted where the candidate can demonstrate, by certification and to the satisfaction of the Institute, that he or she has attained a similar or higher level of knowledge of wine.

3. Preparation

All candidates shall have taken and passed the First Year Educational Programme and, in the year of sitting or re-sitting the examination, shall have taken and completed the Second Year Educational Programme, or relevant part of it, organised by The Institute of Masters of Wine.

4. Sponsorship

On each occasion they enter any part of the examination, if employed candidates must be sponsored by their employer. If this is impossible, or if self-employed, candidates must be sponsored by a senior member of the wine industry to whom they are known personally. In addition, all candidates must be sponsored separately by a member of The Institute of Masters of Wine. The sponsors must certify that they have interviewed the candidate in relation to the syllabus, and consider him or her adequately prepared to undertake the examination.

5. Structure of the Examination

5a. The Examination is divided into three Parts – Theory, Practical and Dissertation. Candidates are not deemed to have passed the examination until they have satisfied the Examination Board in each part.

5b. Candidates are required to sit both the Theory and the Practical papers at each attempt until one or other is passed. Failure to sit any Paper for which the candidate is entered without exceptional cause will disqualify the candidate from the Examination in that year.

5c. Candidates passing one part of the examination (excepting the Dissertation) in any one of their attempts at the complete examination, either Theory or Practical, need only enter for the part failed for their remaining attempts.

6. Single Theory Paper Re-sits

Candidates failing one Theory paper only may be asked, at the discretion of the Examination Board, to re-sit that paper only in the following year. Failure to pass in the following year would mean re-entering for the whole Theory examination.

7. Number of attempts

7a. Candidates may only attempt any part of the examination (excepting the Dissertation) a maximum of five times within a six-year period, that period to commence on 1st January immediately prior to the date of the first attempt.

7b. In the event that after three attempts, or the end of four years if sooner, a candidate is unsuccessful in both the Theory part and the Practical part of the examination, the candidate will no longer be permitted to re-enter the programme until a minimum three year period has elapsed. The only exception is where a candidate is granted a single paper re-sit in the Theory part and thus may sit that single paper (together with the Practical part) in the following year.

7c. In the event that a candidate is unsuccessful in achieving a pass in the remaining timed part after all of their attempts have been exhausted, the candidate would not be permitted to re-enter the Educational Programme until a minimum three year period has elapsed. The only exception is where a candidate is granted a single paper re-sit in the final attempt at the Theory part and thus may sit that single paper in the following year.

8. The Dissertation

8a. Following success in the timed examinations, candidates will be required to submit a Dissertation within the current published timetable. There is no restriction on the number of attempts by a Candidate to achieve a Dissertation Pass.

8b. Candidates who pass the Theory part will be granted, exceptionally, the option to submit their Dissertation synopsis prior to passing the Practical part.

8c. Candidates who have passed the Practical part, and are granted a Single Paper Re-sit in the Theory, will be granted, exceptionally, the option to submit their Dissertation synopsis prior to passing the single paper.

9. Language

Candidates who are not normally English-speaking will be allowed to answer the Theory question papers in their mother tongue. Candidates electing to write in their own language must first undertake to pay The Institute of Masters of Wine for the services of a bonded translator. Responses to the Practical examination questions must be written in English irrespective of the mother tongue of the Candidate. The dissertation must also be presented in English.

10. Examination Entry fees

Details of Entry fees will be published annually on the Examination Entry Form. No part of the fees shall be returnable unless the candidate gives notice of withdrawal not later than 1 May of the year of the examination.

11. Admission to the Institute and the use of the title Master of Wine

Candidates who are successful in the three parts of the examination will be invited to become members of the Institute and will be required to declare acceptance of the Code of Conduct. It is membership of the Institute and abiding by its Code of Conduct, not merely passing the examination, which confers the right to use the title Master of Wine or its postnomial form, MW.

12. General

12a. The Examination will be conducted under Standing Orders which will be published in advance of the examination and which will be read to candidates prior to the start of the first papers in both timed parts.

12b. The Examination Board reserves the right to amend, alter or extend these Conditions of Entry at any time without notice. The Conditions as so modified, shall, when published, be binding on all candidates however no candidate already in the programme will be disadvantaged as a result.

INSTITUTE OF MASTERS OF WINE® EXAMINATION BOARD
THEORY EXAMINATION 2009

PAPER 1 – THE PRODUCTION OF WINE PART 1 – TUESDAY 2ND JUNE
(3 HOURS)

THREE questions to be answered, **ONE** from Section A and **TWO** from Section B.

Section A

1. What role does water play in viticulture?
2. Using relevant examples, outline the problems and advantages of “marginal climate” vineyard sites for quality wine producers.

Section B

3. What impact do the trellising systems chosen for a vineyard have on the yield and health of vines?
4. Why might a winemaker want to adjust sugar, acidity and tannin levels in a wine, and how can this be done?
5. What are the advantages and disadvantages of increasing mechanisation in vineyards?
6. What are the challenges involved in the vinification of botrytis affected grapes?

PAPER 2 – THE PRODUCTION OF WINE PART 2 – WEDNESDAY 3RD JUNE (3 HOURS)

THREE questions to be answered, **ONE** from Section A and **TWO** from Section B.

Section A

1. Drawing on examples of rosé production in different parts of the world, illustrate how production methods influence the style of the wine.
2. Drawing on examples of sweet wine production in different parts of the world, illustrate how production methods influence the style of the wine.

Section B

3. Critically examine the pros and cons of the techniques available in a winery for the management of alcohol levels in wine.
4. Outline the options available to the winemaker when considering the use of oak in the production of
 - a) inexpensive blended red wine
 - b) premium quality white Burgundy
 - c) château bottled Bordeaux
5. As the Quality Assurance manager of a contract bottling operation, what actions will you take when microbial contamination is found in routine samples taken off the bottling line?
6. *How do oxygen transmission rates through different types of wine packaging affect the quality and style of the wine?*

PAPER 3 – THE BUSINESS OF WINE - THURSDAY 4TH JUNE (3 HOURS)

THREE questions to be answered, **ONE** from Section A and **TWO** from Section B.

Section A

1. How important is vertical integration for the success of wine brands?
2. Do European wine companies have advantages over their New World competitors in wine marketing?

Section B

3. As the export manager of a newly-established winery, outline the steps that you would take to plan your export campaign?
4. Examine the role of currency exchange rates in shaping global wine markets, focusing particularly on the period 2006-2009.
5. Critically assess the concept of 'regionality' in wine marketing.
6. Examine the challenges of today's global market for family owned wineries.

PAPER 4 – CONTEMPORARY ISSUES - FRIDAY 5TH JUNE (3 HOURS)

TWO questions to be answered.

1. What impact is the current financial turmoil likely to have on the global wine market?
2. How fair is Fairtrade wine?
3. Examine the statement that "A wine brand is only as good as the content of the bottle."
4. To what extent is legislation necessary to regulate wine promotion?
5. Will the international market for fortified wines recover?

**INSTITUTE OF MASTERS OF WINE[®] EXAMINATION BOARD
PRACTICAL EXAMINATION 2009**

General instructions for all Practical papers: *All questions must be answered. You must use the relevant pre-printed answer sheet for each wine. You must write your CANDIDATE NUMBER on EACH answer sheet. You are advised to read each question carefully before answering. Give reasons for your answers wherever possible. You are reminded that any faults that a wine may show will be known to the Examiners. Comment on the wines as they appear to you on the day.*

PAPER 1 – TUESDAY 2ND JUNE (2¼ HOURS ALLOWED)

1) Wines 1 to 8 are all from the same single grape variety, from four different countries.

For all 8 wines:

- a) Identify the grape variety, drawing evidence from all the wines. (32 marks)

For each wine:

- b) Identify the origin as closely as possible. (8 x 8 marks)

- c) Comment on quality, with specific reference to residual sugar, alcohol and maturity. (8 x 8 marks)
- d) Consider the commercial potential. (8 x 5 marks)

2) Wines 9 to 12 are Chardonnays, from four different countries.

For each wine:

- a) Identify the origin as closely as possible. (4 x 10 marks)
- b) Comment on the winemaking with specific reference to oak. (4 x 5 marks)

For all four wines:

- c) Compare the quality of the four wines. Consider the different styles with reference to the current position of the Chardonnay grape in the global marketplace. (40 marks)

PAPER 2 - WEDNESDAY 3RD JUNE (2¼ HOURS ALLOWED)

1) Wines 1 to 4 are all from one country and region.

For all four wines

- a) Identify the country and region of production as closely as possible (20 marks)

For each wine

- b) Comment on the style of wine and the winemaking techniques involved. (4 x 10 marks)
- c) Identify the wine's age. (4 x 5 marks)
- d) Comment on quality. Identify the official designated quality level. (4 x 5 marks)

2) Wines 5 to 8 are from four different countries. They are all blends, but share the same predominant variety.

For all four wines

- a) Identify the predominant variety. (24 marks)

For each wine

- b) Identify the origin as closely as possible and comment on the quality within the context of the region of origin, with particular reference to maturity and capacity to develop. (4 x 16 marks)

For wines 7 and 8

- c) Compare specifically the different styles of 7 and 8. Comment on their commercial potential. (12 marks)

3) Wines 9 to 12 are from four different countries. Each is made from a different, single (minimum 90%) grape variety.

For each wine

- a) Identify the grape variety and origin as closely as possible. (4 x 12 marks)
- b) Comment on the method of production, noting how it has affected the wine's style. (4 x 5 marks)
- c) Comment on quality and capacity to age and develop. (4 x 8 marks)

PAPER 3 – THURSDAY 4TH JUNE (2¼ HOURS ALLOWED)

1) Wines 1 to 5 are from four different countries. Three are from Europe and two from outside Europe.

For each wine:

- a) Assess the style and quality. Consider the commercial potential. (5 x 16 marks)
- b) Identify the origin and grape variety or varieties as closely as possible. (5 x 9 marks)

2) Wines 6 to 9 are in two pairs: 6 and 7; 8 and 9. The first pair is made from a single grape variety and is from two different countries. The second pair is made from another single grape variety and is from one country.

For each pair of wines:

- a) Identify the grape variety. (2 x 16 marks)
- b) Identify the origins as closely as possible. (2 x 12 marks)
- c) Compare the quality within each pair. (2 x 12 marks)

For all the wines:

- d) Compare the different styles of the two varieties. (20 marks)

3) Wines 10 to 12 are from the same country and region.

For all three wines:

- a) Identify the origin as closely as possible. (15 marks)
- b) Compare the styles and the methods of production, specifying the alcohol levels. (45 marks)
- c) Consider the best way to promote these wines. (15 marks)

WINE LIST 2009

Paper 1

			Alc.	Region	Country
1	Jacob's Creek Riesling	2007	13.0	S.E.Australia	Australia
2	Riesling Reserve, Cave Vinicole a Hunawihr	2005	12.0	Alsace	France
3	Riesling, Qba, Donnhoff	2006	10.0	Nahe	Germany
4	Rudesheimer Kabinett, Leitz	2006	9.5	Rheingau	Germany
5	Zeltinger Schlossberg Riesling Auslese, Selbach Oster	2004	8.0	Mosel	Germany
6	Riesling, Springvale, Grosset	2007	13.5	Watervale, Clare Valley	Australia
7	Riesling, Achleiten, Smaragd, Prager	2006	13.5	Wachau	Austria
8	Riesling, Clos St Urbain Rangen, Zind Humbrecht	2004	14.0	Alsace	France
9	Macon Verze, Nicolas Maillot	2007	13.0	Burgundy	France
10	Unoaked Chardonnay, Rockbare	2007	13.5	McLaren Vale	Australia
11	Chardonnay, Kumeu River	2006	13.5	Kumeu	New Zealand
12	Chardonnay, Hudson Vineyard, David Ramey	2006	14.5	Carneros	California

Paper 2

			Alc.	Region	Country
1	La Vendimia, Palacios Remondo	2007	13.5	Rioja	Spain
2	Crianza, Monte Real	2005	13.5	Rioja	Spain
3	Reserva, Remelluri	2003	13.5	Rioja	Spain
4	Gran Reserva, Prado Enea, Muga	1998	13.5	Rioja	Spain
5	Domaine de Chevalier	2004	13.0	Pessac, Bordeaux	France
6	Ca'Marcanda, Gaja	2004	14.5	Bolgheri, Tuscany	Italy
7	Cabernet Merlot, Vasse Felix	2005	14.5	Margaret River	Australia
8	Peter Barlow, Rustenberg	2005	14.5	Stellenbosch	South Africa
9	Pinot Noir, Ata Rangi	2006	14.0	Martinborough	New Zealand
10	Malbec, Catena	2006	13.5	Mendoza	Argentina
11	Shiraz-Viognier, Willunga 100	2006	14.5	McLaren Vale	Australia
12	Zinfandel, Seghesio	2006	16	Sonoma County	California

Paper 3 (Please note that wines 6 & 7 were served in reverse order in Sydney)

			Alc.	Region	Country
1	Pinot Grigio Rose, Italia	2008	12.0	Pavia	Italy
2	Château Romassan, Domaines Ott	2007	14.0	Bandol	France
3	Sancerre Rose, Serge Laloue	2007	13.0	Loire	France
4	White Zinfandel, Blossom Hill	2007	10.0	-	California
5	Rose of Virginia, Charles Melton	2008	13.0	Barossa Valley	Australia
6	Pinot Gris, Cuvee Ste Catherine, Weinbach	2007	15.0	Alsace	France
7	Pinot Grigio, Canaletto	2008	12.0	Veneto	Italy
8	Friendly Gruner Veltliner, Laurenz V	2007	12.0	Niederosterreich	Austria
9	Gruner Veltliner, Lamm, Schloss Gobelsburg	2006	14.5	Kamptal	Austria
10	Oloroso, Pata de Gallina, Juan Garcia Jarana, Lustau	NV	20.0	Sherry	Spain
11	Manzanilla Pasada, Almacenista Manuel Cuevas Jurado, Lustau	NV	17.0	Sherry	Spain
12	Amontillado, Miguel Fontadez Florido, Lustau	NV	18.5	Sherry	Spain

CODE OF CONDUCT OF MEMBERS OF THE INSTITUTE

Effective from 19th July 1999

1. Aims and Objectives of the Institute

- 1.1 The objects for which the Institute is established are set out as a Mission Statement in the Memorandum of Association.
- 1.2 The Council re-affirms the Institute's aim to uphold the highest standards of commercial conduct within the wine industry. To achieve this aim, a Code of Conduct has been devised by which all members are required to abide.

2. Reasons for The Code of Conduct

- 2.1 On passing the examination, a candidate becomes entitled to become a member of the Institute. Members of the Institute benefit from membership in various ways, in particular by entitlement to use of the designation "Master of Wine" or "M.W." In turn the Institute benefits from its membership, as the Institute comprises its members. Accordingly each member's conduct reflects on the Institute as a whole, and upon other members. In order for all parties in this relationship to know clearly what is required of them, and to be aware of what actions will jeopardise their reputations and those of other members and of the Institute itself, it is necessary to have a Code of Conduct by which all members agree to abide.
- 2.2 Wine is particularly vulnerable to abuse. While laws may be framed for protection of those who buy and sell it, the surest safeguard will always be the integrity and honour of members of the industry. The Institute recognises this and therefore requires of its members the highest standards of conduct. Thus members are required to abstain from any behaviour which may discredit the Institute.
- 2.3 Wine legislation endeavours to offer protection from dishonesty and, in particular, much is devised to ensure authenticity. However, legislation does not always define precisely what is honourable and correct. The Institute will take action not only when any infringement of the law is proved, but also when a member's commercial conduct does not appear to conform with the highest ethical standards. The public recognition of its willingness to act in such circumstances can only enhance the Institute's reputation and influence.
- 2.4 The Institute's aims and objects are embraced by all members when they accept the Institute's Code of Conduct upon admission as members of the Institute. Thus, any action or utterance by a member which demonstrably conflicts with any of these aims could lay the member open to disciplinary action by the Institute.

- 2.5 The Institute recognises the difficulties of members employed in an organisation whose policies of buying, marketing or selling may not be consistent in all respects with this Code. However, it will expect members in such circumstances to endeavour to persuade their colleagues, associates or employers to change their methods as may be necessary to conform with the highest commercial standards.
- 2.6 The Council of the Institute is available to members for consultation as required.

3.0 The Code of Conduct

- 3.1 General - Members must recognise the importance of maintaining and enhancing the reputation of wine and the wine trade in general, and the Institute in particular. It is a basic requirement that members will ensure so far as lies in their power that they and any organisation of which they are part will observe all relevant laws and regulations in both letter and spirit.
- 3.2 Sales and promotion - Members engaged in sales, promotion, advertising and writing about wine professionally should be careful always to describe the subject truthfully and with good sense, neither claiming virtues or prospects that do not exist or cannot be justified nor unreasonably exaggerating merit. Individual and group endorsements of advertised products by members of the Institute must be viewed in the same light.
- 3.3 Purchasing - Members involved in purchasing should at all times endeavour to buy honest and sound quality. They should not condone the marketing of any such quality as might damage public respect for and interest in wine.
- 3.4 Wine-making - Members involved in production of grapes or making of wine should not knowingly engage in any practice or technique (whether or not such practice or technique shall infringe regulations relating to the production of wine) the practice of which by a member may tend to bring the Institute into disrepute.
- 3.5 General commercial probity - Members involved in commerce are expected to maintain the highest standards of dealing, in particular in relation to dealings through limited liability companies, and not knowingly engage in any enterprise or commercial practice which would be regarded as unacceptable by the majority of members of the Institute, whether or not such practice may comply with local laws where it is carried out.
- 3.6 Personal - Members are expected to be sensitive to the social and behavioural problems associated with the immoderate consumption of wine. Members must ensure that they do not engage in inappropriate behaviour which would reflect badly on the Institute.

- 3.7 Members are required to preserve the good name of the Institute at all times and refrain from any public statements detrimental to the Institute or (in relation to statements concerning another member or members) which tend to bring the Institute into disrepute.
- 3.8 Responsibility for others - Members must in principle accept that they will be regarded by the Institute as answerable for the commercial conduct of any person acting on their instructions.

4.0 The Investigating Panel

- 4.1 Breaches of this Code of Conduct may be referred to an Investigating Panel appointed from time to time by the Council as may be necessary, with specific terms of reference within which to make a report and recommendation to the Council.
- 4.2 Upon considering such report and recommendation, the Council may then decide:
 - a) to take no action, or
 - b) to reprimand the member in such terms as may be appropriate, or
 - c) to call upon the member to resign in accordance with Article 2(f)
- 4.3 Failing the member's agreement to resign (if so called upon), the Council will proceed in accordance with Article 2(f) to set in motion the procedure to lead to possible expulsion from the Institute.
- 4.4 Any member whose conduct may be subject to disciplinary action under Clause 4.2 above will be given a copy of the Investigating Panel's report prior to its presentation to Council and shall have the opportunity of representing his / her case either personally or by means of a representative to the Council. Such member will receive a minimum of 21 days notice of the Council meeting at which his / her case will be considered, and will also have the opportunity of calling any person or persons whose evidence may be pertinent, provided that their names and relevance to the issue are notified in writing not less than fourteen days before the member is to appear before the Council.
- 4.5 The authority to discipline any member shall be vested solely in the Council, subject to the member having been given the opportunity to present his / her case as provided in Clause 4.4 above, and subject to the provisions of Article 2(f).

5.0 The Declaration on Admission

- 5.1 Before admission as a member of the Institute, candidates for admission will be required to sign a declaration. The original of this declaration, of which the following is the text, remains with the Institute.

Declaration on Admission

- I. I confirm that I have read and understand the Code of Conduct of Members of the Institute of Masters of Wine.

- II. As a condition of my admission into the Institute, I therefore acknowledge and confirm my obligation to conduct myself in all matters relating to wine and the wine trade in accordance with such Code.

- III. I accept that should the Council of the Institute after due investigation determine my conduct at any time to be in breach of the Institute's Code of Conduct, the Council may take steps to terminate my membership of the Institute, remove my name from the Register of Masters of Wine and thus withdraw my right to use that designation, or its abbreviated form M.W.

Signed..... Dated

Name in Capitals

**The Institute is grateful to the following for
their support in pursuit of its aims:**

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