



## **INSTITUTE OF MASTERS OF WINE APPOINTS COMMUNICATIONS MANAGER**

*London, 2 December 2009*

The Institute of Masters of Wine (IMW) has announced the appointment of a Communications Manager to its executive team based in London.

The new role involves both internal and external communications for the Institute which promotes professional excellence in all sectors of the wine trade internationally.

Following a recent recruitment process, the Institute has appointed Nathaniel Anderson to the full-time post. Nathaniel, 37, is a former journalist and worked in a variety of in-house and agency PR roles in Scotland before moving to London in the summer.

The IMW is a not-for-profit organisation dedicated to promoting excellence in the wine trade. It was founded in 1955 and its membership comprises 279 Masters of Wine (MWs) based in 22 countries. More than 240 students from around the world are currently studying for the MW qualification.

Siobhan Turner, Executive Director of the Institute of Masters of Wine, said: "As our membership and community of students continue to develop internationally, the Communications Manager will play a key role in both our internal and external communication programmes. We are delighted to welcome Nathaniel to the executive team and look forward to him assisting in the promotion of the Institute and its work."

Nathaniel Anderson said: "This is a unique role and one that I look forward to fulfilling in terms of communicating with the MWs, students and supporters of the Institute as well as the wider community of stakeholders in the international wine trade and media. It is a particularly exciting time to join the Institute as it prepares for its 2010 Symposium, Forging Links, in Bordeaux next June and, as someone who is passionate about wine, also a great honour to have the opportunity to work with leading figures in the industry."

ENDS

### **Enquiries:**

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### **About the Institute of Masters of Wine:**

- The Institute of Masters of Wine (IMW) is a not-for-profit organisation dedicated to promoting excellence in the wine trade. It was founded in 1955.
- The IMW has 279 members (MWs), based in 22 countries.
- The IMW's education programme encourages a cross-disciplinary approach to understanding wine and communicating that knowledge at the highest level. The IMW holds annual study seminars in Napa Valley, USA; Adelaide, Australia; and Rust, Austria.
- The annual examinations take place in London, Napa and Sydney, over a four-day period. There are three practical papers, each with 12 wines. Candidates are required to blind taste and identify wines of varying quality levels and origins. In four theory papers, candidates need to demonstrate, through essays, knowledge of a wide range of subjects including winemaking, grape growing, business and social issues. Students also write a 10,000-word dissertation on a subject of their choice.
- The IMW also organises events of professional interest to the global wine trade, including an international symposium every four years. The next symposium, *Forging Links*, takes place from 24 to 27 June 2010 in Bordeaux; see [www.mwsymposium.com](http://www.mwsymposium.com).
- More information about the Institute and its activities, including full biographies and contact details of MWs, can be found at [www.mastersofwine.org](http://www.mastersofwine.org).