



THE INSTITUTE OF
MASTERS of WINE

IMW Taster Session at 2010 Hong Kong International Wine & Spirits Fair

Two of Asia's foremost wine experts will host an introduction to the Institute of Masters of Wine education programme at the Hong Kong International Wine & Spirits Fair in early November.

The Master of Wine qualification is internationally recognised as the pinnacle of achievement for wine trade professionals. Jeannie Cho Lee MW and Debra Meiburg MW, both of whom are based in Hong Kong, will provide a taster session for those interested in pursuing the qualification on 4 November.

The session will include an overview of the Institute, an introduction to the theory and practical elements of the education programme and examination, and a tutored tasting to demonstrate the MW approach to assessing and analysing wine. Attendees will also have the opportunity to discuss professional development with Masters of Wine.

Taking place in Wine Tasting Area 3, Hong Kong Convention & Exhibition Centre, the event will run from 5pm to 6.30pm on 4 November. Registration costs HK\$200 and places must be pre-booked via this [link](#).

Jeannie Cho Lee MW said: "The thirst for wine knowledge in Hong Kong is tremendous. I receive frequent enquiries from Asian wine students who are considering the Master of Wine programme. I hope our tasting and introduction will offer a glimpse of both the benefits and challenges to be gained by embarking on this wonderful journey."

Debra Meiburg MW said: "Studying to become a Master of Wine was the most thrilling, rewarding – and occasionally frustrating – experience of my career. Through this introductory seminar, I hope Asian wine lovers will be inspired to take the first step on this life-changing odyssey."

Institute open days, also known as master classes, were first introduced by Masters of Wine in North America and have subsequently been adopted by the Institute globally. Open days held in locations including Budapest, Düsseldorf, Hong Kong, London and Prague over the past year have attracted more than 1,000 attendees.

Lynne Sherriff MW, Chairman of the Institute, said: "My professional involvement in Asia is longstanding and the region is very important for the wine world. I sincerely hope to see more of its leading wine professionals becoming MWs in the future. This event with Jeannie

and Debra is therefore a wonderful opportunity to find out more about what is involved in our education programme.”

The Institute is grateful to the Hong Kong Trade Development Council for its support in staging this master class and to those producers who have provided wine for the blind tasting.

The Institute of Masters of Wine is a not-for-profit organisation dedicated to promoting the highest educational and professional 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 289 individual Masters of Wine based in 23 different countries. There are currently four Masters of Wine resident in Asia: Jeannie Cho Lee MW and Debra Meiburg MW in Hong Kong and Lisa Perrotti-Brown MW in Singapore. All three of whom qualified as Masters of Wine in 2008. In 2010, Ned Goodwin MW became the first Master of Wine based in Japan.

More than 270 students from 25 countries are currently studying in the Institute’s education programme, which prepares candidates for the annual Masters of Wine Examination.

Ends (22.10.10)

Media Contacts

Nathaniel Anderson, Communications Manager, The Institute of Masters of Wine

T: +44 (0)207 621 2830

E: nanderson@mastersofwine.org

Jeannie Cho Lee MW

E: info@asianpalate.com

Debra Meiburg MW

E: meiburg@debramasterofwine.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 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.

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.