



THE INSTITUTE OF MASTERS OF WINE WELCOMES WINES OF HUNGARY AMONG ITS MAJOR SUPPORTERS

London: 23rd April 2009

The Institute of Masters of Wine is pleased to announce Wines of Hungary as a new Major Supporter for 2009. The financial support, worth 5 million forints (approx. £16,000), will be directed towards the translation costs of the theory papers at the Master of Wine examination. This support reflects the mutual objectives of the Wines of Hungary and Institute of Masters of Wine to promote wine education at the highest level.

The Institute holds the Master of Wine examination annually in London, the Napa Valley and Sydney. The exam is taken by over 70 students each year and the candidates for the MW examination come from more than 20 countries. A significant number write their papers in a language other than English and are liable to pay part of the translation costs. This generous support from Wines of Hungary will significantly assist those students in reducing the translation fees and make the examination more accessible around the world.

Initially, the support is for one year with the strong intention of both parties to develop it into a long-lasting association. The Institute is looking forward to working together with Wines of Hungary in achieving its aim of promoting excellence in wine education internationally.

Clive Barlow MW, Acting Executive Director of the Institute, said, “The Institute is experiencing an exciting period of dynamic expansion. In the recent past we have admitted students from Russia, Slovenia, Portugal and China and, with the growing international spread of our students, translation costs have become a matter of concern. We are grateful to Wines of Hungary for their support enabling the Institute to proactively respond to this challenge.”

Richard Nemes, MD of Wines of Hungary, said, “It is our honour to support The Institute of Masters of Wine and its intention to further expand high-level wine education globally. It is our hope that by co-financing translation costs, Wines of Hungary will contribute to the world wide spread of the Institute’s excellent education programme”

Enquiries:

Clive Barlow MW, Acting Executive Director

+44 (0)20 7621 2830

clive@mastersofwine.org

Peter Csizmadia-Honigh, Education Manager

+44 (0)20 7621 2830

peter@mastersofwine.org

Editors notes:

Note to interested applicants:

Application forms for the Institute's Education Programme will be available from July 2009. Interested applicants should in the first instance contact Peter Csizmadia-Honigh, the Education Manager, to obtain an application form and discuss any questions they may have.

About the Institute of Masters of Wine

The Institute of Masters of Wine was established in London, England, in 1953, since when over 2000 candidates have sat its rigorous examination in the art and science of wine. In 1991, the examination was held on the same days in the UK, Australia and the USA, a pattern that continues today.

There are currently 275 members of the Institute, from 25 different countries. Although membership was opened up to non-UK members for the first time only in 1987, 85 members now come from outside the UK. The vast majority of the students are now non-British, and the Education programme is run annually in Napa Valley, California; Melbourne, Australia; Rust, Austria; and Bordeaux, France.

The Master of Wine qualification is achieved by passing three parts of the examination:

- **Theory**, comprising four three-hour question papers on viticulture, winemaking, the business of wine and contemporary issues
- **Practical**, comprising three 12-wine blind tastings of a range of international wines which are assessed for variety, origin, quality and style
- a 10,000 word **Dissertation** on a subject selected by the candidate, relevant to the international wine industry

Candidates come from all areas of the wine industry. The majority are active in a commercial capacity, as wholesalers, importers or retailers, from major multi-nationals to independent merchants. A growing number are involved directly with winemaking, while other occupations include journalism, public relations, the hospitality industry and wine education.

About Wines of Hungary:

Wines of Hungary, the national brand of Hungarian wine, was established by the Hungarian Wine Marketing Agency in 2008. The Agency was founded by the leading Hungarian wine associations with the aim of promoting Hungarian wine on the domestic as well as the global market.

Providing marketing services for about 70 Hungarian winemakers, the Agency works primarily in Europe, but intends to expand its operations overseas in the near future. Main activities include organising press trips, generic tastings and media coverage.

Richard Nemes, MD of Wines of Hungary; +36 30 510 7269

richard.nemes@winesofhungary.com