



THE INSTITUTE OF
MASTERS *of* WINE

Applications Open for the 2010 Alfredo Vidaurre Scholarship

The Institute of Masters of Wine and Montes Winery S.A. are delighted to announce that applications are now being accepted for the fourth annual Alfredo Vidaurre Scholarship.

The generous scholarship was renamed in 2008 in memory of the late Alfredo Vidaurre, co-founder, partner, and former director of Montes.

Open to candidates around the world at any stage of their Institute studies, the prestigious scholarship consists of a US \$10,000 travel bursary to visit Chile to further the recipient's knowledge about its *terroir*, growing conditions, and winemaking. This year the scholarship will be judged on the basis of essay submissions, not exceeding 1,000 words, addressing the following topic:

“Chile has an extraordinary climatic and geographic diversity. How well do Chilean wines exploit this diversity today? And how strong and sustainable a competitive advantage is this diversity for the Chilean wine industry moving forward?”

Application essays must be written in English and submitted to Peter Csizmadia-Honigh, the Education Manager (peter@mastersofwine.org), along with the application form for the 2010/11 Institute education programme by 14 September 2010.

Aurelio Montes, Founding Partner and Chief Winemaker of Montes Winery, said: We are pleased to collaborate once again with the Institute of Masters of Wine in offering this scholarship to its students who strive for the highest level of wine expertise. Over the years we have received incredible insight on the perception of Chilean wine and we look forward to additional insight on how it can be improved.”

Dr. Josef Schuller MW, Chairman of the Institute, said: “The Alfredo Vidaurre Scholarship offers the winning student an exceptional opportunity to visit and increase their knowledge of Chile and its wines. We are delighted to work with Montes to provide this outstanding scholarship and for their commitment to the Institute's tradition of excellence in promoting understanding of wine at the highest level.”

Montes S.A. is a totally Chilean-owned, boutique winery, created in 1988 with the unique mission of producing exclusively premium wines. Montes pioneered the Chilean ultra-premium wine category, first with Montes Alpha “M”, a groundbreaking wine that set new quality standards for Chile. Next came Montes Folly, the first Syrah produced in Colchagua, and most recently Montes Purple Angel, its first Carmenère-based wine.

The Institute of Masters of Wine is a not-for-profit organisation dedicated to promoting the highest educational and professional standards in the global wine trade. It was founded in London in 1955 and today it is a truly international organisation with a membership of 280 individual Masters of Wine based in 23 different countries. More than 240 students from 25 countries are currently studying in its education programme, which prepares candidates for the Masters of Wine Examination.

Ends (26.07.10)

Notes to Editors:

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The Institute of Masters of Wine

Founded in 1955, The Institute of Masters of Wine is a not-for-profit organisation dedicated to promoting educational and professional excellence in the global wine trade.

The Institute has 280 members (Masters of Wine, normally abbreviated to MW after a member's name) based in 23 countries. 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.

The Institute's education programme encourages a cross-disciplinary approach to understanding wine and communicating that knowledge at the highest level and prepares students for the Masters of Wine Examination. More than 240 students from 25 countries are currently engaged in the Institute's education programme.

The annual Masters of Wine Examination takes place concurrently in London, Napa (USA) and Sydney (Australia), over a four-day period, usually during the month of June. 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 must also write a 10,000-word dissertation on a subject of their choice. Only after passing all parts of the examination and dissertation can someone be admitted to the membership of the Institute, agree to abide by its Code of Conduct and use the title Master of Wine, or its abbreviated form MW.

In addition to its education and examination programmes, the Institute organises annual events which are open to its members, students, the wider wine trade and, usually, private individuals with a serious interest in wine. These events offer outstanding professional development opportunities and include tastings, seminars, debates, visits to wine producing regions and master classes with the world's leading wine producers.

More information about the Institute and its activities, including biographies of Masters of Wine, can be found at the Institute's www.mastersofwine.org website.