



THE INSTITUTE OF MASTERS OF WINE AND THE ISTITUTO DEL VINO ITALIANO DI QUALITÀ – GRANDI MARCHI ANNOUNCE EDUCATIONAL PARTNERSHIP

London and Verona, 2 November 2009

The Institute of Masters of Wine (IMW) is delighted to announce its first association with the Italian wine industry with the signing of an agreement with the Istituto del Vino Italiano di Qualità – Grandi Marchi (IGM).

Said **Lynne Sherriff MW, Vice-Chairman of the IMW**, 'the IMW community worldwide will benefit from being able to work so closely with such a prestigious group of producers.'

The IGM will be contributing to the IMW education programme in a range of activities. Students worldwide will be able to study the wines of the 17 member wineries. Study seminars, which currently take place at select destinations internationally, will also be held in Italy, and IGM members will be involved in wine tastings, courses and winery visits.

The partnership extends beyond training the MWs of the future. The IGM organises international wine events, usually for the press, the wine trade and opinion formers. These will now be led by MW specialists, and the tastings will additionally be promoted to aspiring students. The first such events will be held in Tokyo on 24 November 2009, and in Seoul on 26 November 2009. The tastings will be led by Mai Tjemsland MW, who became an MW this year, and is the second Norwegian citizen to achieve the qualification.

Speaking for the **IGM, Marchese Piero Antinori, President of IGM**, commented: 'We are delighted that the internationally esteemed Institute of Masters of Wine should make its first collaboration in Italy with the Grandi Marchi, producers of the highest quality wines. We look forward to welcoming members of the IMW community to our events.'

Said **Siobhan Turner, Executive Director of the IMW**, 'as the IMW grows worldwide, I am delighted to welcome this association of outstanding Italian producers to our network of supporters.'

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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. Founded in 1955, the Institute 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, a 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.

About the Istituto del Vino Italiano di Qualità – Grandi Marchi

There are 17 members of the IGM (or Italian Institute of Fine Wines – Premium Brands), which together share 3000 years of wine history. The members are: Biondi Santi, Michele Chiarlo, Ambrogio e Giovanni Folonari, Pio Cesare, Tenuta San Guido, Ca' del Bosco, Umani Ronchi, Carpenè Malvolti, Lungarotti, Masi, Mastroberardino, Alois Lageder, Rivera, Jermann, Donnafugata, Marchesi Antinori, Tasca d'Almerita.

The current President of the IGM is Marchese Piero Antinori.

www.istitutograndimarchi.it