



FORGING LINKS  
BORDEAUX 2010

7<sup>TH</sup> SYMPOSIUM OF  
THE INSTITUTE OF  
MASTERS *of* WINE



## FORGING LINKS



THE INSTITUTE OF  
MASTERS of WINE

**W**ELCOME to Forging Links, the seventh international symposium staged by the Institute of Masters of Wine. This event has been four years in the making and has benefited from the generous support of many organisations, whose participation has been fundamental to bringing Forging Links to fruition.

The Institute wishes to place on record its sincere thanks to the *Conseil Interprofessionnel du Vin de Bordeaux*, the principal sponsor of Forging Links, and the following sponsors for their support: *Conseil des Crus Classés de Sauternes et Barsac*; *Conseil des Grands Crus Classés en 1855*; the Madame Bollinger Foundation; *Office de Tourisme de Bordeaux*; *Union des Grands Crus de Bordeaux*; *Union des Maisons de Bordeaux*; Riedel; San Pellegrino; and the Greek Wine Federation.

The Institute also wishes to thank its supporter, CVBG Dourthe Kressmann, for its generous assistance in providing groupage facilities for the symposium.

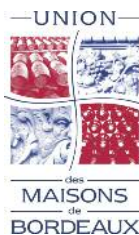


BORDEAUX

*Conseil Interprofessionnel du Vin de Bordeaux*  
Principal Sponsor of Forging Links

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the drinks business



The Wine Review

# Foreword



THE INSTITUTE OF  
MASTERS of WINE

ON behalf of the Institute of Masters of Wine, we are delighted to welcome you to our seventh international symposium, Forging Links, in the historic wine capital of Bordeaux.

For more than half a century the Institute has worked to uphold and promote the highest educational and professional standards in the wine community: initially within the United Kingdom and for the past 22 years internationally. The community of Masters of Wine now spans 23 different countries while our students, who are studying towards achieving the title, today come from 25 nations. Our perspective is therefore truly international and we are especially pleased that Forging Links, open to all with an interest in wine, has attracted delegates from more than 20 countries.

It is our aim that Masters of Wine, as they individually pursue excellence in their wine-related activities, should also be ambassadors for wine at large and contribute to the overall good standing, success and understanding of our industry as well as the pleasure derived from wine. In this sense, we all share a common purpose.

Forging Links is an independent forum for debate and discussion. We are assembled to explore the global connections – past, present and future – which can contribute to a successful future for the art, science and business of wine. We are honoured that some of the most distinguished figures from the international wine community will share their experiences with us in the coming days and that each and every delegate will have the opportunity to participate and network with their peers. We will also enjoy some memorable lunches and dinners, courtesy of our hosts in Bordeaux who have extended their generous hospitality to us.

Bordeaux, as a city and a region, is synonymous with wine and its trade. Its heritage is long and distinguished and its reputation has been built upon the quality of its wines, the relationships between producers, *courtiers* and *négociants*, the international wine trade and consumers. Today the business of wine is more international than ever and Bordeaux continues to make its mark through both its traditions and innovation. Thus our venue is exceptionally well suited to our

theme. We are sure that we will all have the opportunity to learn a great deal from our hosts on the subjects of effective collaboration, communication, networking and sharing a vision of excellence.

There are a number of individuals and organisations who deserve special mention with regard to Forging Links.

We thank Jacques Lurton and Fiona Morrison MW, who together have spent the past four years bringing this event to maturity, for their tireless efforts and commitment. We would also like to express our sincere gratitude to the *Conseil Interprofessionnel du Vin de Bordeaux* for its generous support as principal sponsor of Forging Links. In equal measure, our thanks go to all the Masters of Wine, symposium speakers, moderators and sponsors and to the Institute's corporate supporters, who are contributing both to this event and our education, examination and events programmes around the world.

We wish you a successful and enjoyable symposium and hope that you leave Bordeaux inspired and richer in knowledge, having shared your professional expertise and passion for wine with your fellow delegates.

**Dr. Josef Schuller MW**  
Chairman

**Lynne Sherriff MW**  
Vice Chairman



Lynne Sherriff MW and Dr. Josef Schuller MW



## FORGING LINKS

# Introduction

FOUR years ago, just after the last Masters of Wine symposium in Napa, we sat down together to see if we could create a worthy successor to that event in our home town of Bordeaux. From the start, we were in agreement that it should be active, fun, fascinating and international.

The name "Forging Links" came to us quickly as we realised that our chief goal was to create an event that would link the best people we could find in and outside the wine business to build connections between their knowledge and their circle of influence. Veterans of many conferences and symposia, we both felt that the number one advantage of this kind of meeting is the contacts you make; the people you meet.

Our next stop was to go and see our friends at the *Conseil Interprofessionnel du Vin de Bordeaux*, which is responsible for overseeing the production and promotion of the complete and diverse range of Bordeaux wines. Their enthusiastic reception and generous support was a wonderful boost and the hope of planning a symposium in Bordeaux quickly became reality. With the wines of Bordeaux filling up the blogs, tweets, web pages and catalogues of the wine trade throughout the world in June 2010, where else would we want to be? Their desire to show off their city, their region and its wines through the various events and receptions that have been organised will, we are sure, give you an unforgettable souvenir of Bordeaux.

At every stage in the planning of the symposium we have tried to put ourselves in the shoes of you, the delegates. We have avoided technical subjects, tasting notes and oenological theses; we have avoided promotions of individual products; we have avoided long lectures or complicated tastings.

Instead, we have created a programme which is designed to question the way you think and communicate about wine. We have created as many opportunities as possible for you to meet your fellow delegates. We have created fun, interactive sessions. If we succeed, you will leave Bordeaux refreshed, inspired and enthusiastic.

Please take some time during the next few days that we are together to come and meet us and to let us know your impressions. Let us know who you want to meet and we will try and help you forge new links.

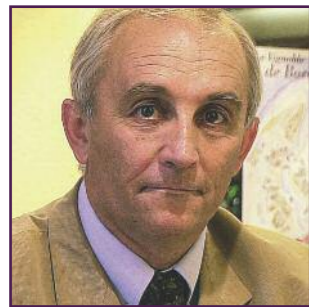
Warm regards,  
**Jacques Lurton & Fiona Morrison MW**  
Co-chairmen of Forging Links



Fiona Morrison MW and Jacques Lurton

# Welcome to Bordeaux

**T**HE CIVB and the Institute of Masters of Wine have worked in collaboration to organise a symposium in Bordeaux during the popular wine festival *Bordeaux Fête le Vin*.



**Alain Vironneau**  
President  
Conseil Interprofessionnel  
du Vin de Bordeaux

This symposium, which will bring together winegrowers, wine merchants and Masters of Wine, aims to be both a convivial and technical meeting. Convivial primarily because, in the midst of this period of global recession, tasting good wines can only help us to feel more cheerful and we could all benefit from that. In addition, the beauty of the city of Bordeaux, whose renovation and developments have continued their progress over the past ten years, encourages us to take time into consideration, which is also closely linked to the interest we all have in wine.

But beyond the aesthetics which led to Bordeaux being listed by UNESCO as one of humanity's World Heritage sites, this symposium also aims to be technical. It will provide a unique opportunity for experts and well-informed wine enthusiasts to have discussions about the world of wine, this historical-modern product, the consumption of which is growing in developing countries. It now has its place in all economies and positions itself as a calm mediator of social life within cultures with which until recently it was quite unfamiliar. The Bordeaux winegrowing region will therefore take advantage of the presence of these specialists to take stock of transformations in progress and the immense headway that has been achieved in sectors as diverse as agronomy, oenology, communication techniques and marketing.

It is fascinating to observe that in this uncertain world, which constantly raises far-reaching and existential questions about the evolution of our planet, wine professionals resolutely continue to seek to fathom the mysteries of a beverage that has witnessed the history of the world. This is the endlessly renewed miracle of wine.

**A**L'OCCASION de la Fête du vin, le CIVB et l'association des masters of wines, se sont associés pour organiser un symposium à Bordeaux.

La rencontre entre les viticulteurs, négociants et MW se veut à la fois amicale et technique. Amicale d'abord, parce qu'en cette période de crise mondiale, la dégustation de bons vins ne peut qu'aider à retrouver le moral et nous en avons tous besoin. De surcroît, la beauté de la ville de Bordeaux dont la réhabilitation se poursuit depuis une dizaine d'années incite à une réflexion sur le temps qui n'est pas sans lien avec l'intérêt que nous portons tous au vin.

Mais, au-delà des aspects esthétiques qui ont conduit à inscrire Bordeaux au patrimoine mondial de l'humanité, cette rencontre se veut aussi technique: une occasion exceptionnelle d'échanger entre experts et amateurs éclairés sur le monde du vin, ce vieux produit moderne dont la consommation progresse dans les pays développés. Il trouve désormais sa place dans toutes les économies et se pose en médiateur serein de la vie sociale au sein de cultures qui lui étaient jusque là étrangères. Le vignoble de Bordeaux va donc profiter de la présence de ces experts pour faire le point des mutations en cours et des immenses progrès réalisés dans les domaines aussi différents que l'agronomie, l'œnologie, les techniques de communication ou de marketing.

Il est passionnant de noter que dans ce monde incertain en bute à des interrogations sérieuses et existentielles sur l'évolution de la planète, les acteurs du vin continuent avec obstination à vouloir percer les mystères d'un breuvage témoin de l'histoire du monde. C'est cela le miracle indéfiniment recommencé du vin.

# Forging Links Programme

## Introduction & Registration

The symposium is being held in the Mercure Bordeaux Cité Mondiale Centre de Congrès, 18 Parvis des Chartrons, 20 Quai des Chartrons.

All delegates are kindly requested to register for their symposium pack at the hotel on either Thursday afternoon or Friday morning.

## Symposium Sessions

The keynote speeches and speaker sessions are being held in Amphitheatre Sylvos and the tastings in Salle Guyot, which are both accessed via the down escalator in the main hotel reception.

## Symposium Lunches

The lunches on Friday and Saturday are being held on the seventh floor of the hotel in Salle & Tour Thomas Jefferson. Access is via the lift in reception or the staircase.

On Sunday, buses will be provided to and from the brunch on the river.

## Symposium Dinners

With the exception of the Thursday night dinner, transport will be provided to and from the dinners, as set out in the programme. Delegates are, of course, welcome to make their own way to the dinners in Bordeaux but are kindly requested not to take their own transport to Château Pontet-Canet for the Gala Dinner on Saturday evening.

The dress code for all the dinners is smart, jacket and tie for men, with black tie optional for the Gala Dinner on Saturday evening for which festive dress is appropriate.

## Master of Ceremonies

Lynne Sherriff MW, Vice Chairman of the Institute, will be your Master of Ceremonies throughout Forging Links.

## Day 1 24|06|10



- 12:00 to 17:00** Arrival and registration at Mercure Bordeaux Cité Mondiale Centre de Congrès
- 17:00 to 19:00** Open tasting of Bordeaux appellations at the *Fête le Vin*  
Sponsored by *Office de Tourisme de Bordeaux*
- 19:30 to 23:00** Opening dinner on the riverside, introduction & keynote speech by **Alain Juppé, Mayor of Bordeaux and former Prime Minister of France, at Hangar 14, Quai des Chartrons**  
Sponsored by the *Union des Grands Crus de Bordeaux* in collaboration with the *Office de Tourisme de Bordeaux*
- 23:30** Firework display on the Garonne

# Speakers & Moderators



**Georges Haushalter** is general manager of the *négociant* *La Compagnie Médocaine des Grands Crus*, a wholly owned subsidiary of AXA Millésimes, President of the *Union des Maisons de Bordeaux* and Vice President of the *Conseil Interprofessionnel du Vin de Bordeaux*.



**Christophe Macra MW** is a native of Reims and an expert in web-based collaborative communications. With a background in business consultancy, he became a Master of Wine in 2008 and now runs *Esenio*, a consulting firm with a wine trade focus, and *Tasteo*, which specialises in wine education.



**Rowan Gormley** is the founder of *Naked Wines*, a group of 20,000 wine lovers which has created a £5 million fund to sponsor independent winemakers. He previously founded *Virgin Wines* and *Virgin Money*.



**Mike Linton** is an award winning marketing professional with almost 30 years of experience. He was Chief Marketing Officer at Best Buy and at eBay. Today he consults, writes for *Forbes.com*, is a Director of *Peet's Coffee & Tea* and serves on the advisory boards of venture capital backed companies.



**Eric LeVine** spent nearly 13 years with Microsoft before founding *cellartracker.com* in 2003. It is now the leading online cellar management application with more than 100,000 collectors tracking nearly 20 million bottles of wine. With 1.5 million reviews online, it is one of the largest wine databases in the world.



**Jancis Robinson MW** became the first non-trade Master of Wine in 1984 and commands an unparalleled international reputation as a wine writer, TV presenter and judge. She is editor of *The Oxford Companion to Wine*, co-author of *The World Atlas of Wine* and writes daily for *jancisrobinson.com*.



**Kym Milne MW** has worked in the wine industry for over 30 years in Australia, New Zealand, Europe, South Africa and South America. A winemaking graduate of *Roseworthy College* in Australia, he now runs his own winemaking consultancy, *Global Wine Solutions*, with clients in Australia and around the world.



**Arnaud Bourgeois** can trace his family's winemaking in the Loire back ten generations. He joined the family business, *Henri Bourgeois Estate*, in 1992 and is now co-general manager of the firm as well as general manager of its *Clos Henri Vineyard* in New Zealand.



**Zelma Long** is an award-winning winemaker who worked for *Robert Mondavi* and *Simi Winery* before establishing the *Vilafonte Winery* in the Cape of South Africa. She consults internationally for wineries in Israel, France, northern California and the Pacific North West in the USA.



**Egon Müller IV** is the current member of the German winemaking dynasty responsible for the management of its acclaimed *Scharzhofberg* estate in the Saar. Famed for its Rieslings, the vineyard was acquired by his great grandfather in 1797 and has remained in the family's hands ever since.



**Pascal Marchand** was born in Montreal and established his reputation as a winemaker at *Domaine des Comte Armand* in Burgundy in the 1980s. Today he is winemaker at *Domaine Jean Féry & Fils* in Burgundy, consults to wineries around the world and runs his own *négociant* business based in *Nuits-St-Georges*.



**Michel Rolland** leads one of the largest winemaking consultancies in the world with more than 100 clients in 13 different countries. He also oversees winemaking at family and personal estates in Bordeaux and is involved in joint ventures in Spain, South Africa and Argentina.



**Lynne Sherriff MW** was the first South African to become a Master of Wine, qualifying in 1993. She is an independent wine consultant, based in London, and works internationally with clients on production, blending and market requirements. She has previously held senior executive positions in South Africa and Hong Kong.



**Alessia Antinori** is the youngest daughter of *Marchese Piero Antinori* and is currently *Antinori Family Ambassador* for the US market. She has previously overseen exports to the Middle East, Asia and Australia and is a former president of the *Premium Familliae Vini*, the organisation of 12 of the world's most prestigious wine families.



**Eduardo Chadwick** has overseen the modernisation of the historic, family-owned *Viña Errázuriz*. One of the leading influencers in the world of wine and now President of *Errázuriz*, he is passionate about wine education and, as a Director of *Wines of Chile*, promotes his country's wines around the globe.



**Margareth Henriquez** has held senior positions in the wine and spirits industry for more than 20 years with companies including *Seagram's*, *Nabisco* and *Bodegas Chandon*. Since joining *Krug* she has redefined the core brand strategy and developed new sales and marketing initiatives and is an executive committee member of *Moët Hennessy International*.



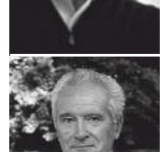
**Christian Seely** was appointed managing director of *Quinta do Noval* in 1993 and of the *AXA Millésimes* group of vineyards in 2000 and is president of *AXA's Bordeaux négociant* business. He is also managing director and part owner of *Quinta de Romaneira* in Portugal and co-founder and joint owner of *Coates & Seely Ltd*.



**Fiona Morrison MW** has over 25 years of experience in fine wine in Europe and the USA. A winner of numerous awards for her wine journalism, she is a former head of external relations for the *CIVB*. Since marrying Belgian *négociant* and *Le Pin* owner *Jacques Thienpont* in 1997, she divides her time between Belgium and Pomerol.



**Jean-Claude Berrouet** oversaw 44 vintages as technical director of *Ets. J-P Moueix* before retiring in 2007 to focus on his family wineries. **Olivier** succeeded his father as winemaker at *Pétrus*, having previously worked with *Pierre Lurton* at *Cheval Blanc*.



**Jean-Bernard Delmas** was born at *Château Haut-Brion* and succeeded his father as estate manager there in 1961. He retired in 2003 and was succeeded by his son, **Jean-Philippe**, the third *Delmas* to hold the post since 1923. *Jean-Bernard* has managed *Château Montrose* since 2006 when it changed hands.



**Miguel Torres**, president and managing director of *Bodegas Torres*, is a member of the fourth generation of this family business. His daughter, **Mireia**, is technical director of *Torres* and is one of the fifth generation of the family whose wine interests include vineyards in Catalonia, Chile and California.



**Miguel Torres**, president and managing director of *Bodegas Torres*, is a member of the fourth generation of this family business. His daughter, **Mireia**, is technical director of *Torres* and is one of the fifth generation of the family whose wine interests include vineyards in Catalonia, Chile and California.

# Day 2 25|06|10



**08:00 to 09:00 Registration and coffee**

**09:00 to 09:20 Introduction and keynote speech**

FORGING LINKS

Georges Haushalter, Vice President of *Conseil Interprofessionnel du Vin de Bordeaux* and President of *Union des Maisons de Bordeaux*

**09:20 to 10:50 Panel discussion:**

WINE ON THE WEB

Moderated by Christophe Macra MW

Speakers:

- Rowan Gormley
- Eric LeVine
- Michael Linton
- Jancis Robinson MW

**10:50 to 11:15 Coffee Break**

**11:15 to 12:45 Tasting and panel discussion:**

OLD WORLD VERSUS NEW WORLD INSPIRATIONS

Moderated by Kym Milne MW

Speakers:

- Arnaud Bourgeois
- Zelma Long
- Pascal Marchand
- Egon Müller
- Michel Rolland

**12:45 to 14:30 Lunch: AOC Sauternes wines with Chinese food**

Sponsored by the *Conseil des Crus Classés de Sauternes et Barsac*

**14:30 to 16:00 Panel discussion:**

WHO SERVES THE WINE CONSUMER BEST? FAMILIES OR CORPORATIONS?

Moderated by Lynne Sherriff MW

Speakers:

- Alessia Antinori, *Marchesi Antinori*
- Eduardo Chadwick, *Viña Errázuriz*
- Margareth Henriquez, *House of Krug*
- Christian Seely, *AXA Millésimes*

**16:00 to 16:30 Coffee Break**

**16:30 to 18:00 Panel discussion:**

PASSING THE TORCH FROM ONE GENERATION TO ANOTHER

Moderated by Fiona Morrison MW

Speakers:

- Jean-Claude Berrouet & Olivier Berrouet
- Jean-Bernard Delmas & Jean-Philippe Delmas
- Miguel Torres & Mireia Torres

**19:00 Boats depart from Mercure Bordeaux Cité Mondiale Centre de Congrès for dinner**

**19:30 to 23:00 Dinner with Bordeaux producers on the right bank of the Garonne at the Banque Populaire du Sud Ouest, 10 Quai des Queyries**

Sponsored by the *Conseil Interprofessionnel du Vin de Bordeaux*

**23:00 Son et lumière and fireworks on the Garonne**

**24:00 Boats depart from Quai des Queyries for the Mercure Bordeaux Cité Mondiale Centre de Congrès**

# Speakers & Moderators



**Tim Atkin MW** is a wine writer with 25 years' experience. He writes for publications, including The Times and Decanter, appears regularly on TV and runs his own wine school at Vinoteca in London. He is a co-chairman of the International Wine Challenge and has won over 20 awards for his journalism.



**Judy Leissner** is president of Grace Vineyard in China. Judy joined the family-owned firm in 2002 before the launch of the first wine and has since established it as one of the best wineries in China. Since 2006, Grace Vineyard has developed its own chain of 20 wine shops in China.



**Eleonora Scholes** is an award-winning journalist and an expert in the Russian wine market. She writes for lifestyle titles in Russia, Ukraine and Kazakhstan and contributes to many European wine publications. Her marketing background and knowledge of the Russian market see her undertake a variety of consulting projects.



**Magandeep Singh** is India's first certified sommelier, an award-winning wine writer and TV personality. He founded his own food and beverage consulting company and India's first wine and beverage school. His first book, Wine Wisdom, received a silver medal at the World Gourmand Awards.



**Dirceu Vianna Junior MW** is originally from Brazil and moved to the UK in 1989. He became the first Brazilian Master of Wine in 2008. He is currently the Wine Development Director of Coe Vintners in London, a judge at selected wine competitions and a wine educator.



**Joshua Greene** is a graduate of Princeton University and has been editor and publisher of Wine & Spirits Magazine since 1986. In addition to his management and writing roles he is the magazine's critic for California, Bordeaux, Burgundy, Champagne, Italy, Portugal, Australia and New Zealand.



**Justin Howard-Sneyd MW** has extensive experience in wine buying with supermarkets Safeway, Sainsbury and Waitrose. This year he became Global Wine Director at Direct Wines. Justin owns a small block of vines in the Roussillon, near Maury, and released his first vintage of Domaine of the Bee in 2009.



**Olivier Humbrecht MW** is responsible for winemaking across Domaine Zind Humbrecht's 40 hectares of vineyards in Alsace. He has overseen improvements there which include a new cellar in 1992, while retaining the traditional foudre oval barrels, and initiating biodynamic practices in 1997 (certified in 2002).



**Alastair Maling MW** is group winemaker for Villa Maria Estate in New Zealand. He has worked in France, California, South Africa and South America during his career. In 2000, he became the second ever NZ winemaker to become a Master of Wine and in 2002 he took up his current post.



**Jancis Robinson MW** became the first non-trade Master of Wine in 1984 and commands an unparalleled international reputation as a wine writer, TV presenter and judge. She is editor of The Oxford Companion to Wine, co-author of The World Atlas of Wine and writes daily for jancisrobinson.com.



**Sir John Hegarty** has spent 45 years in advertising. He founded Bartle Bogle Hegarty in 1982 and is the firm's Worldwide Creative Director. He was knighted in 2007 for his services to the industry. A vineyard owner in the Languedoc since 2002, John makes wine with his partner Philippa Crane at Domaine de Chamans.



**Jeannie Cho Lee MW** is one of Asia's leading authorities on wine, runs her own wine consulting and education company in Hong Kong, and travels extensively as a wine judge, speaker and journalist. Her first book, Asian Palate, won the Best in the World Gourmand Award for Matching Wine and Food this year.



**Poh Tiong Ch'ng** has been writing about wine for 20 years. He publishes The Wine Review and the world's first guide to Bordeaux in Chinese. He contributes to many international wine titles and is also a wine judge. He is founder of the International Congress of Chinese Cuisine & Wine.



**Moses Tsang** is executive chairman of Ajia Partners, chairman and CEO of EC Investment Services Ltd and a non-executive director of Fubon Bank. Moses is also co-chair for the Asia Pacific Council of the Nature Conservancy and a councillor of the Copenhagen Climate Council.

# Day 3 26|06|10



**09:00 to 10:30**

## Panel discussion:

EMERGING WINE COUNTRIES: BRAZIL, CHINA, INDIA & RUSSIA

Moderated by Tim Atkin MW

Speakers:

- Judy Leissner
- Eleonora Scholes
- Magandeep Singh
- Dirceu Vianna Junior MW

**10:30 to 11:00**

## Coffee Break

**11:00 to 12:30**

## Tasting and panel discussion:

THE ROLE OF MASTERS OF WINE IN THE INDUSTRY

Moderated by Joshua Greene

Speakers:

- Justin Howard-Sneyd MW
- Olivier Humbrecht MW
- Alastair Maling MW
- Jancis Robinson MW

**12:30 to 14:30**

## Lunch

Sponsored by the Greek Wine Federation

**14:30 to 15:30**

## Keynote speech:

THE WINE BUSINESS VIEWED FROM OUTSIDE

Sir John Hegarty, Chairman & Worldwide Creative Director, Bartle Bogle Hegarty

**15:30 to 16:00**

## Coffee Break

**16:00 to 17:30**

## Panel discussion:

FORGING LINKS BETWEEN ASIAN MARKETS AND THE INTERNATIONAL WINE INDUSTRY

Moderated by Jeannie Cho Lee MW

Speakers:

- Poh Tiong Ch'ng
- Moses Tsang

**18:15 to 18:30**

**Buses depart from Mercure Bordeaux Cité Mondiale Centre de Congrès for dinner**

**19:30 to 24:00**

**Gala Dinner at Château Pontet-Canet**

Sponsored by the *Conseil des Grands Crus Classés en 1855*

**24:00**

**Buses depart from Château Pontet-Canet for the Mercure Bordeaux Cité Mondiale Centre de Congrès**



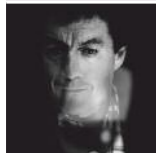
# Speakers & Moderators



**Jean-Michel Valette MW** became a Master of Wine in 1992 and is currently Deputy Vice Chairman of the Institute of Masters of Wine. He is non-executive chairman of Peet's Coffee & Tea, Inc., North America's leading sourcer and seller of artisan roasted coffees, and sits on the board of directors for The Boston Beer Company, Select Comfort Corporation and Huneeus Vintners. His previous experience includes roles as managing director and chairman of Robert Mondavi Winery, president and CEO of Franciscan Estates and managing director at Hambrecht & Quist, Inc., a San Francisco-based investment bank and venture capital company he joined in 1987.



**Paul Draper** is chief executive officer and winemaker with Eric Baugher and John Olney at Ridge Vineyards in California. He grew up on an 80-acre farm in the Chicago suburb of Barrington, Illinois, and received a degree in philosophy from Stanford University. He lived in northern Italy for several years, and spent a year studying at the Sorbonne in Paris. Paul traveled extensively in France, gaining practical experience in traditional winemaking. In the mid-1960s, with a close friend, he set up a small winery in the coast range of Chile and produced several vintages of cabernet sauvignon from old, non-irrigated vineyards. Paul joined Ridge in 1969 to work with the cooler climate and lime stone soils of Monte Bello. At Ridge he discovered old vine zinfandel and became a pioneer in the production of long-lived, complex zinfandels. He believes fervently in single-vineyard winemaking and has sought out those vineyard sites where the wines make themselves in terms of balance and distinctive character. For him, the vintner's role is that of guiding a natural process, not making the wine as in an industrial process. Decisions on harvest, fermentation, barrel ageing and bottling, are determined by tasting, not by recipe or production schedule.



**Peter Gago** joined the then Penfolds Wines Pty Ltd in 1989. He started his tenure making sparkling wine, then reds, and served as Penfolds' red wine oenologist before being appointed Penfolds' chief winemaker in 2002, making him only the fourth winemaker to be responsible for Penfolds' flagship wine, Grange. Fresh out of university, Peter, a natural educator, initially taught maths and science prior to attending Roseworthy College, where he graduated as Dux of the Bachelor of Applied Science (Oenology). Peter has travelled and tasted extensively, literally visiting every continent and most countries in an effort to introduce people to Australian wine. Peter globally hosts master classes, tastings and various wine events, regularly appearing on radio, television and webcasts. Peter strives to simultaneously maintain the Penfolds wine style and explore new territories. "Many Penfolds wines – both red and white – are made to be true to a particular style each year, others are true to their unique single-vineyard source, and others to the closely aligned vineyards of a smaller viticultural region," says Peter. "I also play a role in the development of new wine styles – an exciting part of the job." Like most winemakers, Peter's tastes are wide-ranging. "It's important not to fall into the trap of drinking only your own wines," he says. "You have to keep up with what your competitors are doing and with what's happening in other wine-producing countries. You must have benchmarks against which to measure your own achievements – besides, I love trying new (and old) wines."



**Alvaro Palacios** was born in 1964 in the house of the family winery in Alfaro. From then onwards the aromas of the countryside, the winery and traditional wine have gone with him. His father gave him the opportunity to have an international education and training at Bordeaux University and then working in a vineyard on the right bank of the Garonne. There he developed a lifelong passion for the classic wines of Europe. Alvaro says: "I learned to read in it the history, land and country light and I realised that all great vineyards of the Old World take root in the Roman cultural influence, an influence which the different monastic orders of the Middle Ages encouraged. With this background and the secular work of men, great wines were extolled, wines which are sublime in their natural beauty and great sense. In these coordinates I established my objective in life: to look for vineyards in places with monastic origins and old vines. One or more vineyards with something special, which can be transformed into a wine with a powerful identity and deep mysteries and charm, even magical. To sum up, the qualities of a great cru." With bodegas in Rioja, Priorat and Bierzo, Alvaro is one of the defining personalities in Spanish wine today. In just 20 years, he has established a reputation as a dynamic pioneer, especially for wines from the forgotten regions of Spain which he has been so active in promoting. "Although we almost ruined our ancestral heritage in Spain, we still have the ingredients for wine of unique significance. In order to elaborate great wines, we must reconstruct the vineyard by means of traditional and old parameters," says Alvaro.



**Paul Pontallier** was born in 1956 in Bordeaux, in a family of long established wine producers. He studied agronomy in Paris, then viticulture in Montpellier, and came back to Bordeaux in 1978 to prepare a PhD in Oenology at the renowned Institute of Oenology. He became Doctor of Oenology in 1981, after a thesis on barrel-ageing of red wines. A few months later, he went to Chile where he worked for a year and a half as a Professor of Oenology at the University of Santiago. He came back to France in 1983 and immediately started working as a winemaker, manager, and then as general manager of Château Margaux.



**Dr. Josef Schuller MW** became the first Austrian Master of Wine in 1998 and was elected the first non-UK Chairman of the Institute in 2008. Born and raised in Burgenland, Austria, he gained a degree in business studies in Vienna before carrying out wine marketing research and gaining his PhD at Stellenbosch in South Africa. He was a Fulbright scholar at Berkeley, California, and a consultant for Robert Mondavi Winery before he founded the Austrian Wine Academy in 1989, where he remains managing director today.

## Day 4 27|06|10



- 10:00 to 11:30 Tasting and panel discussion:**  
**MODERN LEGENDS: FAME, FORTUNE AND LESSONS TO BE LEARNED**  
 Moderated by Jean-Michel Valette MW  
*Speakers:*
- Paul Draper
  - Peter Gago
  - Alvaro Palacios
  - Paul Pontallier
- 11:30 to 12:00 Closing remarks**  
 Dr. Josef Schuller MW, Chairman, The Institute of Masters of Wine
- 12:00 to 15:00 Brunch on the river at the Café du Port, 1 Quai Deschamps**  
 Sponsored by the *Union des Maisons de Bordeaux*



# The Institute of Masters of Wine



THE INSTITUTE OF  
MASTERS of WINE

**T**HE Institute of Masters of Wine exists to promote the highest level of educational achievement for the wine industry, culminating in the internationally recognised and respected qualification Master of Wine, often referred to in its abbreviated form of MW. It is membership of the Institute and abiding by its Code of Conduct, not only passing the Masters of Wine Examination, which confers the right to use the title Master of Wine.

Over more than 50 years the Institute has built a truly international community of individual Masters of Wine as they strive for excellence in their wine-related activities. Every year it attracts new members of the highest calibre from across all professional disciplines within the wine community.

The Institute currently has 280 members around the world. These Masters of Wine are active in all aspects of the wine industry and include winemakers, importers, buyers, retailers, consultants, journalists, educators, sommeliers and senior executives.

Today, in keeping with its original aims, the Institute promotes a cross-disciplinary approach to understanding wine at the highest level and conducts wine trade education which leads to the qualification Master of Wine.

In addition to its international education and examination programmes, the Institute organises, hosts, and contributes to some of the most significant wine trade events in the world. Annual visits are made to one or more wine producing regions while the Institute's annual tasting and master class programme provides an independent and authoritative perspective on all aspects of wine. Every four years, its international symposium brings together leading figures from the wine community to address topical issues in an independent forum.

## Origins of the Institute

The origin of Master of Wine can be traced back to the Middle Ages when Trade Guilds were responsible for training novices in the art of their particular trade. The custom was to bind young employees as an Apprentice to a Master. In this way, the skills of their trade were passed on to the next generation and customers were reassured of their professionalism. Many of the professional institutes in the City of London today owe their origin to those ancient Trade Guilds.

By the middle of the 20th century the Vintners' Company supplied the only trade education for the UK wine industry. In the early 1950s it entered into a partnership with the UK Wine & Spirit Association to introduce the Masters of Wine Examination. Their intention was to offer a professional qualification of the highest standard that would be open to those actively engaged in the wine trade. Only those who were traders in wine, i.e. importers, merchants and retailers, were eligible.

The first Masters of Wine Examination was held in 1953 and consisted of five written Theory papers, covering the Cultivation of the Vine, Production of Wine, Handling of Wine, Cellar Procedure, Legal and Selling Issues, Customs and Excise Regulations and the History of the Wine Trade, together with three Practical papers in the form of blind tastings. Of the 21 candidates who sat the first examination, six reached the required standard and became Masters of Wine. They went on to found the Institute in 1955.



## The Education Programme

To be eligible for the Masters of Wine Examination, candidates are required to have at least five years of wine trade or industry experience and to have obtained a recognised wine qualification in their own country. UK-based candidates are recommended first to sit the Wine & Spirit Education Trust Diploma. The Institute also requires all candidates to follow its two-year education programme.

The education programme is run simultaneously in Europe, Australasia and North America. It is designed to guide and support candidates' own studies and preparation for the Masters of Wine Examination. It consists of seminars, lectures, workshops and tastings, culminating in a written and practical examination and the submission of a dissertation. This is where the involvement of individual Masters of Wine is so important; they give their time to lecture and hold workshops and pass on their experience by acting as mentors to students.

Qualifying as a Master of Wine is the ultimate aim of all the students in the Institute's education programme. Yet it is important to realise that the knowledge of all aspects of wine and the structured approach to tasting that they gain during their studies is of great benefit to their daily work, whether or not they eventually succeed.

## The Masters of Wine Examination

Since it was established in 1953, more than 2,000 candidates have sat the Masters of Wine Examination. In the past 10 years, 70 candidates have passed and become Masters of Wine.

The examination is divided into three parts: Theory, Practical and a Dissertation. It is designed to test the candidate's understanding of the international wine industry, as well as their depth and breadth of wine knowledge, with an emphasis on analytical skills, clarity of communication and the overall business of wine.

The examination is held simultaneously in London, Napa Valley and Sydney each year. Success in all three parts is required to become a Master of Wine. Those candidates who pass either the Theory or Practical element of the examination may retake the other in a subsequent year.

## The Institute Today

The Institute is proud of its heritage and its prestigious position at the leading edge of wine education. Today, it continues to attract talented individuals to its education programme who will become the next generation of highly knowledgeable professionals within the wine industry worldwide.

More than 240 students from 25 countries are currently studying in the Institute's education programme.

The Institute aims to promote:

- the highest standards of education in wine;
- the highest standards of trade conduct;
- the highest standards of quality in wine.

The Institute intends:

- to encourage candidates from around the world to sit the Masters of Wine Examination;
- to take a leading role in international events and discussions which affect the wine industry;
- to obtain support from all sectors of the wine industry for these aims.

In achieving these aims, the Institute and its members contribute to the pursuit of excellence across the wine industry and seek to ensure a successful future for the art, science and business of wine.

# Supporters of the Institute

**T**HE Institute of Masters of Wine is privileged to work with a distinguished group of individuals, businesses and organisations which share its values and recognise the importance of promoting the highest standards of educational achievement and professional conduct within the wine community.

These collaborations manifest themselves in a variety of ways: from ensuring that the education programme reflects all aspects of the evolving wine industry by attracting expert guest lecturers to providing professional development opportunities through tastings and master classes in partnership with leading winemakers from around the world.

In particular, the international community of corporate supporters plays a vital role in assisting the delivery of the Institute's worldwide education, examination and events programmes. Each supporter helps to fund a specific area of activity, which is usually aligned with their own corporate objectives, and their contributions ensure that the Institute continues to uphold the tradition of excellence upon which it was founded in 1955.

The Institute is very grateful for the continuing commitment of its corporate supporters and for the fruitful partnerships and collaborations which it enjoys in all quarters of the wine community. Together, these help to promote the understanding and appreciation of wine internationally.

## Principal Supporters

AXA Millésimes and the Austrian Wine Marketing Board

## Major Supporters

The Madame Bollinger Foundation, Constellation Europe, CVBG Dourthe Kressmann, The Esterházy Foundation, Ets. J-P Moueix, Istituto Grandi Marchi, Maison Louis Jadot, San Pellegrino, Taransaud Tonnellerie, Villa Maria Group, Viña Errázuriz, The Vintners' Company, Waitrose & Wines of Hungary

## Supporters

Berry Bros. & Rudd, Lallemend, Opus One, Schloss Vollrads, Südtirol/Alto Adige Wines & Symington Family Estates

## Strategic Partners

Australian Wine Research Institute and Geisenheim Research Centre



# AXA Millésimes

**A**XA Millésimes has been a principal sponsor of the Institute of Masters of Wine since 2001. We believe that the Institute merits this support because of its culture of excellence.

The existence of a body of qualified men and women in the world of wine who have been trained to distinguish between varying degrees of quality can only be positive for wine drinkers, who rely on the guidance of experts, and for wine producers, who need the judgement of these experts to notice what they are trying to do.

I am delighted to see the Institute here in Bordeaux for the Forging Links symposium. The Institute has a global vocation and this symposium has global reference. I look forward to a fascinating week.

**Christian Seely**  
Managing Director



Christian Seely

We ask only of Masters of Wine that they use their trained palates to judge impartially the wines that are before them and that they communicate to wine drinkers around the world the distinctions that they are able to make. For wine producers at the highest level, this critical function is of the highest importance.



# Austrian Wine Marketing Board

**M**ARKETING Austrian wine outside the German-speaking world is not easy. When I take a taxi to the Austrian Embassy in Manila, Tokyo or Beijing I can be certain of arriving at the Australian Embassy. How can you sell Austrian wine to people who don't even know that the country exists?

Wine education therefore is the key to our international success. That is why we co-own the Austrian Wine Academy, continental Europe's largest provider of wine education. Its founder and longtime director, Dr. Josef Schuller, happens to be the current Chairman of the Institute of Masters of Wine. Who would deny that this shows that we share the same philosophy?

The Institute of Masters of Wine provides the highest level of wine education in the world. We find the education programme and the surrounding events to be important vehicles for promoting wine appreciation.

In the same way, Forging Links is an excellent platform to exchange ideas, get new insights and strengthen the worldwide interest in real wine. We are happy to be here in Bordeaux and we are very proud to be a principal sponsor of this extremely beneficial institution.

**Willi Klinger**  
Managing Director



Willi Klinger

Whoever thinks that wine should be a simple drink like cola will never understand real wine. Real wine refers to both our senses and our intellect. But in order to be able to enjoy great wine one has to learn to taste, just like somebody who wants to get pleasure out of Schubert's "Unfinished" has to learn to listen.





# Old World versus New World inspirations – Tasting Notes

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# The role of Masters of Wine in the industry – Tasting Notes

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# Modern legends: fame, fortune and lessons to be learned – Tasting Notes

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