



THE INSTITUTE OF
MASTERS *of* WINE

Diversity of Italy Seminar and Tasting

The wines of some of Italy's finest producers will feature in an important seminar and tasting in London in early September, organised by the Institute of Masters of Wine.

The Diversity of Italy event on 9 September, hosted in conjunction with the Istituto Grandi Marchi (IGM), will provide a topical insight into the wines of Italy and will be addressed by Marchese Piero Antinori, Director of Marchesi Antinori and President of the IGM.

The IGM was established by some of Italy's most prestigious wineries to promote the culture of high quality Italian wine on world markets. It unites families and brands which characterise the Italian wine-making tradition - each one extremely innovative yet highly representative of the production of their region. Its members share 3,000 years of winemaking history and include such renowned producers as Biondi Santi, Pio Cesare, Masi, Alois Lageder, Jermann, Donnafugata, and Marchesi Antinori.

The event, taking place from 10am to 1pm at Vintners' Hall, will begin with an address by Marchese Antinori and a panel discussion looking at the current challenges and opportunities for the Italian wine industry. A walk around tasting of 51 wines from the IGM members will then follow, including their latest releases and examples of older vintages. The tasting will include Antinori's Solaia, Biondi Santi's Brunello Villa Poggio Salvi, Donnafugata's Ben Ryé, Masi's Amarone Classico della Valpolicella, and Pio Cesare's Barolo Ornato.

Mark Bingley MW, Chairman of the Institute's Events Committee said: "We are delighted to welcome Marchese Piero Antinori, President of the Istituto Grandi Marchi, to host this seminar and tasting, which provides a wonderful opportunity to taste a range of wines from among the country's finest producers and discuss the current issues facing Italian wine."

The event is open to Masters of Wine, students of the Institute, members of the wine trade and private individuals with a serious interest in fine wine.

Tickets, priced at £50 each, are available from the Institute. Contact Helen Williams, Events Manager, for further information via her hwilliams@mastersofwine.org email or visit the www.mastersofwine.org website.

Ends (03.08.10)

Notes to Editors:

Media Contact

Nathaniel Anderson

Communications Manager, The Institute of Masters of Wine

T: +44 (0)207 621 2830

E: nanderson@mastersofwine.org

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 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, its 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.

Istituto Grandi Marchi

The members of the Istituto del Italiano Vino di Qualità Grandi Marchi (Istituto Grandi Marchi) together share 3,000 years of wine history.

The organisation is the result of the determination and enthusiasm of some of the most important Italian wineries to promote the culture and commercialisation of Italian high quality wine in world markets.

It unites families and brands which characterise the Italian wine-making tradition - each one extremely innovative yet highly representative of the production of their region.

Its members include: Biondi Santi SpA, 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, and Tasca d'Almerita.

Each winery is defined by the high standards of its products and brand image at national and international levels. They are families and brands which encapsulate the identity of Italian wine which is synonymous with quality and style throughout the world.

The member wineries strongly adhere to tradition whilst constantly updating their style and production methods to meet the needs of evolving markets. Both of these aspects are important characteristics of Italian winemaking and are the key to the success of Italian wine on international markets.

For further information see the www.istitutograndimarchi.it website.