



THE INSTITUTE OF
MASTERS *of* WINE

Institute Master Class at ProWein 2010

London, 18 February 2010

Members of the wine trade will have the opportunity to gain an insight into the industry's most highly regarded qualification at the ProWein trade fair next month.

The Institute of Masters of Wine is holding a master class for potential students on 22 March 2010 at ProWein in Düsseldorf, which will provide an unrivalled opportunity to learn more about what it takes to become a Master of Wine.

The event is being hosted by the wine countries and regions of Argentina, California, Chile, New Zealand and South Africa, which are jointly presenting Down to Earth at ProWein this year. This collaboration of New World countries is a world first and represents an innovative approach to marketing at one of the world's most important international wine trade fairs.

The Institute master class is aimed principally at wine trade professionals who may be interested in entering its international education programme. It will be hosted by Dr. Josef 'Pepi' Schuller MW and Lynne Sherriff MW, Chairman and Vice Chairman of the Institute respectively. It will include an introduction to the Institute, a tutored tasting of wines, and the opportunity to discuss professional development through the education programme. It will take place from 1630 to 1800 at the Down to Earth stand, Halle 6 G60, in the Düsseldorf Exhibition Centre.

The event is free but participants must register in advance. Further information, including booking details, can be found on the www.down2earth-prowein.com website.

Institute master classes, also known as open days, were first introduced in North America in 2006 to provide prospective students with an introduction to the education programme and have subsequently been adopted by the Institute globally. This year, master classes are also being held in Budapest, Hungary, on 20 March, during VinCE 2010, and in London, United Kingdom, on 17 May. For further information see the events section of the www.mastersofwine.org website.

Dr. Schuller MW said: "Institute master classes offer those who aspire to achieve the title Master of Wine the opportunity to find out just what is involved in the Institute's education programme and examination.

“We are delighted to have the opportunity to hold a master class during ProWein and look forward to attracting new students of the highest calibre from 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 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 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 Masters 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.

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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 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 and prepares students for the Master of Wine examination. 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 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.

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