



THE INSTITUTE OF
MASTERS *of* WINE

Applications Invited for 2010/11 Yalumba Scholarship

The Institute of Masters of Wine and Yalumba, Australia's oldest family-owned winery, are delighted to announce that applications are now being accepted for the 2010/11 Yalumba Scholarship.

This generous scholarship is awarded annually to one second-year student in the Institute's education programme, who is based outside Australia or New Zealand, and enables the recipient to attend the Institute's annual Australasian education seminar and to visit the Yalumba vineyards and winery.

The scholarship, worth up to £3,000, consists of:

- a return flight ticket on economy class to the Institute's 2010/11 residential education seminar in Adelaide, from a major city near the winner's home;
- accommodation for the duration of the seminar in Adelaide; and
- a one-week visit to the Yalumba vineyard, nursery and winery in Angaston.

Selection for the scholarship will be in the form of an essay, not to exceed 1,000 words in length and written in English. The topic for this year's essay is:

You have been successful in your application to become Marketing Manager of Wine Australia. You will be making the keynote address "*My action plan for Australian wine*" to your constituents at a specially convened meeting at the Melbourne Cricket Ground before grape-growers, winemakers, distributors, suppliers, industry bodies, the trade and government. You have a 1,000 word opportunity to inspire the Australian wine industry with your aspirational but practical speech, outlining a five-year vision for a robust, profitable and greatly admired participant in the global market.

Applications should be submitted by email to The Institute's Education Manager, Peter Csizmadia-Honigh, peter@mastersofwine.org, by September 3rd 2010. The preferred dates for the week at Yalumba are December 1st to 7th 2010.

The winner will be expected to produce a short report about their visit to Yalumba, which will be published on the Institute's website for the benefit of the international community of students studying towards achieving the title of Master of Wine.

Fifth generation Yalumba proprietor, Robert Hill Smith said, 'On the ground experience remains an integral factor in wine education. The winner will have the very rare opportunity to work alongside our experienced viti and vini teams and have our wider resources at their disposal for the duration of their visit. Last year's winner Julia Sevenich found the trip to be an extraordinary educational experience; naturally we are very pleased to offer this scholarship once again.'

Dr. Josef Schuller MW, Chairman of the Institute, said: "Yalumba provides a first class opportunity for a student of the Institute to gain first hand insight to winemaking in Australia through this generous scholarship, as well as the opportunity to attend our annual education seminar in Adelaide. The Institute is very grateful to Yalumba for its continuing commitment to our goal of promoting educational excellence within the global wine community."

Ends (16.08.10)

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

Valerie Lewis

Public Relations, Negotiants UK on behalf of Yalumba

T: +44 (0)158 246 2859

E: vlewis@negociants.com

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.

Yalumba

Yalumba of today continues to remain fiercely independent and extremely progressive under the ownership of fifth generation Robert and Sam Hill Smith, sons of Wyndham and Helen Hill Smith and for over 160 years, Yalumba has played a pivotal role in the Barossa, making wines that reflect the best of region.

Yalumba was founded in 1849 by Dorset brewer Samuel Smith, who brought his family to Angaston seeking a new life. After purchasing a 30-acre parcel of land just beyond the village of Angaston, Smith and his son Sidney began planting the first vines by moonlight. Samuel named his patch "Yalumba" – Aboriginal for "all the land around".

It is not just Yalumba's work with the Viognier grape variety that warrants its reputation as a pioneering company. Yalumba is the sole company in Australia to craft its own oak barrels. In addition to the cooperage, Yalumba counts a wine vine nursery among its prized assets, enabling the winemakers to have a significant input into grape quality from an early stage.

Today, this viticultural nursery specialises at the high end of vine selection and has winery and winegrower clients across all states.

Yalumba has also been influential in its leadership in sustainable winemaking, making sure that every effort is made to certify that waste and water are recycled, as well as ensuring energy is saved and the general environmental impact of the winery is minimised, particularly its footprint on the landscape.

As a result, Yalumba is the first winery in the world to receive the Climate Protection Award from the Environmental Protection Agency in 2007.

See the www.yalumba.com website for further information.