



THE INSTITUTE OF
MASTERS *of* WINE

Institute of Masters of Wine 2010 Open Days – Budapest and London

London, 29th January 2010

Wine trade professionals will have two opportunities to gain an insight into the industry's most respected qualification in the coming months.

The Institute of Masters of Wine is holding two open days for potential students, one in March and one in May, which will provide an unrivalled opportunity to learn more about what it takes to become a Master of Wine.

On 20th March 2010, the Institute will host its first ever open day, or master class, in Hungary during VinCE 2010 in Budapest, an event which is showcasing more than 100 wines from leading producers in Central and Eastern Europe. It will be hosted by Lynne Sherriff MW, Deputy Chairman of the Institute, and Elizabeth Gabay MW. Then in London, on 17th May, the Institute will host its third annual open day in the UK.

These events are aimed principally at wine trade professionals who are interested in entering the Institute's education programme. Both will include an introduction to the Institute, a tasting with Masters of Wine, the opportunity to meet members of the Institute's executive team and to discuss professional development through the education programme with Masters of Wine. The London event additionally includes a light lunch plus debate and discussion with Masters of Wine.

Full details of both events, including booking details, can be found in the Education section of the www.mastersofwine.org website, under Open Days.

Lynne Sherriff MW, Deputy Chairman of the Institute, said: "Our open days, or master classes as they are also known, are the best opportunity for those who aspire to achieve the title Master of Wine to find out just what is involved in the education programme and examination.

"We are delighted to have the opportunity to hold our first ever open day in Hungary during VinCE this year and I am certain that it will attract interested professionals from the wine community in Central and Eastern Europe. Likewise, we expect the London event, now in its third year, to be as popular as ever with both UK-based and international attendees making it a diary date.

“We look forward to attracting new students of the highest calibre from across all wine-related disciplines as the Institute continues to broaden and internationalise its membership in the coming years,” she said.

The Institute is a not-for-profit organisation dedicated to promoting professional excellence and the highest educational 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 279 Masters of Wine (MWs) based in 22 countries.

Since 1992 the Institute’s education programme for wine trade professionals has been delivered on three continents, Europe, Australasia and North America. More than 240 students from 24 countries are currently studying in the programme which leads to the Master of Wine examination. On successful completion of the examination, which tests both practical and theoretical understanding of all aspects of the art, science and business of wine, students must finally write a 10,000 word original dissertation. Only then are they eligible to join the Institute, abide by its Code of Conduct and use the title Master of Wine or its abbreviated form MW.

Open days were first introduced by Masters of Wine in North America in 2006 as a means of providing prospective students in the USA and Canada with a firsthand insight to the education programme. They have subsequently been adopted by the Institute globally and are held as Institute open days or master classes around the world on an annual basis.

Wine trade professionals who are students of the Institute will be amongst delegates attending its seventh international symposium, Forging Links, which is taking place in June in France for the first time in its history. Held every four years, the Institute’s symposium is a leading independent forum for the international wine community. Forging Links, which is being staged with the generous support of its principal sponsor the Conseil Interprofessionnel du Vin de Bordeaux (CIVB), will see delegates from across the world assemble for four days in Bordeaux, from 24th to 27th June 2010, to explore topical issues, opportunities and challenges relating to the global connections that underpin the wine industry, from producer through to consumer. See the www.mwsymposium.com website for further information and booking.

Budapest Master Class – 20th March 2010

Venue: Corinthia Grand Hotel, Budapest, Hungary

Ticket price: 10,900 HUF (approximately £35 GBP)

Booking: via VinCE 2010 at www.vince2010.com or email vince@hamuesgyemant.hu

Schedule

10.00 – 10.45 introduction to the Institute

10.45 – 11.30 break and informal discussion

11.30 – 13.00 tasting master class with Lynne Sherriff MW and Elizabeth Gabay MW

London Master Class – 17th May 2010

Venue: Saddlers' Hall, 40 Gutter Lane, London, EC2V 6BR

Ticket price: £100 each, including VAT

Booking: via the www.mastersofwine.org website at Events

Schedule

09.00 – 09.30 arrival and registration

09.30 – 10.00 introduction to the Institute

10.00 – 12.30 tasting Master Class

12.30 – 13.30 light lunch

13.30 – 15.00 debate and discussion with the Masters of Wine

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Notes to Editors:

- Founded in 1955, The Institute of Masters of Wine is a not-for-profit organisation dedicated to promoting professional and educational excellence in the global wine trade.
- The Institute has 279 members (Masters of Wine, normally abbreviated to MW after a member's name) based in 22 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 holds annual study seminars in Napa Valley, USA; Adelaide, Australia; and Rust, Austria. More than 240 students from 24 countries are currently engaged in the Institute's education programme.
- The annual Master 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 can someone be admitted to the membership of the Institute and use the title Master of Wine, or its abbreviated form MW.
- In addition to its education programme, the Institute organises annual events of professional interest to the global wine trade, including tastings, seminars, debates and master classes with the world's leading wine producers.

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