



THE INSTITUTE OF  
MASTERS *of* WINE

## **EIGHT NEW MASTERS OF WINE IN 2009**

LONDON: 4<sup>th</sup> September 2009

The Institute of Masters of Wine is delighted to welcome eight new members today, bringing the number of MWs worldwide to 280.

The successful candidates have an impressive range of experience that includes wine importing and distribution, education, journalism, broadcasting and restaurant management.

Dr Josef Schuller MW, Chairman of the Institute, commented, “The MW qualification is uniquely demanding and I warmly congratulate all of our new members on their achievement. I am particularly pleased to see the continued diversity in expertise of our membership.”

The 2009 Masters of Wine are:

- **Susie Barrie MW**, a freelance journalist, author, television and radio presenter from Winchester, UK;
- **Michael Collier MW**, a wine consultant based in Surrey, UK;
- **Roman Horvath MW**, managing director of Domäne Wachau, Austria;
- **Isabelle Legeron MW**, a French-born educator, event organiser and television broadcaster, living in London, UK;
- **Tim Marson MW**, a wine buyer for Bibendum in London, UK;
- **Tuomas Meriluoto MW**, managing director of WineState, an importer in Finland;
- **Frank Roeder MW**, founder and chief executive of VIT, a wine distribution company based in Saar, Germany;
- **Mai Tjemsland MW**, owner of GastroConsult, a restaurant, catering and wine club group in Oslo, Norway.

The successful candidates' dissertations reflected their broad and international expertise. They explored topics of relevance to the global wine industry, such as climate change, creation of new wine appellations and consumer research. This year's dissertations included:

- *Mosel winemakers' perceptions of climate change and future adaptation strategies;*
- *The attitudes of pregnant and breastfeeding women in Finland to non-alcoholic wines;*
- *UK market attitudes towards brut nature champagne;*
- *Appellation Willamette: an investigation into the subdivision of the northern Willamette Valley AVA and its effects upon the region's wine industry.*

The new MWs reacted with delight and relief at their success. "It was a great challenge," said Frank Roeder MW, "I feel very honoured to become a member of the Institute." Isabelle Legeron MW said, "I am so thrilled and proud to now be an MW! The Institute of Masters of Wine is second to none in the wine world and it is a real privilege to be a part of it."

The new MWs will be formally welcomed as Masters of Wine at the Institute's Annual Reception and Awards Ceremony on Wednesday 4<sup>th</sup> November 2009 in Vintners' Hall, London.

## **Enquiries**

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## **Notes for Editors**

The Institute of Masters of Wine is a not-for-profit organisation dedicated to promoting excellence in the wine trade. Founded in London in 1955, the Institute now has 280 members, based in 23 countries throughout the world. 'Master of Wine' is both a qualification and a title, usually abbreviated to 'MW' following a member's name. The Institute's education programme and examination process encourage a cross-disciplinary approach to understanding wine at the highest level.

The Institute holds annual examinations in three locations: London, Napa and Sydney. These comprise three practical papers, each with 12 wines (all tasted blind), and four essay papers, taken over a four-day period. Candidates are required to assess and identify wines of varying quality levels from all over the world. For the theory papers candidates need to demonstrate knowledge of a wide range of subjects, including winemaking, grape growing, business and

social issues. Students must also complete a 10,000-word dissertation on a subject of their choice.

In addition to the education programme, the Institute and its members organise events of professional interest to the wine trade around the world, including a symposium every four years. The Institute's next international symposium, with the theme *Forging Links*, will take place from 24<sup>th</sup> to 27<sup>th</sup> June, 2010, in Bordeaux ([www.mwsymposium.com](http://www.mwsymposium.com)).

More information about the Institute and its activities, including full biographies and contact details of new and existing members can be found on the website [www.mastersofwine.org](http://www.mastersofwine.org).