



THE INSTITUTE OF  
MASTERS of WINE

## Nine New Masters of Wine Announced

The Institute of Masters of Wine is delighted to confirm that nine new Masters of Wine have been admitted to its membership following the results of its 2010 examination. The news brings the total number of Masters of Wine in the world to 289, who are resident in 23 different countries.

In order to become a Master of Wine a candidate must pass both the theory and practical parts of the Masters of Wine Examination and complete a 10,000-word dissertation based upon original research.

Dr. Josef Schuller MW, Chairman of the Institute, said: “The Institute is delighted to welcome these nine new Masters of Wine to its membership. They have demonstrated a unique set of skills in the art, science and business of wine. They must now honour the tradition of excellence upon which the Institute was founded and act as ambassadors for wine at large as they pursue their individual careers as members of our international community.”

The nine new Masters of Wine, their country of residence, occupation and dissertation titles are:

**David Allen MW** (UK), Private Customer Sales Manager at Coe Vintners, “*An examination of the effectiveness of wine as an investment vehicle for UK-based individuals*”

**Pedro Ballesteros Torres MW** (Belgium), civil servant at European Commission, “*The EU common market organisation for wine: identification and analysis of the driving forces in the policy-making process*”

**Sebastian Bredal MW** (Norway), Managing Director of Symposium Wines AS, “*Investigating the factors that influence consumers’ purchasing behaviour of wine in the Norwegian off-trade market*”

**Alex Hunt MW** (UK), Purchasing Director at Berkmann Wine Cellars, “*Rising must weights in California: trends, causes, and implications for winemaking*”

**Melanie Jones MW** (UK), wine writer and webmaster, “*Factors which contribute towards successful sales of premium Sherry in UK restaurants and their bars*”

**Justin Knock MW** (UK), Wine Buying Manager at Treasury Wine Estates, “*How important is regionality to the marketing and sales of Australian wine in the UK market?*”

**Kate McIntyre MW** (Australia), Marketing Manager at Moorooduc Estate, “*Australian Chardonnay in crisis – reality or industry perception?*”

**Jean Reilly MW** (USA), wine buyer and journalist based in New York, *“US Sommelier attitudes towards German Riesling”*

**Peter Richards MW** (UK), wine writer and broadcaster, *“Prospects for premium Chilean Syrah: UK wine trade perspectives”*

In addition to those listed above, the first two new MWs of 2010 were announced by the Institute in May after completing their dissertations. They were:

**Ned Goodwin MW** (Japan), buyer, consultant, educator and sommelier, *“Perceptions, Attitudes and Skills of Japanese Sommeliers”*

**Rhys Pender MW** (Canada), wine educator and consultant, *“Counterfeit Wine – its impact on the business of wine”*

All 11 new Masters of Wine of 2010 will be formally welcomed to the Institute’s membership at its annual reception and awards ceremony at Vintners’ Hall in London on 3 November 2010.

Ends (03.09.10)

#### **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](mailto: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 289 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 Masters of Wine Examination takes place concurrently in London, Napa and Sydney, over a four-day period each year, 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. The Principal Supporters of the Institute are AXA Millésimes and the Austrian Wine Marketing Board, while its longest standing international 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](http://www.mastersofwine.org) website.