



THE INSTITUTE OF
MASTERS *of* WINE

Institute Master Class in Prague

Wine trade professionals will have the opportunity to gain an insight into the industry's most respected qualification during an exclusive master class in Prague at the end of September.

The Institute of Masters of Wine is holding the event, with the support of the Prague Wine Academy and *Vino Revue* magazine, at the Hotel Crowne Plaza Prague on Thursday 30 September 2010, from 3pm to 6pm.

During the master class a blind tasting of 12 wines from international varieties will be conducted by the Chairman of the Institute, Dr. Josef Schuller MW, and its Vice Chairman, Lynne Sherriff MW. They will provide participants with an authentic experience of the practical part of the world-renowned Masters of Wine Examination, demonstrating how students are expected to taste, analyse and describe wines. The master class will be conducted in English with simultaneous translation into Czech.

The Institute's master classes, also known as open days, are aimed principally at wine trade professionals who are interested in entering the Institute's education programme. The Prague event will include an introduction to the Institute, a tasting with Masters of Wine, and the opportunity to discuss professional development through the education programme.

During 2010, the Institute has already held master classes in Budapest, Düsseldorf, Hong Kong and London, which attracted hundreds of attendees from the wine world.

Dr. Josef Schuller MW, 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 Prague and I am certain that it will attract interested professionals from the wine community in Central and Eastern Europe.

"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," he said.

The Institute is a not-for-profit organisation dedicated to promoting the highest educational standards and professional excellence in the global wine trade. It was founded in London in

1955 and today it is a truly international organisation with a membership of 289 Masters of Wine (MWs) based in 23 different 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.

The master class is open to wine buyers in the retail and restaurant trade, sommeliers, winemakers, journalists, students of gastronomy and wine and anybody interested in wine education. Tickets priced at CZK 900.00 can be purchased [here](#).

Ends (07.09.10)

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

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 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.