



THE INSTITUTE OF
MASTERS *of* WINE

Institute to Host First Ever Hong Kong Open Day

The Institute of Masters of Wine will host its first ever open day in Hong Kong for potential students of its education programme at the end of May. The Master of Wine qualification is internationally recognised as the pinnacle of achievement for wine trade professionals.

The event will provide those interested in studying towards the qualification with an overview of the Institute, an introduction to the theory and practical elements of the education programme and examination, and a tutored tasting with Masters of Wine.

The open day will be hosted by Jeannie Cho Lee MW and Lisa Perrotti-Brown MW, who are based in Hong Kong and Singapore respectively.

Taking place at Institute supporter Berry Bros. & Rudd's Fine Wine Centre in Causeway Bay on 28 May, the open day programme will run from 0900 to 1300. Places are limited to a maximum of 20 and tickets, costing US\$350, must be booked in advance via the Events section of the Institute's www.mastersofwine.org website.

Institute open days, also known as master classes, were first introduced by Masters of Wine 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.

Open days held in Budapest, Hungary, and Düsseldorf, Germany, during March attracted more than 200 attendees. The next Institute open day will take place in London on 17 May.

Jeannie Cho Lee MW said: "One of the challenges we had as Asian-based students in the past was the lack of access to support from locally residing Masters of Wine who could provide dedicated guidance throughout our studies. Lisa and I hope that holding classes and sessions like this on a regular basis in Asia will encourage and help Asian-based students in pursuing the Master of Wine qualification.

"We are grateful to our supporter, Berry Bros. & Rudd, for hosting this exclusive event in its Hong Kong Fine Wine Centre and look forward to meeting the potential MWs of the future here at the end of May."

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 279 individual Masters of Wine based in 22 different countries. There are currently three 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 qualified as Masters of Wine in 2008.

More than 240 students from 25 countries are currently studying in the Institute's education programme, which leads to the Masters of Wine Examination.

Event Summary

Institute of Masters of Wine Hong Kong Open Day

Friday, 28 May 2010, from 0900 to 1300

Berry Bros. & Rudd Fine Wine Centre
Shop 306
3rd Floor
The Lee Gardens
33 Hysan Avenue
Causeway Bay
Hong Kong

Ticket price: US\$350, including VAT

For further information and booking see the Events section of the Institutes www.mastersofwine.org website.

Ends (16.04.10)

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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 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.

More than 240 students from 24 countries are currently engaged in the Institute's education programme which encourages a cross-disciplinary approach to understanding wine and

communicating that knowledge at the highest level and prepares students for the Masters of Wine Examination

The annual Masters of Wine Examination takes place concurrently in London, Napa (USA) and Sydney (Australia), 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 dissertation can someone be admitted to the membership of the Institute, agree to abide by its Code of Conduct 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, the wider wine trade and, usually, private individuals with a serious interest in wine. 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.