



THE INSTITUTE OF
MASTERS *of* WINE

Applications Open for the 2010/11 Masters of Wine Education Programme

Applications are now being accepted from prospective students who wish to attain the world of wine's most prestigious title.

The Institute of Masters of Wine is inviting applications from wine trade professionals for its 2010/11 education programme, which is delivered in Europe, North America and Australasia.

To qualify for entry to the programme students are expected to have at least five years' of experience in some aspect of the wine industry and should also hold a recognised wine qualification, such as the WSET Diploma or an academic degree in oenology, viticulture, a wine MBA or similar.

The programme, which takes a minimum of three years to complete, covers all aspects of the art, science and business of wine, in theory and practice, and prepares candidates for the Masters of Wine Examination. The examination comprises four days of theory and practical papers, including blind tastings of wines. On successful completion of all parts, students must then research and submit an original dissertation of 10,000 words. Only then are they eligible to become a member of the Institute, abide by its code of conduct and use the title Master of Wine.

More than 240 students from 25 different countries participated in the education programme during the 2009/10 academic year. The results of the 2010 examination, held from 1 to 4 June in the UK, USA and Australia, will be announced in September.

The Masters of Wine Examination was introduced in London in 1953 and has been held every year since. More than 2,000 candidates have sat the exam since then with 329 ultimately becoming Masters of Wine.

Today, the membership of the Institute comprises 280 Masters of Wine who are based in 23 countries around the world. They are active in all aspects of the wine industry and include winemakers, importers, buyers, retailers, consultants, journalists, educators, sommeliers and senior industry executives.

Dr. Josef Schuller MW, Chairman of the Institute said: "With a tradition of excellence spanning more than half a century, the Institute is today a truly international body whose members share a common interest and passion for the art, science and business of wine.

“Our education programme continues to attract talented individuals from across the international wine community who aspire to achieving their Master of Wine and we look forward to welcoming new members to our student community in the autumn.”

Prospective students wishing to enter the first year of the programme can access the application details via the education section of the Institute’s www.mastersofwine.org website. The deadline for applications to the first year programme is 2 September 2010.

Ends (08.07.10)

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 across 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. It prepares students for the Masters of Wine examination.

The annual Masters of Wine examination takes place concurrently in London, Napa and Sydney, 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 completing their dissertation can someone be admitted to the membership of the Institute and use the title Master of Wine.

In addition to its education and examination programmes, the Institute organises annual events which are open to its members, students and the wider wine trade. 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.

The Institute of Masters of Wine is privileged to work with a distinguished group of individuals, businesses and organisations which share its values and recognise the importance of promoting the highest standards of educational achievement and professional

conduct within the wine community. In particular, the international community of corporate supporters plays a vital role in assisting the delivery of the Institute's worldwide education, examination and events programmes. Each supporter helps to fund a specific area of activity, which is usually aligned with their own corporate objectives, and their contributions help to ensure that the Institute continues to uphold the tradition of excellence which it has established since its foundation in 1955. The Principal Supporters of the Institute are AXA Millésimes and the Austrian Wine Marketing Board, while its longest standing supporter is the Madame Bollinger Foundation.

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