



THE INSTITUTE OF
MASTERS of WINE

Applications Open for 2011 Champagne Trinity Scholarship

The family-owned Champagne houses of Bollinger, Pol Roger and Louis Roederer are once again providing an unrivalled opportunity for an aspiring Master of Wine to see the production of their wines at first hand.

Bollinger, Louis Roederer and Pol Roger offer the Champagne Trinity Scholarship annually to a first-year student in the Institute of Master of Wine's education programme.

The scholarship consists of two consecutive trips to the Champagne region, one during vintage and another during the blending of the *vins clairs* in the spring. It provides a unique opportunity for a student to gain an insight into Champagne through visits to the three renowned houses.

Applications for the 2011 Champagne Trinity Scholarship must address the following topic, be written in English and should not exceed 1,000 words in length.

“Discuss the challenges and benefits of sustainable viticulture within the Champagne appellation.”

Essays should be submitted to the Institute's Education Manager, Peter Csizmadia-Honigh by email, peter@mastersofwine.org, by the deadline of 29 October 2010.

On behalf of the sponsoring Champagne houses, James Samson, Brand Manager of Champagne Louis Roederer at Maisons, Marques et Domaines Ltd. said: “We were all very impressed by the standard of a handful of the entries last year on the subject of managing a Champagne house through a recession. This year we agreed that sustainable viticulture is an area that perhaps does not get enough attention when discussing the Champagne region. The increasing relevance of the environment is a subject MW students need to keep at the front of their minds, not just in terms of production but commercially and also from a marketing perspective.”

Ends (10.09.10)

Media Contact

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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 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.