



THE INSTITUTE OF
MASTERS *of* WINE

2010 Annual Champagne Tastings in New York & San Francisco

The premier Champagne tastings of the year in the USA will take place in New York at the end of August and in San Francisco at the end of September.

The Institute of Masters of Wine Annual Champagne Tastings provide an unrivalled opportunity to survey the full range of wines on the market today, from the most well-known producers through to exciting niche growers and will include many rare and difficult to find bottlings.

The tasting will feature every category of Champagne on the market, including non-vintage, vintage, rosé, blanc de blancs, prestige cuvées, and sweeter styles. Producers featured in the 2010 tastings will include L. Aubry, Ayala, Henri Billiot, Bollinger, Chartogne-Taillet, Guy de Chassy, Etienne Cherre, Gaston Chiquet, Veuve Clicquot, Delamotte, Demièrre-Ansiot, José Dhont, Hervé Dubois, Charles Ellner, René Geoffroy, Pierre Gimonet, Bernard Girardin, Henri Goutorbe, Alfred Gratien, Marc Hébrart, Charles Heidsieck, Piper-Heidsieck, Henriot, Krug, Laherte Frères, Jean Lallement et Fils, Lallier, Lanson, A. Margaine, Jean Milan, Moët et Chandon, G.H. Mumm, Bruno Paillard, Pehu-Simonet, Dom Perignon, Perrier-Jouët, Pierre Peters, Louis Roederer, Pol Roger, Ruinart, Taittinger, Varnier-Fannièrre, Vazart-Coquart, and Vilmart & Cie.

The tastings attract Masters of Wine, Master Sommeliers, students of wine, key wine buyers in the retail and restaurant trade, journalists and private individuals with a serious interest in the wines of Champagne.

The New York tasting will be held at Christie's Rockefeller Center premises on August 30, 2010. Tickets, priced at \$50 each, will be valid for either one of two tasting slots: from 12:00 pm until 2:00 pm and from 2:30 pm until 4:30 pm.

The San Francisco tasting will be held on September 27, 2010, at the Ferry Plaza Building and will comprise a single tasting session from 5.00pm to 8.00pm. Tickets cost \$50 each.

Tickets for both the New York and San Francisco tastings are available to book via the www.localwineevents.com website. In order to avoid the overcrowding typical of some trade

tastings, ticket numbers are capped at both locations and are sold on a first come, first served basis.

Charles Curtis MW, of the Institute's North America Events Committee, said: "These tastings are among the premier wine events of the year and are held in the heart of the best markets in the United States for champagne. For anyone with a professional or private interest in Champagne they provide the best opportunity to survey the diversity of wines on the market today. They are, in other words, events not to be missed."

For further information see the Events section of the Institute's www.mastersofwine.org website or www.localwineevents.com.

Ends (August 24, 2010)

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The Institute of Masters of Wine

Founded in 1955, The Institute of Masters of Wine is a not-for-profit organization 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 programs, the Institute organizes 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, and

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 programs. 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 international 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.