



THE INSTITUTE OF
MASTERS *of* WINE



napa valley vintners

Napa Valley Vintners become Major Institute Supporter

The Institute of Masters of Wine is delighted to announce that the Napa Valley Vintners has entered into a formal supporter agreement to contribute to its worldwide wine education activities.

The trade association responsible for promoting and protecting the Napa Valley wine region in California has generously contributed to Institute events in North America and elsewhere for a number of years. It has now formalised this partnership and become a major supporter of the Institute, which promotes the highest standards of education in wine and is the membership organisation for Masters of Wine

Under the agreement, the Napa Valley Vintners will provide up to 15 places for students of the Institute to attend the biennial Master Napa Valley Programme and contribute to the Institute's international education and events programmes by providing speakers and staging tastings. This will include a reception and tasting for students attending the annual residential seminar in North America, which currently takes place in the Napa Valley.

Today there are 289 Masters of Wine in the world, based in 23 different countries. Almost 280 students from 28 different countries are currently studying in the Institute's education programme which prepares candidates for the annual Masters of Wine examination.

Napa Valley Vintners Executive Director Linda Reiff said: "We are delighted to take our partnership with this prestigious group to the next level. The Napa Valley Vintners value the leadership of the Institute's education programme and partner with these wine professionals in our educational outreach, both domestically and internationally. We look forward to an even more comprehensive relationship going forward."

Lynne Sherriff MW, Chairman of the Institute said: "We have worked with the Napa Valley Vintners successfully over the years and we are delighted that they have now formalised their relationship with the Institute. Both organisations recognise the value of wine education and the sharing of knowledge and experience internationally. I look forward to building upon what is already a very effective and well-established partnership."

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, the 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.

The principal supporters of the Institute are AXA Millésimes and the Austrian Wine Marketing Board and its major supporters include the Madame Bollinger Foundation, Constellation Europe, Vins et Vignobles Dourthe, The Esterházy Foundation, Ets. J-P Moueix, Istituto Grandi Marchi, Maison Louis Jadot, San Pellegrino, Taransaud Tonnellerie, Villa Maria Group, Viña Errázuriz, The Vintners' Company, Waitrose & Wines of Hungary. Supporters of the Institute include Berry Bros. & Rudd, Lallemant, Opus One, Schloss Vollrads, Südtirol/Alto Adige Wines and Symington Family Estates.

Ends (29.11.10)

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The Napa Valley Vintners

The Napa Valley Vintners is the non-profit trade association responsible for promoting and protecting the Napa Valley appellation as a premiere winegrowing region. From seven founding members in 1944, today the association represents nearly 400 Napa Valley wineries and collectively is a leader in the world-wide wine industry. To learn more about the region and its legendary American wines, visit www.napavintners.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.

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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.