



THE INSTITUTE OF  
MASTERS *of* WINE

### **Complete Forging Links Video Archive Now Online**

The complete video archive of sessions from the seventh international symposium of the Institute of Masters of Wine is now available online at [www.mwsymposium.com](http://www.mwsymposium.com).

More than 12 hours of footage from Forging Links, held in Bordeaux at the end of June with the support of the Conseil Interprofessionnel du Vin de Bordeaux, is now free to view and features some of the most influential figures from the world of wine sharing their thoughts and experiences.

The symposium attracted 300 delegates from 31 different countries and was the largest event of its kind ever staged by the Institute. It was open to all those with an interest in the art, science and business of wine and drew an audience which included 80 Masters of Wine.

Over three days, speakers and delegates explored topics ranging from the future of wine on the internet to the role of families and corporations in winemaking and the emerging wine countries of Brazil, Russia, India and China.

Symposium speakers and moderators included Tim Atkin MW, Jean-Claude and Olivier Berrouet, Arnaud Bourgeois, Sylvie Cazes, Eduardo Chadwick, Poh Tiong Ch'ng, Jean-Bernard and Jean-Philippe Delmas, Paul Draper, Peter Gago, Rowan Gormley, Joshua Greene, Margareth Henriquez, Olivier Humbrecht MW, Jeannie Cho Lee MW, Judy Leissner, Eric LeVine, Michael Linton, Zelma Long, Christophe Macra MW, Alastair Maling MW, Pascal Marchand, Kym Milne MW, Fiona Morrison MW, Egon Müller, Alvaro Palacios, Paul Pontallier, Jancis Robinson MW, Michel Rolland, Eleonora Scholes, Christian Seely, Lynne Sherriff MW, Magandeep Singh, Justin Howard-Sneyd MW, Miguel and Mireia Torres, Moses Tsang, Jean-Michel Valette MW and Dirceu Vianna Junior MW.

Fiona Morrison MW, who co-chaired the symposium with Jacques Lurton, said: "Our aim was to bring together the best and the brightest from the world of wine in a setting where they could exchange experiences and ideas. With the full video archive now online, everyone who is interested in the future of wine can share the insights that emerged from the speaker sessions in Bordeaux."

Forging Links was staged with the generous support of the Conseil Interprofessionnel du Vin de Bordeaux (principal sponsor); Office de Tourisme de Bordeaux; Conseil des Crus Classés de Sauternes et Barsac; Conseil des Grands Crus Classés en 1855; the Madame Bollinger Foundation; Union des Grands Crus de Bordeaux; Union des Maisons de Bordeaux; Riedel; San Pellegrino; Vins et Vignobles Dourthe and the Greek Wine Federation.

Ends (07.09.10)

## **Notes to Editors:**

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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](http://www.mastersofwine.org) website.